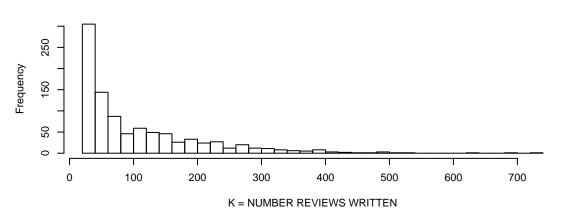
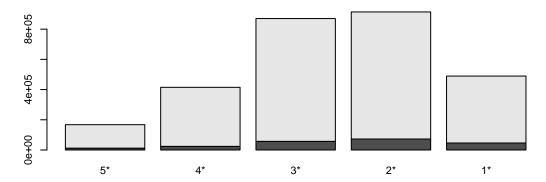
NUMBER MOVIES PER GENRE 700 600 500 400 300 200 100 Sci.Fi Crime Fantasy Film.Noir Musical Romance Mystery Horror

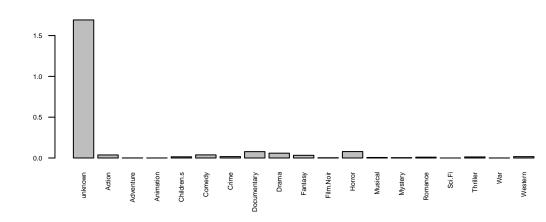
FREQUENCY OF USERS WITH K REVIEWS



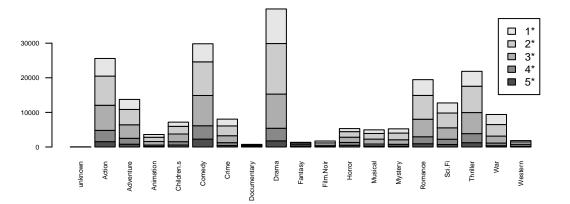




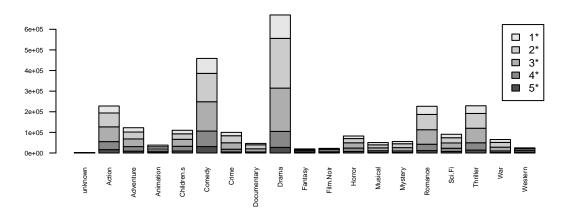
ORIG/AFTR: DIFFERENCE IN GENRE MEANS



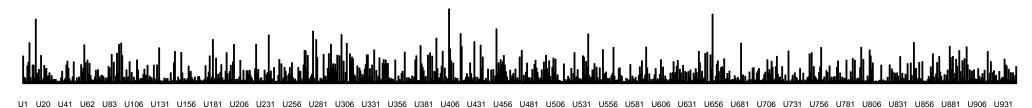
ORIG: NUM. RATINGS PER GENRE



AFTR: NUM. RATINGS PER GENRE





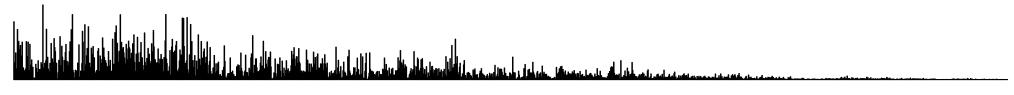


> 300 200 100

0.2

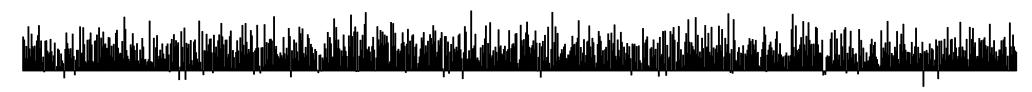
-0.2

TOTAL NUMBER REVIEWS PER MOVIE (ORIG)



M1 M35 M73 M115 M161 M207 M253 M299 M345 M391 M497 M483 M529 M575 M621 M667 M713 M759 M805 M851 M897 M943 M989 M1038 M1091 M1144 M1197 M1250 M1303 M1356 M1409 M1462 M1515 M1568 M1621 M1674

IMPACT OVER AVERAGE RATING (PER USER) DUE TO RECOMMENDATIONS MADE



U1 U20 U41 U62 U83 U106 U131 U156 U181 U206 U231 U256 U281 U306 U331 U356 U381 U406 U431 U456 U481 U506 U531 U556 U581 U606 U631 U656 U681 U706 U731 U756 U781 U806 U831 U856 U881 U906 U931

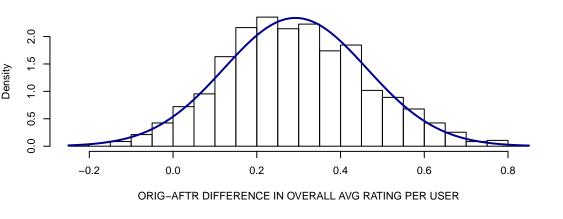
DIFFERENCE IN (ORIG-AFTER) USER RATING MEANS PER INDIVIDUAL USER

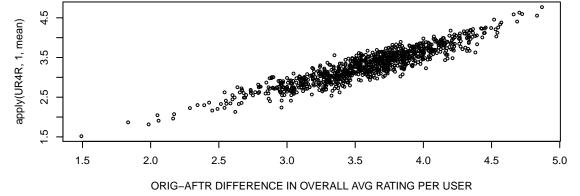
IMPACT OVER AVERAGE RATING (PER MOVIE) DUE TO RECOMMENDATIONS MADE



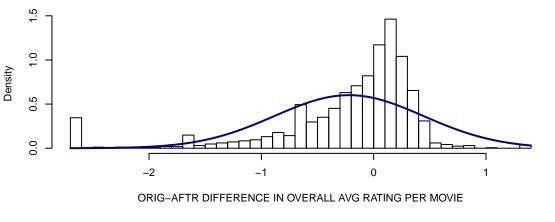
M1 M35 M73 M115 M161 M207 M253 M299 M345 M391 M497 M483 M529 M575 M621 M667 M713 M759 M805 M851 M897 M943 M989 M1038 M1091 M1144 M1197 M1250 M1303 M1356 M1409 M1462 M1515 M1568 M1621 M1674

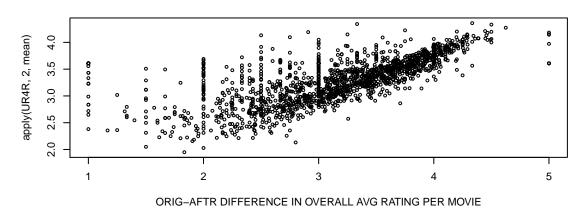
WITH RESPECT TO USERS: HOW DOES THE RATING ERROR BEHAVES? (DISTRIBUTIO) WITH RESPECT TO USERS: HOW DOES THE RATING ERROR BEHAVES? (INDIVIDUALLY



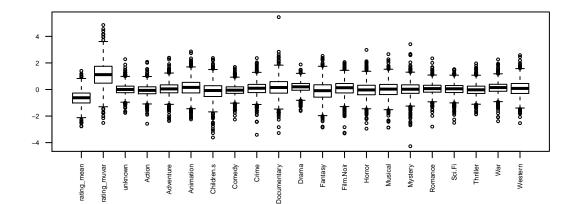


WITH RESPECT TO MOVIES: HOW DOES THE RATING ERROR BEHAVES? (DISTRIBUTIO WITH RESPECT TO MOVIES: HOW DOES THE RATING ERROR BEHAVES? (INDIVIDUALL





RANGE OF COEFFICIENTS FOR USER PREFERENCES



RANGE OF COEFFICIENTS FOR MOVIE FEATURES

