

# IMPLICIT / EXPLICIT

- ▶ Explicit Feedback: user explicitly expresses like/dislike, e.g. rating, like
- ▶ Implicit Feedback: Not as obvious in terms of preference, it's only the observation, e.g. purchase, hits

# EVALUATION

- ▶ Offline Experiment: cross-validation based on metric such as MAP, Accuracy
- ▶ Online Experiment: online feedback with A/B test