Midterm Part 1

12/12 points earned (100%)

Quiz passed!

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1 / 1 points

1. We've used the example of recommending bananas in a grocery store as an example of how not to build an effective recommender. What is wrong with recommending bananas?

1 / 1 points

2. A user views the first 13 seconds of a 5 minute video on YouTube, then browses away. What kind of recommendation input is this?

1 / 1 points

3. Which of the following is a problem with using Pearson correlation (as opposed to other similarity metrics) for computing user similarities in user-user collaborative filtering?

✔ 1 / 1 points

4. Which of the following is NOT true about case-based reasoning?

✔ 1 / 1 points

5. Conde Nast Traveller computes non-personalized scores as the percentage of people who rate a particular item “very good” or “excellent.” In what way is this BETTER THAN Zagat’s average rating model?

✔ 1 / 1 points

6. We provided two product association recommender formulas: A simple formula $\frac{(\text{X and Y})}{\text{X}}$ and an adjusted one $\frac{\left(\frac{(\text{X and Y})}{\text{X}}\right)}{\left(\frac{(!\text{X and Y})}{!\text{X}}\right)}$. In which circumstance might we prefer the simple formula?

✔ 1 / 1 points

7. Which of these techniques is NOT used for building a content filtering profile?

✔ 1 / 1 points

8. Which of these statements best describes the goal of the TFIDF formula?

9. Either vector cosine or Pearson correlation are often used to compute a weight in user-user collaborative filtering. What are these metrics trying to measure?

1 / 1 points

10. Which of these explanations of a user-user collaborative filtering predicted rating is most likely to be effective?

1 / 1 points

11. A basic user-user collaborative filtering algorithm uses the formula:

$$P_{a,i} = \frac{\sum_{u=1}^{n} r_{u,i} \cdot w_{a,u}}{\sum_{u=1}^{n} w_{a,u}}$$

What is the purpose of the term $w_{a,u}$ in the numerator?

1 / 1 points

12. Cosley experimented with giving people deliberately inaccurate predictions. He examined three possibilities:

I. People would notice that predictions were wrong

II. People would be biased by the wrong predictions and enter different ratings.

III. People would have lower satisfaction with the system after receiving bad predictions.

Which ones happened?

1 / 1 points