Midterm Part 3

12/12 points earned (100%)

Quiz passed!

Continue Course (/learn/recommender-systems/lecture/yJpAk/intro-to-evaluation)

Back to Week 4 (/learn/recommender-systems/home/week/4)

1 / 1 points

1. Why is average rating often inappropriate for ranking items in a non-personalized recommender?

1 / 1 points

2. Resnick discussed a sybil-based shilling attack against a recommender system. Which of these best describes such an attack?

1 / 1 points

3. Which of the following recommender algorithms uses item attributes such as movie genres or actors?

✔ 1 / 1 points

4. The reading “How Not to Sort by Average Rating” argues against the way many websites rank rated items. What does the article argue is the best measure to use for such ranking?

✔ 1 / 1 points

5. We claimed that some Zagat fans feel the guide is getting worse due to self-selection bias and greater diversity of users. What does this mean?

✔ 1 / 1 points

6. Which of these statements best describes the difference between predictions and recommendations?

✔ 1 / 1 points

7. What is meant by an “organic” prediction or recommendation?

✔ 1 / 1 points

8. When is “term-frequency” most useful as part of a content-filtering recommender?

9. User-user collaborative filtering depends on certain assumptions. Which of the following is NOT a requirement for a successful user-user collaborative filtering system.

1 / 1 points

10. A more advanced user-user collaborative filtering formula is:

$$\mathrm{P}_{a,i} = \bar{r}_a + \frac{\sum_{u=1}^{n} (r_{u,i} - \bar{r}_u) \times \mathrm{w}_{a,u}}{\sum_{u=1}^{n} \mathrm{w}_{a,u}}$$

What is the purpose of the $\bar{r}_a$ and $\bar{r}_u$ terms in this version of the formula?

1 / 1 points

11. Consider the idea of enhancing the Zagat restaurant guide with personalized recommendations. Which of the following statements is true about making that enhancement?

1 / 1 points

12. Golbeck explained that trust-based recommenders differ from similarity-based collaborative filtering in all of these way EXCEPT which one?

1 / 1 points