

A Tour of Amazon.com

Learning Objectives

- To explore a wide range of recommender systems in the context of a large, professional site
- To understand how we can taxonomize recommendations

Analytical Framework

- Dimensions of Analysis
 - Domain products already purchased
 - Purpose to get the person to buy
 - Recommendation Context general browsing
 - Whose Opinions implicit purchase data
 - Personalization Level level one product at a time
 - Privacy and Trustworthiness
 - Interfaces clustered suggestions
 - Recommendation Algorithms commonly depleted, profitable
, purchase cycle

Analytical Framework

- Dimensions of Analysis
 - Domain product
 - Purpose add on sale (addition)
 - Recommendation Context shopping for a product
 - Whose Opinions others
 - Personalization Level ephemeral (current product)
 - Privacy and Trustworthiness
 - Interfaces recommendations
 - Recommendation Algorithms products association

Analytical Framework customer recommendations

- Dimensions of Analysis
 - Domain product
 - Purpose general recommendations to purch
 - Recommendation Context as requested
 - Whose Opinions other customers + me
 - Personalization Level personalized to my full history
 - Privacy and Trustworthiness
 - Interfaces list of recs
 - Recommendation Algorithms cf + content based

Analytical Framework

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