

Micro-Video Recommendation

Techniques, Challenges and Advancements

Recommendation Problem

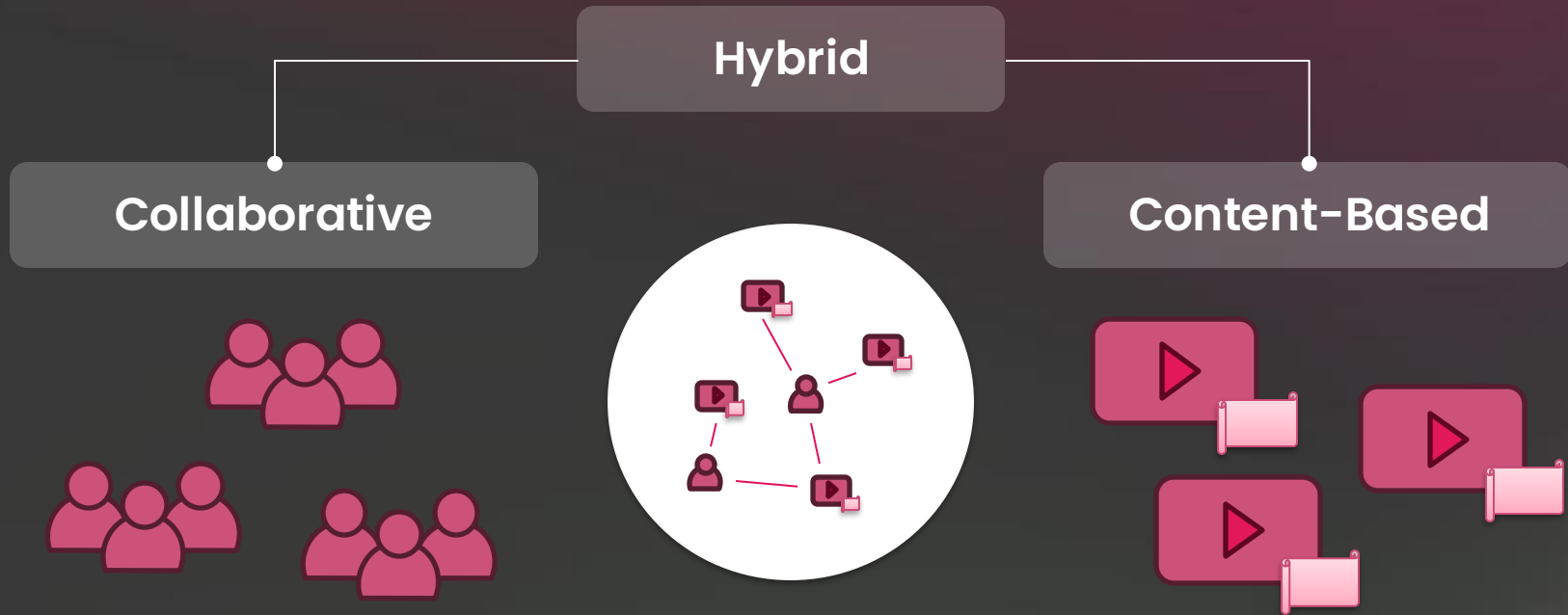
- Sift through vast amounts of digital content
- Gather the most relevant items for the user



Micro-Video Recommendation

- Platforms like Tiktok, Instagram Reels and Youtube Shorts

Filtering Methods



Micro-Video vs Traditional Video

Lack of Feedback

Implicit vs explicit
user feedback

Bigger Volume

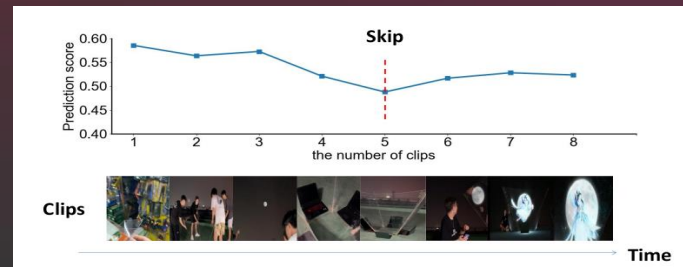
Vast amount of
available content

Data Sparsity

Sparse
interaction matrix

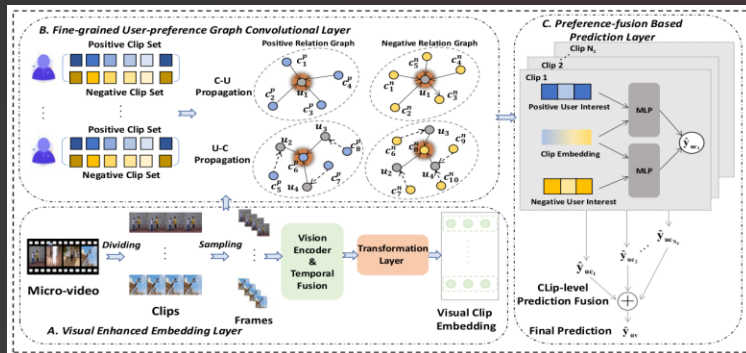
State-of-Art Frameworks

- User-clip interest modeling



FRAME

Learning Fine-Grained User Interests for Micro-Video Recommendation, 2023

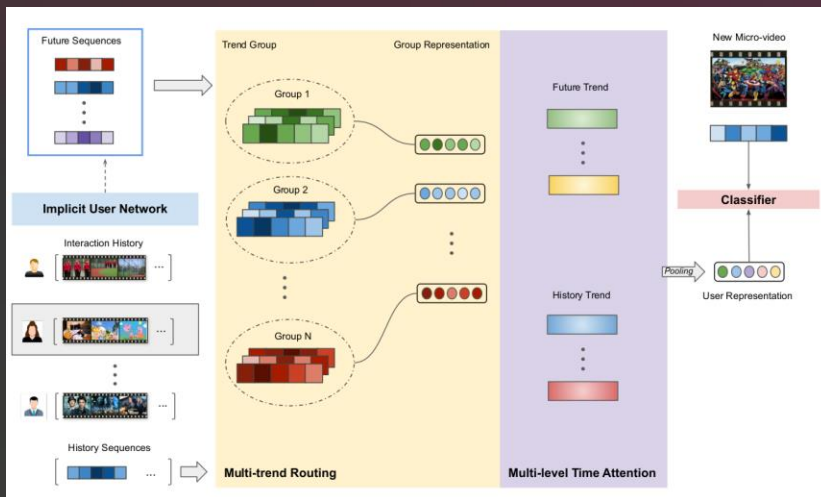


State-of-Art Frameworks

- Trend modeling

DMR

Multi-trends Enhanced Dynamic
Micro-video Recommendation,
2021

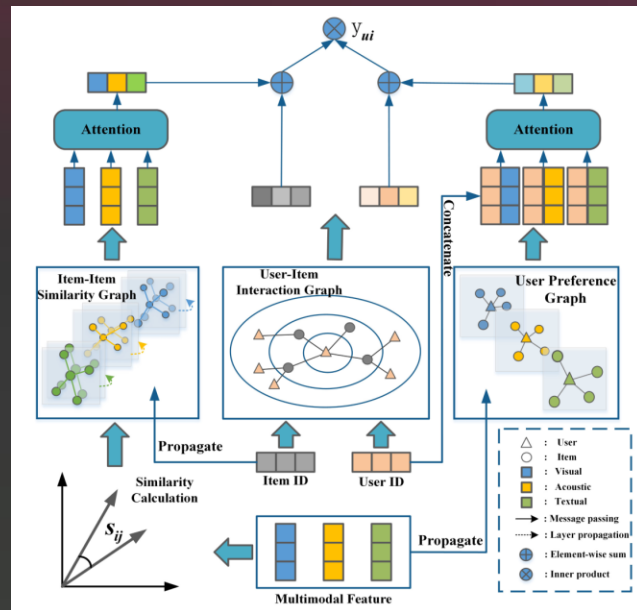


State-of-Art Frameworks

- Multi-modal recommendation

MMGCN

Learning the User's Deeper Preferences for Multi-Modal Recommendation Systems, 2023



Conclusion

- Basics of recommendation systems
- Micro-video recommendation
- Three distinct frameworks that solve the same problem in different ways

Future directions

- Enhancement and refining of current methods
- Deeper user interest modeling

