

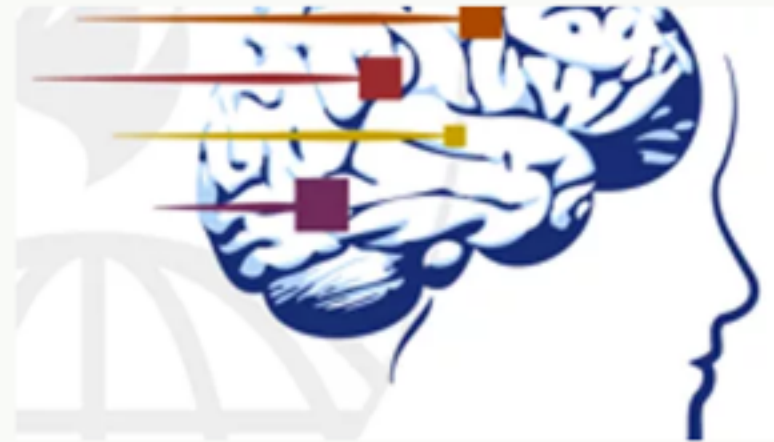
Introducing the Recommender

Introduction and Motivation

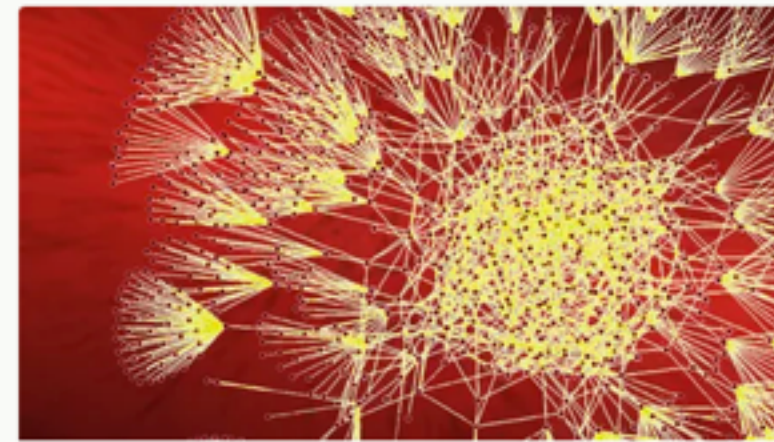
Recommendations

- What does coursera.com recommend?

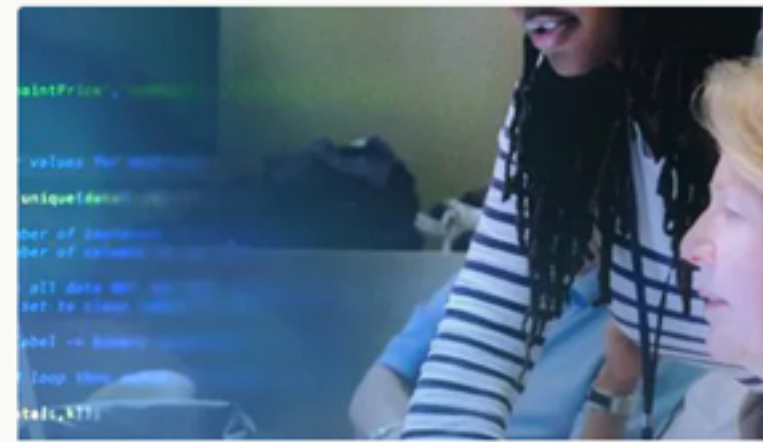
Popular Specializations



Data Science
Johns Hopkins University



Big Data
University of California, San Di...



Python for Everybody
University of Michigan



**Excel to MySQL: Analytic
Techniques for Business**
Duke University



Machine Learning
University of Washington



**Introduction to Project
Management Principles...**
University of California, Irvine



Business Analytics
University of Pennsylvania



Interaction Design
University of California, San Di...

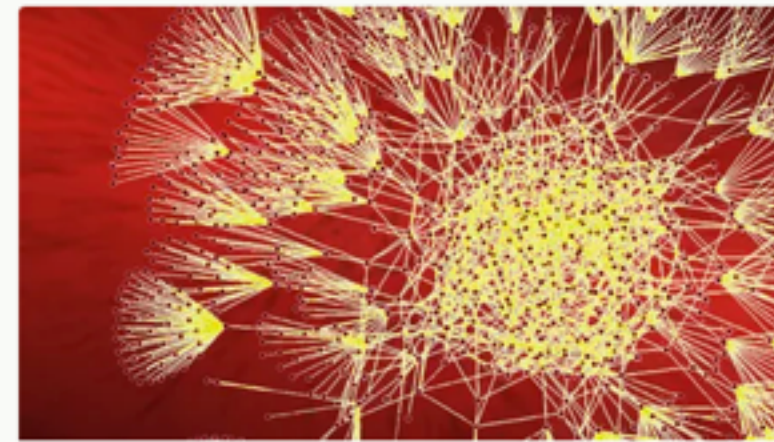
Recommendations

- What does coursera.com recommend?
- How do they make these recommendations

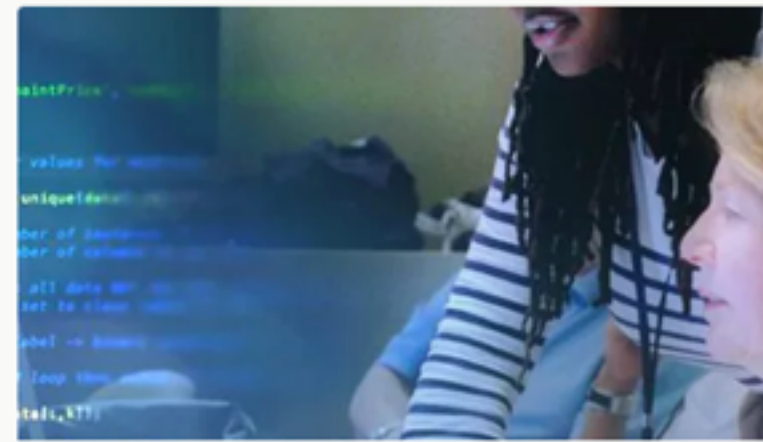
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Coursera Programming Recommendations

- Why are these the top three of 374?

You searched for programming. 374 matches



Programming for Everybody (Getting Started with Python)

University of Michigan



Introduction To Swift Programming

University of Toronto



Programming and the Web for Beginners

Duke University

Restaurant Recommendations


- Asian food in San Francisco?


- Yelp!
- Four stars
- Filter by ...


Best asian in Financial District, San Francisco, CA
San Francisco > Financial District


Filters


\$ \$\$ \$\$\$ \$\$\$\$ ⌚ Open Now 🚚 Order Pickup or Delivery 📅 Make a R

 1. **Hakkasan** Financial District, Union Square
★★★★☆ 912 reviews
\$\$\$ · American (New), Cantonese, Dim Sum
1 Kearny St
San Francisco, CA 94108
(415) 829-8148

 Hakkasan is apparently part of a family of restaurants. There is a club venue in vegas.. and they do run on the "pinky-in-air" higher end of version of **asian**/ fusion dining. I wouldn't...

 2. **Sushirrito** Financial District
★★★★☆ 900 reviews
\$\$ · Japanese, Sushi Bars, Asian Fusion
226 Kearny St
San Francisco, CA 94108
(415) 544-9868

 Unique concept with a big following! Should you fall into the hype? I have, but will not overhype the place. So the question you might ask is if it is more **Asian** or Mexican? The answer...

 3. **Sapphire Asian Cuisine** Financial District
★★★★☆ 247 reviews
\$ · Burmese, Asian Fusion
475 Sacramento St
San Francisco, CA 94111
(415) 984-0428


Restaurants Around the World


- Should we eat burgers in the Netherlands?
 - Sorting the data
 - Not just stars!
 - Many factors


Best american in The Hague, Zuid-Holland, The Netherlands


Filters


€ €€ €€€ €€€€ ⌚ Open Now Good for Groups Good for Kids ☰ All


 **1. Burgerz**
★ ★ ★ ★ ☆ 14 reviews
€€ · Burgers, American (Traditional)
Prinsestraat 23
2513 CA Den Haag
The Netherlands
+31 70 3560062

 Being kind of a sucker for burgers, I really wanted to find a good place to eat burgers while in Den Haag. Turns out, burgers are not that big of a thing here compared to Stockholm, Sweden....

 **2. Shabu Shabu**
★ ★ ★ ★ ☆ 4 reviews
€€€ · Sushi Bars, American (Traditional), Asian Fusion
Torenstraat 138
2513 BW Den Haag
The Netherlands
+31 70 3628679

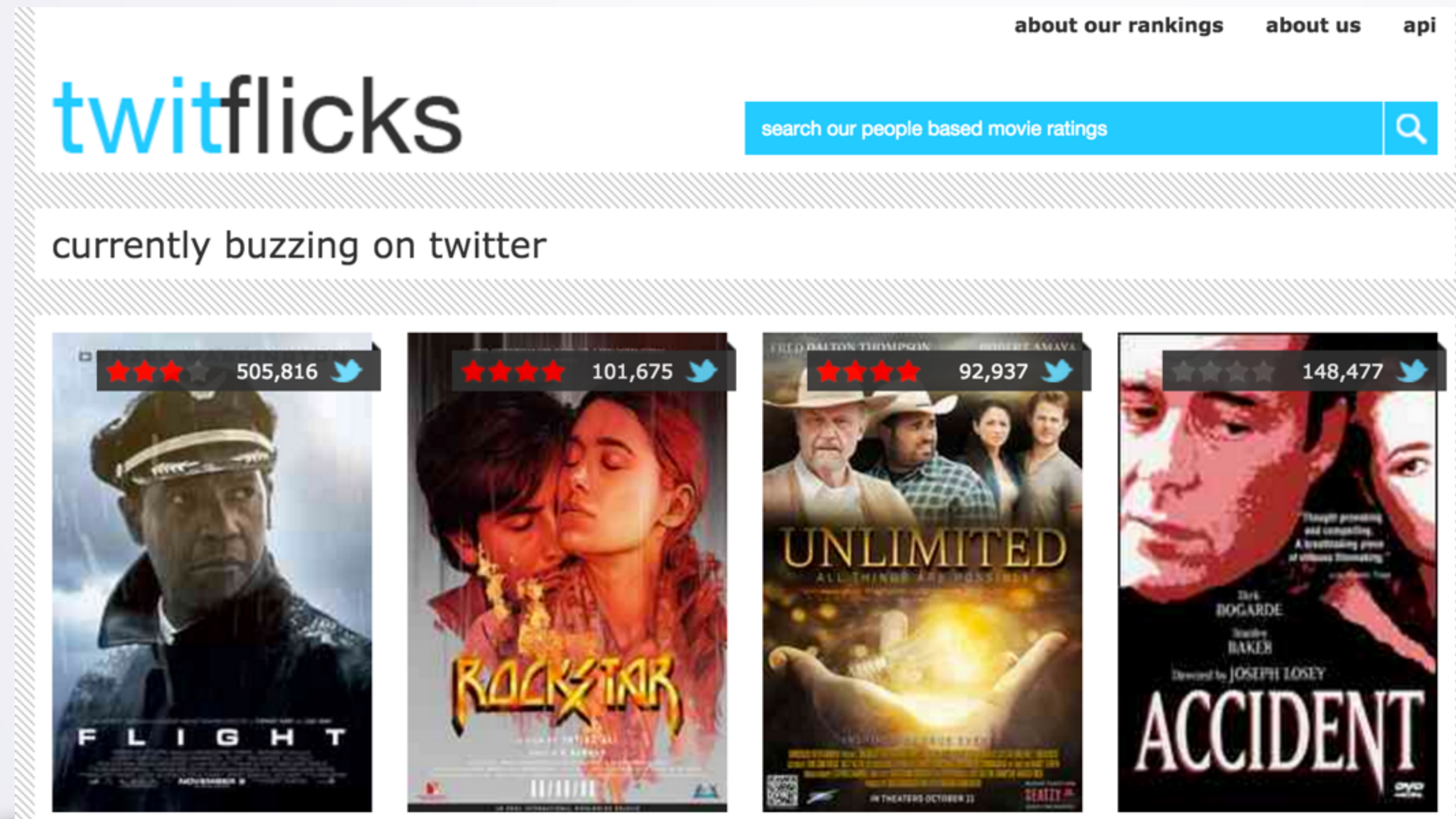
 So worth it. Definitely would (and hopefully will) return. All you can eat, wide choice of different dishes on the menu and an actually all you can eat (no limits of rounds and so on...). Went...

 **3. Bite Me!**
★ ★ ★ ★ ★ 1 review
American (Traditional)
Anna Paulownaplein 9
2518 BK Den Haag
The Netherlands
+31 70 3607777

 I'm very happy that a gave this place a try. It's an adorable little cafe/restaurant on a quaint square

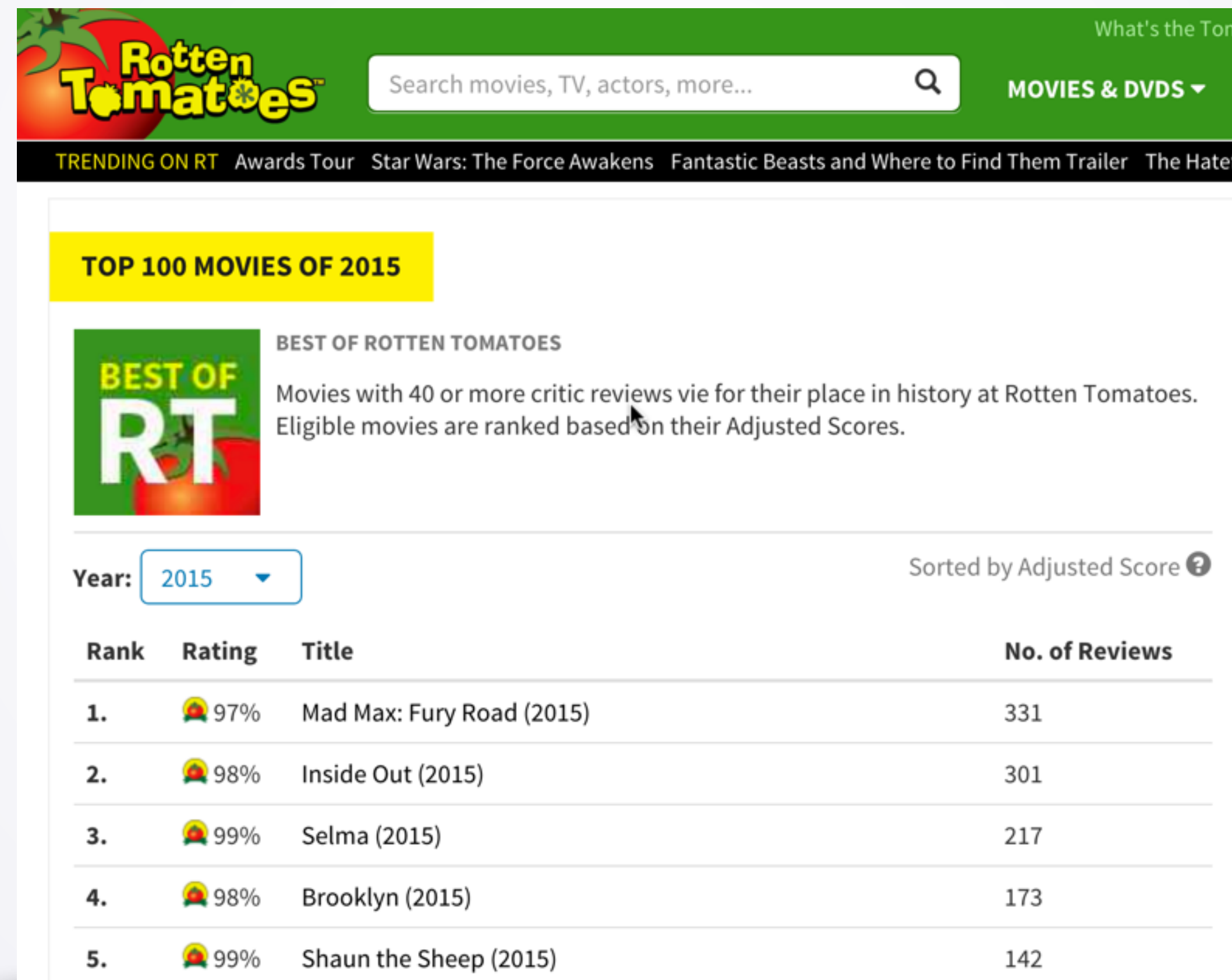
Crowdsourced Movie Recommendations

- Parsing Twitter comments
 - We'll use another, open-licensed version



Crowdsourcing Critic Reviews

- Should we go with critics or with our friends? How to "trust" recommendations?
- Averages
- Genres

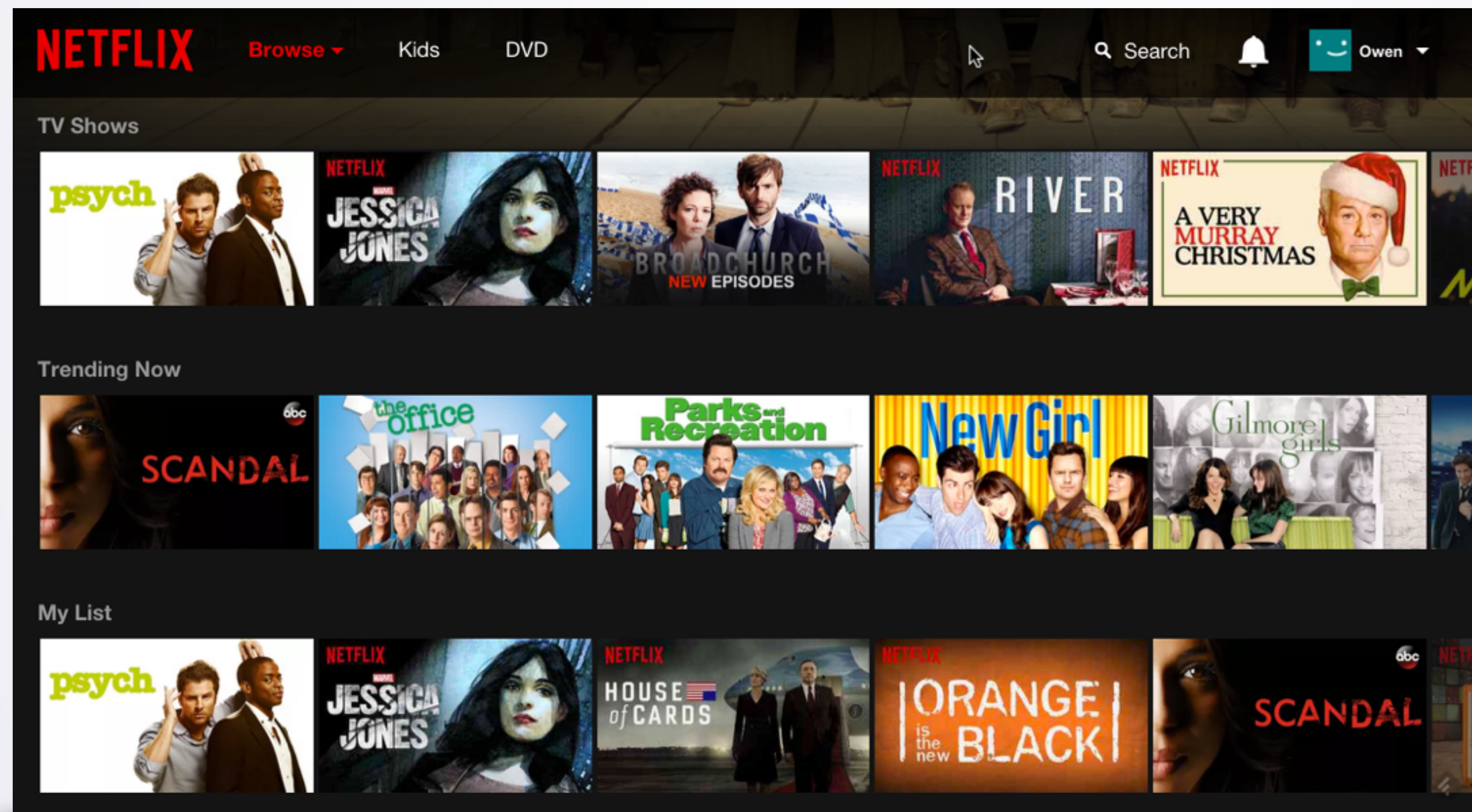


The screenshot shows the Rotten Tomatoes website interface. At the top, there's a green header with the Rotten Tomatoes logo, a search bar, and a dropdown menu for 'MOVIES & DVDS'. Below the header, a navigation bar lists trending items. The main content area features a yellow banner for 'TOP 100 MOVIES OF 2015' and a section titled 'BEST OF ROTTEN TOMATOES' with a description: 'Movies with 40 or more critic reviews vie for their place in history at Rotten Tomatoes. Eligible movies are ranked based on their Adjusted Scores.' Below this, there's a filter for 'Year: 2015' and a sorting option 'Sorted by Adjusted Score'. A table lists the top 5 movies with their rank, rating, title, and number of reviews.

Rank	Rating	Title	No. of Reviews
1.	97%	Mad Max: Fury Road (2015)	331
2.	98%	Inside Out (2015)	301
3.	99%	Selma (2015)	217
4.	98%	Brooklyn (2015)	173
5.	99%	Shaun the Sheep (2015)	142

Recommendations Based on Tastes

- My viewing habits, and those of viewers like me, help with recommendations



Recommendation Engine/Database

- Create recommendations based on data about books, movies, restaurants, ...
 - We'll use movies, ratings based on tweets
 - <http://recsyswiki.com/wiki/Movietweetings>
- Parse data, store for recommendations
 - By Movies/Item
 - By Similarities to you, or me, or ...