Sistema de Recomendación Híbrido

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Abstract. En el ámbito de los sistemas de recomendación, los enfoques híbridos han demostrado ser altamente efectivos al combinar las fortalezas de múltiples técnicas de recomendación. Este trabajo presenta un sistema de recomendación híbrido que integra métodos basados en contenido y filtrado colaborativo para mejorar la precisión y relevancia de las recomendaciones. El sistema propuesto utiliza un modelo de filtrado colaborativo para capturar las preferencias de los usuarios a partir de sus interacciones pasadas, mientras que el enfoque basado en contenido analiza las características intrínsecas de los ítems para ofrecer recomendaciones personalizadas. La combinación de estos métodos se realiza mediante un esquema de ponderación adaptativa que ajusta la contribución de cada técnica según el contexto y el perfil del usuario. Los resultados experimentales muestran que el sistema híbrido supera a los enfoques individuales en términos de precisión y satisfacción del usuario, destacando su potencial para aplicaciones en diversas áreas como el comercio electrónico, la recomendación de películas y la educación en línea.

Keywords: Sistema de Recomendación Híbrido · filtrado colaborativo · filtrado basado en contenido.

1 Introducción

1.1 A Subsection Sample

Please note that the first paragraph of a section or subsection is not indented. The first paragraph that follows a table, figure, equation etc. does not need an indent, either.

Subsequent paragraphs, however, are indented.

Sample Heading (Third Level) Only two levels of headings should be numbered. Lower level headings remain unnumbered; they are formatted as run-in headings.

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Displayed equations are centered and set on a separate line.

$$x + y = z \tag{1}$$

Please try to avoid rasterized images for line-art diagrams and schemas. Whenever possible, use vector graphics instead (see Fig. 1).

Fig. 1. A figure caption is always placed below the illustration. Please note that short captions are centered, while long ones are justified by the macro package automatically.

Theorem 1. *This is a sample theorem. The run-in heading is set in bold, while the following text appears in italics. Definitions, lemmas, propositions, and corollaries are styled the same way.*

Proof. Proofs, examples, and remarks have the initial word in italics, while the following text appears in normal font.

For citations of references, we prefer the use of square brackets and consecutive numbers. Citations using labels or the author/year convention are also acceptable. The following bibliography provides a sample reference list with entries for journal articles [1], an LNCS chapter [**?**], a book [**?**], proceedings without editors [**?**], and a homepage [**?**]. Multiple citations are grouped [1, **?**,**?**], [1, **?**,**?**,**?**].

Acknowledgments. A bold run-in heading in small font size at the end of the paper is used for general acknowledgments, for example: This study was funded by X (grant number Y).

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References

1. Erion Cano, Maurizio Morisio: Hybrid Recommender Systems: A Systematic Literature Review. Department of Control and Computer Engineering, Politecnico di Torino, Corso Duca degli Abruzzi, 24 - 10129 Torino

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