

Departamento de Eletrónica, Telecomunicações e  
Informática

## **LECTURE: RECOMMENDER SYSTEMS**

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# **Outline**

- **Problem formulation**
- **Content-based recommendation systems**
- **Collaborative filtering learning algorithm**

# Recommendations



**Netflix:** 60+% of the movies watched are recommended

**Google news:** RS generates 38% more click-through

**Amazon:** 35 % sales from recommendations

**Examples:** recom. of books, movies, music, articles, events, etc.

People: friend recommendations on Facebook, LinkedIn, Twitter

# Recommendation mechanisms

## **Editorial and hand curated:**

list of favorites; list of “essential” items

**Simple aggregations:** Top 10, Most popular, Recently uploaded

**Tailored to individual users:** Netflix, Amazon, Pandora

ML focus is here !!!

# Example: Predicting movie ratings (0-5 stars)

Movie	Alice (1)	Bob (2)	Carol (3)	Dave (4)
Love at last	5	5	0	0
Romance forever	5	?	?	0
Cute puppies of love	?	4	0	?
Nonstop car chases	0	0	5	4
Swords vs. karate	0	0	5	?



$n_u$  = no. users  
 $n_m$  = no. movies  
 $r(i, j) = 1$  if user  $j$  has rated movie  $i$   
 $y^{(i, j)}$  = rating given by user  $j$  to movie  $i$  (defined only if  $r(i, j) = 1$ )

$$Y = \begin{bmatrix} 5 & 5 & 0 & 0 \\ 5 & ? & ? & 0 \\ ? & 4 & 0 & ? \\ 0 & 0 & 5 & 4 \\ 0 & 0 & 5 & 0 \end{bmatrix}$$

Y – utility matrix

Goal - predict ratings for movies that users have not yet rated (denoted by ?)

Then recommend the movies with the highest predicted ratings to the user<sub>5</sub>

# Content-based Recommender System (approach 1)

Movie	Alice (1)	Bob (2)	Carol (3)	Dave (4)	$x_1$ (romance)	$x_2$ (action)
Love at last	5	5	0	0	0.9	0
Romance forever	5	?	?	0	1.0	0.01
Cute puppies of love	?	4	0	?	0.99	0
Nonstop car chases	0	0	5	4	0.1	1.0
Swords vs. karate	0	0	5	?	0	0.9

Suppose the movies have features that capture the content of the movie

for example  $x_1$ =romance,  $x_2$ =action,  $x_3$ =comedy, etc. ,

and we know (somehow) what are the values of these features.

For example, it is known that the first 3 movies are very romantic ( $x_1$  is close to 1) but not action movies ( $x_2$  is close to 0), and it is exactly the opposite for the next two movies.

**In general the movies have  $n$  features, represented as a set of  $n$ -dimensional feature vectors  $\mathbf{x}^{(i)} = [\mathbf{x}_1, \mathbf{x}_2, \mathbf{x}_3, \dots, \mathbf{x}_n]$ .**

# Problem Formulation

The ML model that will predict what is the rating  $y^{(i,j)}$  for movie  $i$  given by user  $j$ , is formulated as a Linear Regression between the movie features  $x^{(i)}$  and the user parameters  $\theta^{(j)}$

$r(i, j) = 1$  if user  $j$  has rated movie  $i$  (0 otherwise)

$y^{(i,j)}$  = rating by user  $j$  on movie  $i$  (if defined)

$\theta^{(j)}$  = parameter vector for user  $j$

$x^{(i)}$  = feature vector for movie  $i$

For user  $j$ , movie  $i$ , predicted rating:  $(\theta^{(j)})^T (x^{(i)})$

$m^{(j)}$  = no. of movies rated by user  $j$

# Problem Formulation

The ML model that will predict what is the rating  $y^{(i,j)}$  for movie  $i$  given by user  $j$ , is formulated as a Linear Regression between the movie features  $x^{(i)}$  and the user parameters  $\theta^{(j)}$

$$Y = \begin{bmatrix} 5 & 5 & 0 & 0 \\ 5 & ? & ? & 0 \\ ? & 4 & 0 & ? \\ 0 & 0 & 5 & 4 \\ 0 & 0 & 5 & 0 \end{bmatrix}$$

Predicted ratings:

$$\begin{bmatrix} (\theta^{(1)})^T(x^{(1)}) & (\theta^{(2)})^T(x^{(1)}) & \dots & (\theta^{(n_u)})^T(x^{(1)}) \\ (\theta^{(1)})^T(x^{(2)}) & (\theta^{(2)})^T(x^{(2)}) & \dots & (\theta^{(n_u)})^T(x^{(2)}) \\ \vdots & \vdots & \vdots & \vdots \\ (\theta^{(1)})^T(x^{(n_m)}) & (\theta^{(2)})^T(x^{(n_m)}) & \dots & (\theta^{(n_u)})^T(x^{(n_m)}) \end{bmatrix}$$



# Optimization cost function (with regularization) for learning the user parameters $\theta$

Given a dataset of ratings produced by some users on some movies, the model will try to learn vector  $\theta^{(j)}$  that minimizes the error between the predictions and the real scores given by the users.

The cost (lost) function with regularization terms is given by :

To learn  $\theta^{(j)}$  (parameter for user  $j$ ):

$$\min_{\theta^{(j)}} \frac{1}{2} \sum_{i:r(i,j)=1} \left( (\theta^{(j)})^T x^{(i)} - y^{(i,j)} \right)^2 + \frac{\lambda}{2} \sum_{k=1}^n (\theta_k^{(j)})^2$$

To learn  $\theta^{(1)}, \theta^{(2)}, \dots, \theta^{(n_u)}$ :

$$\min_{\theta^{(1)}, \dots, \theta^{(n_u)}} \frac{1}{2} \sum_{j=1}^{n_u} \sum_{i:r(i,j)=1} \left( (\theta^{(j)})^T x^{(i)} - y^{(i,j)} \right)^2 + \frac{\lambda}{2} \sum_{j=1}^{n_u} \sum_{k=1}^n (\theta_k^{(j)})^2$$

# Optimization (gradient descent) algorithm

$$\min_{\theta^{(1)}, \dots, \theta^{(n_u)}} \frac{1}{2} \sum_{j=1}^{n_u} \sum_{i:r(i,j)=1} \left( (\theta^{(j)})^T x^{(i)} - y^{(i,j)} \right)^2 + \frac{\lambda}{2} \sum_{j=1}^{n_u} \sum_{k=1}^n (\theta_k^{(j)})^2$$

Gradient descent update:

$$\theta_k^{(j)} := \theta_k^{(j)} - \alpha \sum_{i:r(i,j)=1} ((\theta^{(j)})^T x^{(i)} - y^{(i,j)}) x_k^{(i)} \quad (\text{for } k = 0)$$

$$\theta_k^{(j)} := \theta_k^{(j)} - \alpha \left( \sum_{i:r(i,j)=1} ((\theta^{(j)})^T x^{(i)} - y^{(i,j)}) x_k^{(i)} + \lambda \theta_k^{(j)} \right) \quad (\text{for } k \neq 0)$$

# Collaborative Filtering (approach 2)

Suppose we do not know how much the movies are romantic or action, but somehow we know that Alice and Bob like romantic movies, Carol and Dave like action movies.

Movie	Alice (1)	Bob (2)	Carol (3)	Dave (4)	$x_1$ (romance)	$x_2$ (action)
Love at last	5	5	0	0	?	?
Romance forever	5	?	?	0	?	?
Cute puppies of love	?	4	0	?	?	?
Nonstop car chases	0	0	5	4	?	?
Swords vs. karate	0	0	5	?	?	?

$$\theta^{(1)} = \begin{bmatrix} 0 \\ 5 \\ 0 \end{bmatrix}, \theta^{(2)} = \begin{bmatrix} 0 \\ 5 \\ 0 \end{bmatrix}, \theta^{(3)} = \begin{bmatrix} 0 \\ 0 \\ 5 \end{bmatrix}, \theta^{(4)} = \begin{bmatrix} 0 \\ 0 \\ 5 \end{bmatrix}$$

# Collaborative Filtering – idea

Based on the assumption that “similar people like similar things”.

We want to find similarity between the users that rated high a movie and recommend this movie to a similar user that has not yet voted for it.

The users collaborate to get better rating.



# Optimization cost function (with regularization) for learning movie feature vector $\mathbf{x}$

Given parameter vectors  $\theta^{(j)}$  of some of the users,  
learn the features  $\mathbf{x}^{(i)}$  for movie  $i$ :

Given  $\theta^{(1)}, \dots, \theta^{(n_u)}$ , to learn  $x^{(i)}$ :

$$\min_{x^{(i)}} \frac{1}{2} \sum_{j:r(i,j)=1} ((\theta^{(j)})^T x^{(i)} - y^{(i,j)})^2 + \frac{\lambda}{2} \sum_{k=1}^n (x_k^{(i)})^2$$

Given parameter vectors  $\theta^{(j)}$  of some of the users,  
learn the features for all movies:

Given  $\theta^{(1)}, \dots, \theta^{(n_u)}$ , to learn  $x^{(1)}, \dots, x^{(n_m)}$ :

$$\min_{x^{(1)}, \dots, x^{(n_m)}} \frac{1}{2} \sum_{i=1}^{n_m} \sum_{j:r(i,j)=1} ((\theta^{(j)})^T x^{(i)} - y^{(i,j)})^2 + \frac{\lambda}{2} \sum_{i=1}^{n_m} \sum_{k=1}^n (x_k^{(i)})^2$$

# Basic Collaborative Filtering Algorithm

**Two subsequent optimization problems :**

Step 1: Given features  $\mathbf{X}$  for all movies, estimate user parameters  $\theta$

Step 2: Given user parameters  $\theta$ , estimate the features  $\mathbf{X}$  for all movies

Given  $x^{(1)}, \dots, x^{(n_m)}$ , estimate  $\theta^{(1)}, \dots, \theta^{(n_u)}$ :

$$\left[ \min_{\theta^{(1)}, \dots, \theta^{(n_u)}} \frac{1}{2} \sum_{j=1}^{n_u} \sum_{i:r(i,j)=1} ((\theta^{(j)})^T x^{(i)} - y^{(i,j)})^2 + \frac{\lambda}{2} \sum_{j=1}^{n_u} \sum_{k=1}^n (\theta_k^{(j)})^2 \right.$$

Given  $\theta^{(1)}, \dots, \theta^{(n_u)}$ , estimate  $x^{(1)}, \dots, x^{(n_m)}$ :

$$\min_{x^{(1)}, \dots, x^{(n_m)}} \frac{1}{2} \sum_{i=1}^{n_m} \sum_{j:r(i,j)=1} ((\theta^{(j)})^T x^{(i)} - y^{(i,j)})^2 + \frac{\lambda}{2} \sum_{i=1}^{n_m} \sum_{k=1}^n (x_k^{(i)})^2$$

Do it sequentially: Guess  $\theta \Rightarrow$  **estimate  $\mathbf{x}$**   $\Rightarrow$  **estimate  $\theta$**  etc.

# Collaborative Filtering Algorithm

Given  $x^{(1)}, \dots, x^{(n_m)}$ , estimate  $\theta^{(1)}, \dots, \theta^{(n_u)}$ :

$$\min_{\theta^{(1)}, \dots, \theta^{(n_u)}} \frac{1}{2} \sum_{j=1}^{n_u} \sum_{i:r(i,j)=1} ((\theta^{(j)})^T x^{(i)} - y^{(i,j)})^2 + \frac{\lambda}{2} \sum_{j=1}^{n_u} \sum_{k=1}^n (\theta_k^{(j)})^2$$

Given  $\theta^{(1)}, \dots, \theta^{(n_u)}$ , estimate  $x^{(1)}, \dots, x^{(n_m)}$ :

$$\min_{x^{(1)}, \dots, x^{(n_m)}} \frac{1}{2} \sum_{i=1}^{n_m} \sum_{j:r(i,j)=1} ((\theta^{(j)})^T x^{(i)} - y^{(i,j)})^2 + \frac{\lambda}{2} \sum_{i=1}^{n_m} \sum_{k=1}^n (x_k^{(i)})^2$$

**Instead of solving sequentially two optimization problems (above), solve one optimization problem (below)**

$$\min_{\substack{x^{(1)}, \dots, x^{(n_m)} \\ \theta^{(1)}, \dots, \theta^{(n_u)}}} \frac{1}{2} \sum_{(i,j):r(i,j)=1} ((\theta^{(j)})^T x^{(i)} - y^{(i,j)})^2 + \frac{\lambda}{2} \sum_{i=1}^{n_m} \sum_{k=1}^n (x_k^{(i)})^2 + \frac{\lambda}{2} \sum_{j=1}^{n_u} \sum_{k=1}^n (\theta_k^{(j)})^2$$



# Collaborative Filtering Algorithm

**One optimization problem:** Given a dataset of ratings produced by some users on some movies, the model try to learn **simultaneously** both the movie features  $X$  and the user parameters  $\theta$ .

Initialize  $x^{(1)}, \dots, x^{(n_m)}, \theta^{(1)}, \dots, \theta^{(n_u)}$  to small random values.

Minimize  $J(x^{(1)}, \dots, x^{(n_m)}, \theta^{(1)}, \dots, \theta^{(n_u)})$  using gradient descent (or an advanced optimization algorithm). E.g. for every  $j = 1, \dots, n_u, i = 1, \dots, n_m$  :

$$x_k^{(i)} := x_k^{(i)} - \alpha \left( \sum_{j:r(i,j)=1} ((\theta^{(j)})^T x^{(i)} - y^{(i,j)}) \theta_k^{(j)} + \lambda x_k^{(i)} \right)$$
$$\theta_k^{(j)} := \theta_k^{(j)} - \alpha \left( \sum_{i:r(i,j)=1} ((\theta^{(j)})^T x^{(i)} - y^{(i,j)}) x_k^{(i)} + \lambda \theta_k^{(j)} \right)$$

For a user with parameters  $\theta$  and a movie with (learned) features  $x$ , predict a star rating of  $\theta^T x$ .



# Find Related Movies

For each movie  $i$ , we find a feature vector  $x^{(i)} \in \mathbb{R}^n$

$x_1$ =romance,  $x_2$ =action,  $x_3$ =comedy,  $x_4$  = ----,

How to find movie  $j$  related to movie  $i$  ?

Small distance between the feature vectors of  $i$  and  $j$ .

5 most similar movies to movie  $i$  :

Find the 5 movies  $j$  with the smallest  $\|x^{(i)} - x^{(j)}\|$

# Users who have not rated any movies

Movie	Alice (1)	Bob (2)	Carol (3)	Dave (4)	Eve (5)
Love at last	5	5	0	0	?
Romance forever	5	?	?	0	?
Cute puppies of love	?	4	0	?	?
Nonstop car chases	0	0	5	4	?
Swords vs. karate	0	0	5	?	?

$$Y = \begin{bmatrix} 5 & 5 & 0 & 0 & ? \\ 5 & ? & ? & 0 & ? \\ ? & 4 & 0 & ? & ? \\ 0 & 0 & 5 & 4 & ? \\ 0 & 0 & 5 & 0 & ? \end{bmatrix}$$

$$\min_{\substack{x^{(1)}, \dots, x^{(n_m)} \\ \theta^{(1)}, \dots, \theta^{(n_u)}}} \frac{1}{2} \sum_{(i,j): r(i,j)=1} ((\theta^{(j)})^T x^{(i)} - y^{(i,j)})^2 + \frac{\lambda}{2} \sum_{i=1}^{n_m} \sum_{k=1}^n (x_k^{(i)})^2 + \frac{\lambda}{2} \sum_{j=1}^{n_u} \sum_{k=1}^n (\theta_k^{(j)})^2$$

# Users who have not rated any movies

## Apply mean normalization as a preprocessing step

- Compute mean rating value for each movie
- Sub-track this value from the rating of the movie  
(each movie has mean rating value =0)
- Assign to users who have not rated any movies the mean rating value of the movies.

$$Y = \begin{bmatrix} 5 & 5 & 0 & 0 & ? \\ 5 & ? & ? & 0 & ? \\ ? & 4 & 0 & ? & ? \\ 0 & 0 & 5 & 4 & ? \\ 0 & 0 & 5 & 0 & ? \end{bmatrix} \quad \mu = \begin{bmatrix} 2.5 \\ 2.5 \\ 2 \\ 2.25 \\ 1.25 \end{bmatrix} \quad \rightarrow Y = \begin{bmatrix} 2.5 & 2.5 & -2.5 & -2.5 & ? \\ 2.5 & ? & ? & -2.5 & ? \\ ? & 2 & -2 & ? & ? \\ -2.25 & -2.25 & 2.75 & 1.75 & ? \\ -1.25 & -1.25 & 3.75 & -1.25 & ? \end{bmatrix}$$