

Recommender Systems

ECE 4200

Slides from various online resources ...

Everyday Examples ...

Amazon.com: DVD: The Hitchhiker's Guide to the Galaxy (1982) - Microsoft Internet Explorer

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- [Dark Star DVD](#) ~ Dre Pahich ([Rate it](#))

Rate it?

The *Dark Star's* crew is on a 20-year mission ..but unlike *Star Trek*... the nerves of this crew are ... frayed to the point of psychosis. Their captain has been killed by a radiation leak that also destroyed their toilet paper. "Don't give me any of that 'Intelligent Life' stuff," says Commander Doolittle when presented with the possibility of alien life. "Find me something I can blow up.“...

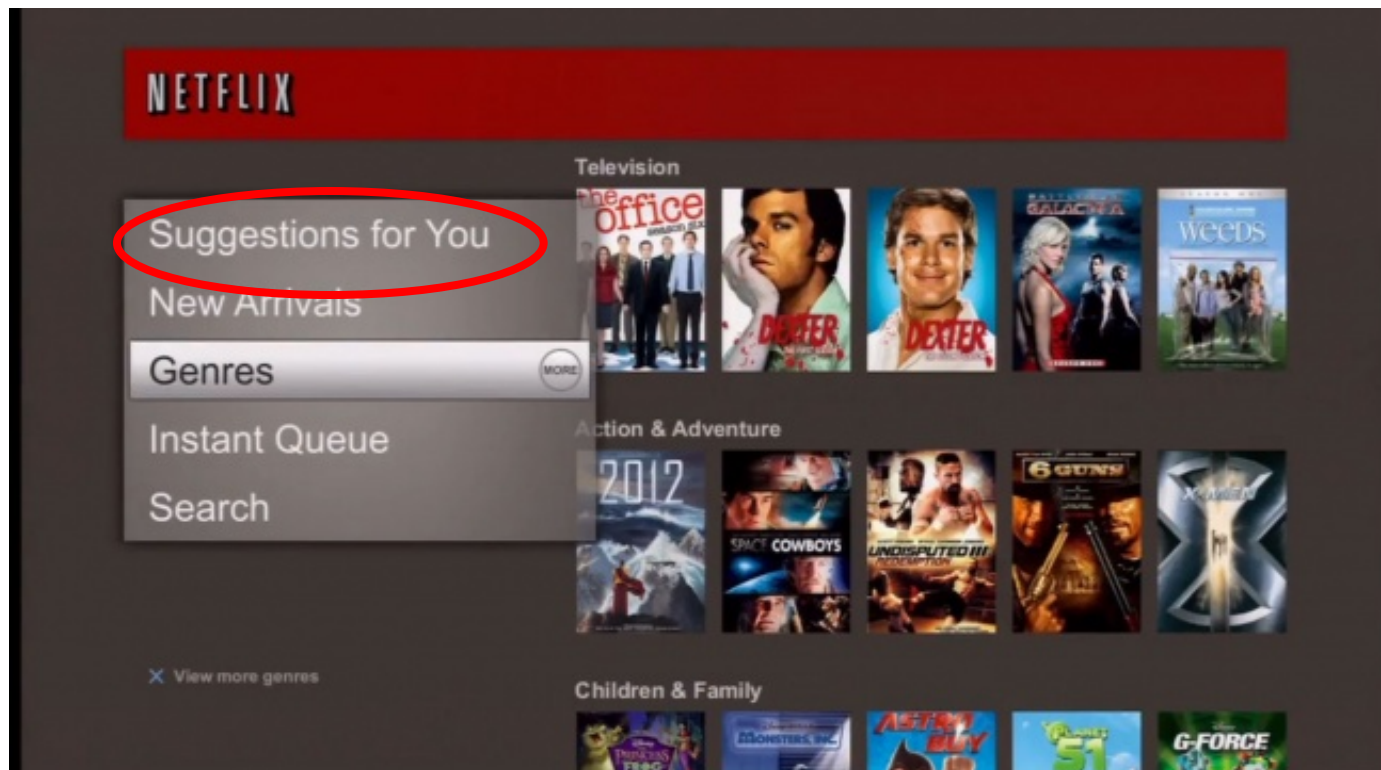
Featured Item:



- Encoding:** Region 1 (U.S. and Canada only. This DVD will probably NOT be viewable in other countries. Read more about [DVD formats](#).)

Other Examples ...??

Netflix Viewing Recommendations



Recommender Systems

DOMAIN: some field of activity where users buy, view, consume, or otherwise experience items

PROCESS:

1. *users* provide ratings on *items* they have experienced
2. Take all $\langle user, item, rating \rangle$ data and build a predictive model
3. For a *user* who hasn't experienced a particular *item*, use model to predict how well they will like it (i.e. *predict rating*)

Roles of Recommender Systems

- Help users deal with *paradox of choice*
- Allow online sites to:
 - Increase likelihood of sales
 - Retain customers by providing positive search experience
- Considered essential in operation of:
 - Online retailing, e.g. Amazon, Netflix, etc.
 - Social networking sites

Amazon.com Product Recommendations

"If I have 3 million customers on the Web, I should have 3 million stores on the Web"
(1999)

Customers Who Bought This Item Also Bought



[OtterBox Impact Case
for iPhone 3G, 3GS
\(White\)](#)

★★★★☆ (218)

[Click to see price](#)



x5

[5-Pack Premium
Reusable LCD Screen
Protector with Lint
Cleaning...](#)

★★★★☆ (258)

\$1.18



x5

[5-Pack Premium
Reusable LCD Mirror
Screen Protector with
Lint Cl...](#)

★★★★☆ (91)

\$2.27



[Car Charger for Apple
3G iPhone, Black](#)

★★★☆☆ (179)

\$2.67

Social Network Recommendations

- Recommendations on essentially every category of interest known to mankind
 - Friends
 - Groups
 - Activities
 - Media (TV shows, movies, music, books)
 - News stories
 - Ad placements
- All based on connections in underlying social network graph and your expressed 'likes' and 'dislikes'

Types of Recommender Systems

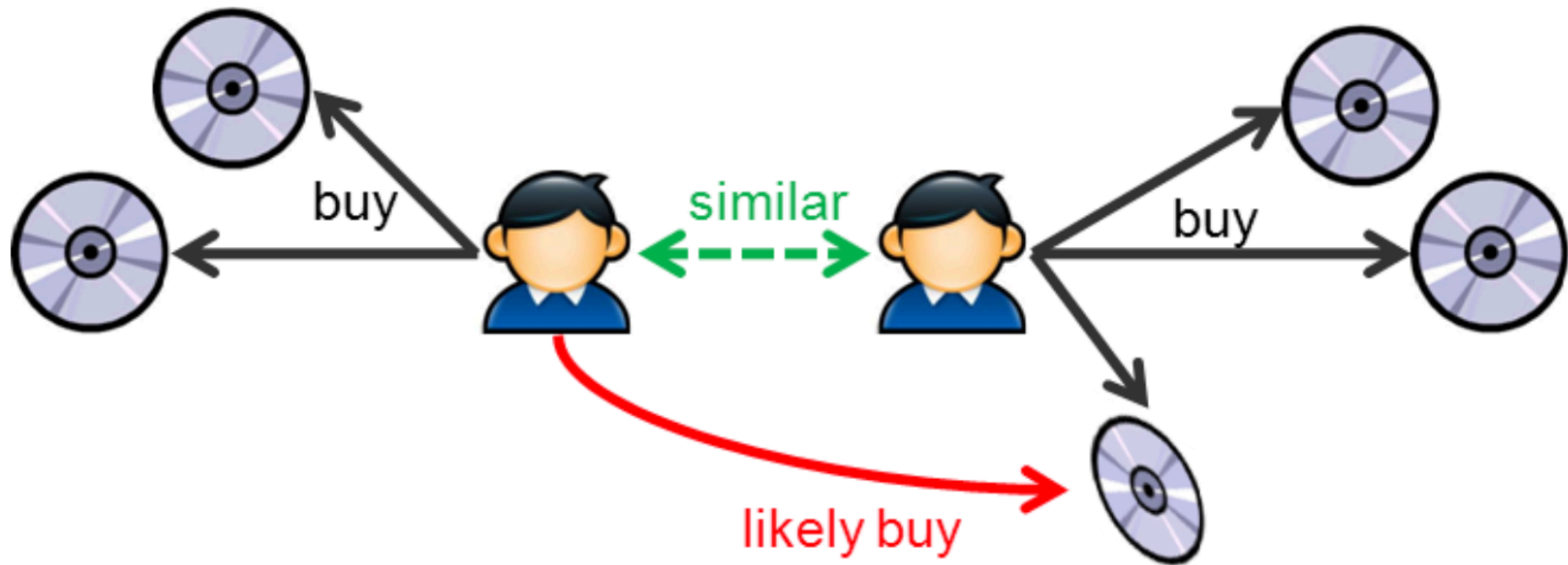
Base predictions on either:

- content-based approach
 - *explicit* characteristics of users and items
- collaborative filtering approach
 - *implicit* characteristics based on similarity of users' preferences to those of other users

Collaborative Filtering

- collaborative filtering approach
 - *implicit* characteristics based on similarity of users' preferences to those of other users
 - Come up with similarity measures between users (and perhaps items)
 - How much a user likes an item?
 - Find another user like this one,
 - See how much they like it.
 - Another way to do it??

Collaborative Filtering



Source: <https://dzone.com/articles/recommendation-engine-models>

As a matrix completion problem

Set of users $\{1, 2, \dots, |U|\}$

Set of items $\{1, 2, \dots, |I|\}$

r_{ui} : rating of user u for item i

	Star Wars	Frozen 2	Avatar	Titanic
A	5	4	5	2
B	2	2	?	4
C	5	?	5	2
D	5	4	?	1

Will D like Avatar?

- Segue to Netflix competition

How would you solve it?

Set of users $\{1, 2, \dots, |U|\}$

Set of items $\{1, 2, \dots, |I|\}$

r_{ui} : rating of user u for item i

	Star Wars	Frozen 2	Avatar	Titanic
A	5	4	5	2
B	2	2	?	4
C	5	?	5	2
D	5	4	?	1

Will D like Avatar?

k -NN user-user CF

To predict r_{ui} :

- Compute similarity between u and other **users**
 - Find k **users** closest to u
 - Output the *average* of these **users** for i
- Similar users vote similarly, and we can **learn** this similarity from a few ratings

k -NN item-item CF

To predict r_{ui} :

- Compute similarity between i and other items
 - Find k items closest to i
 - Output the *average* of these items by u
- Similar items will have similar ratings

User-user CF

How to decide similarity between users?

\bar{r}_u : vector or ratings of user u

$$\bar{r}_B = (2, 2, ?, 4)$$

	Star Wars	Frozen 2	Avatar	Titanic
A	5	4	5	2
B	2	2	?	4
C	5	?	5	2
D	5	4	?	1

Similarity between u and v

Cosine similarity:

$$s_c(u, v) = \frac{\bar{r}_u \cdot \bar{r}_v}{\|\bar{r}_u\| \|\bar{r}_v\|}$$

Inverse Euclidean similarity:

$$s_e(u, v) = \frac{1}{\|\bar{r}_u - \bar{r}_v\|}$$

Similarity between u and v

Some are inherently conservative than others

e.g., grading across different subjects

$$\bar{r}_e = (4, 2, 5, 4, 1, 2, 3, 5)$$

$$\bar{r}_f = (3, 1, 4, 4, 0, 1, 1, 4)$$

User e gives higher ratings than f but across users they are similar

\hat{r}_u : vector of means of u 's ratings,

$$\hat{r}_e = (3.25, 3.25, \dots, 3.25)$$

$$\hat{r}_f = (2.25, 2.25, \dots, 2.25)$$

Similarity between u and v

Pearson similarity:

$$s_p(u, v) = \frac{(\bar{r}_u - \hat{r}_u) \cdot (\bar{r}_v - \hat{r}_v)}{\| \bar{r}_u - \hat{r}_u \| \| \bar{r}_v - \hat{r}_v \|}$$

EXERCISES:

1. Fill values you like in the table above and derive the similarity between all pairs of users.
2. Derive the similarity between items for the same table.

Missing values user-user CF

Some values might be missing

$$\bar{r}_A = (5, 4, 5, 2)$$

$$\bar{r}_D = (5, 4, ?, 1)$$

- Ignore the missing values (replace by 0) and compute the similarity measures as before
- Need to only do it for **users** who actually have rated **item i**

How to choose k-NN and rate?

Some values might be missing

$$\bar{r}_A = (5, 4, 5, 2)$$

$$\bar{r}_D = (5, 4, ?, 1)$$

- Ignore the missing values (replace by 0) and compute the similarity measures as before
- Need to only do it for **users** who actually have rated **item i**

k -NN user-user CF

To predict r_{ui} :

- Compute similarity between u and other users
- Find k users closest to u among all who rated i
- Output the *weighted average* of these users for i

Let u_1, \dots, u_k be the k closest neighbors, then predict

$$\frac{\sum_{j=1} s_c(u, u_j) \cdot r_{u_j i}}{\sum_{j=1} s_c(u, u_j)}$$

Low dimensional matrix factorization