METHODOLOGY
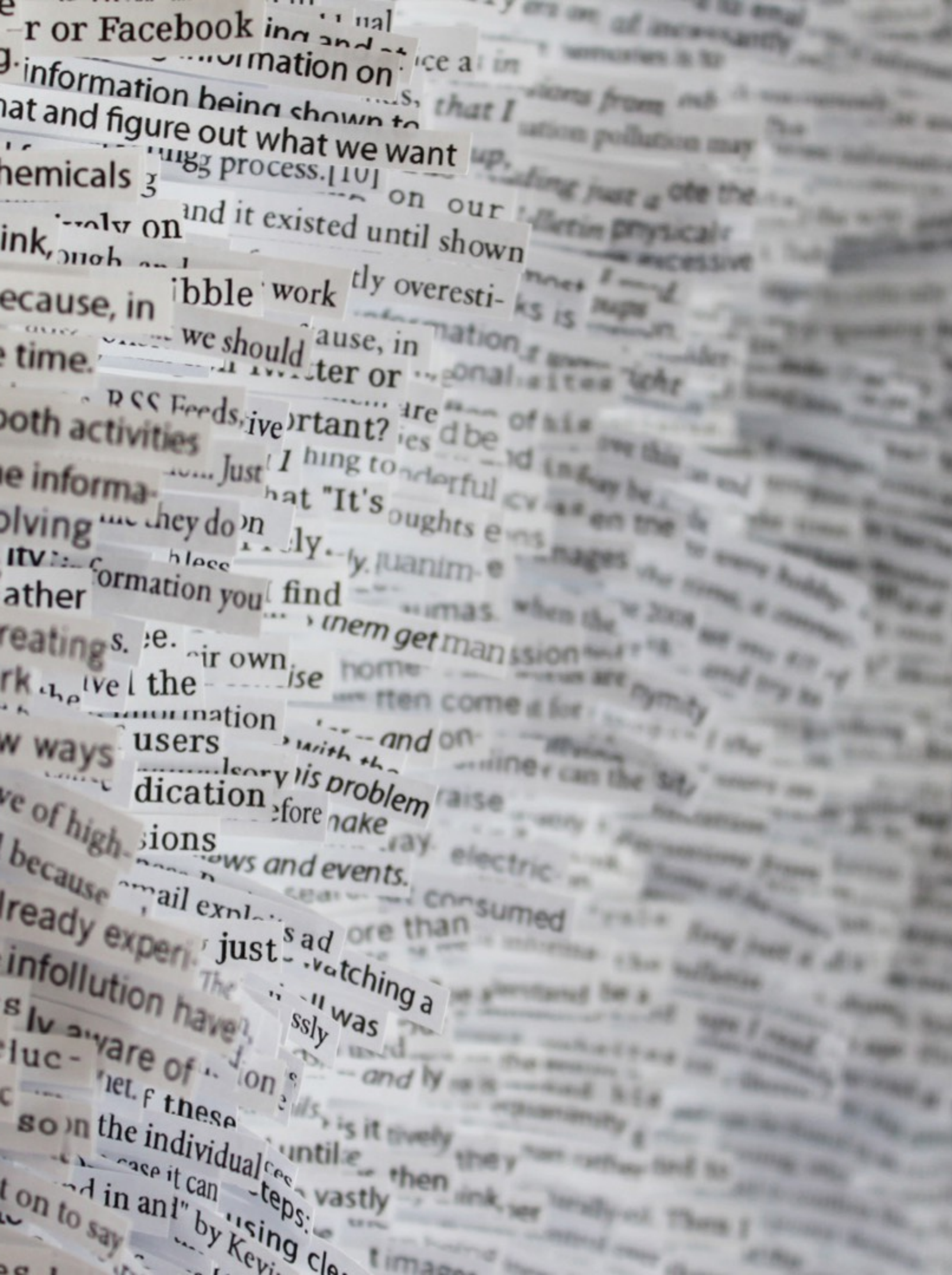
YI JIN

RECOMMENDER SYSTEM

Information Overload

Information Filter
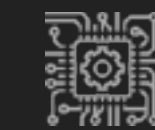
Web Directory

Search Engine

Personalization

Recommendation

P(Prod | user's history)
Assess how a user will like / purchase / visit an item that has never seen before.

MOTIVATION