

recommender systems

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recommender systems

getting set up



install
anaconda



install
scikit-surprise



download course
materials

let's do
this.

sundog-education.com/RecSys

setup walkthrough

course overview

- getting started
- intro to python
- evaluating recommender systems
- building a recommendation engine
- content-based filtering
- neighborhood-based collaborative filtering
- model-based methods
- intro to deep learning
- recommendations with deep learning
- scaling it up
- challenges of recommender systems
- case studies
- hybrid solutions
- more to explore

optional sections

- intro to python
- intro to deep learning

many flavors of recommenders



recommending things

Recommendations for you in Automotive



recommending content

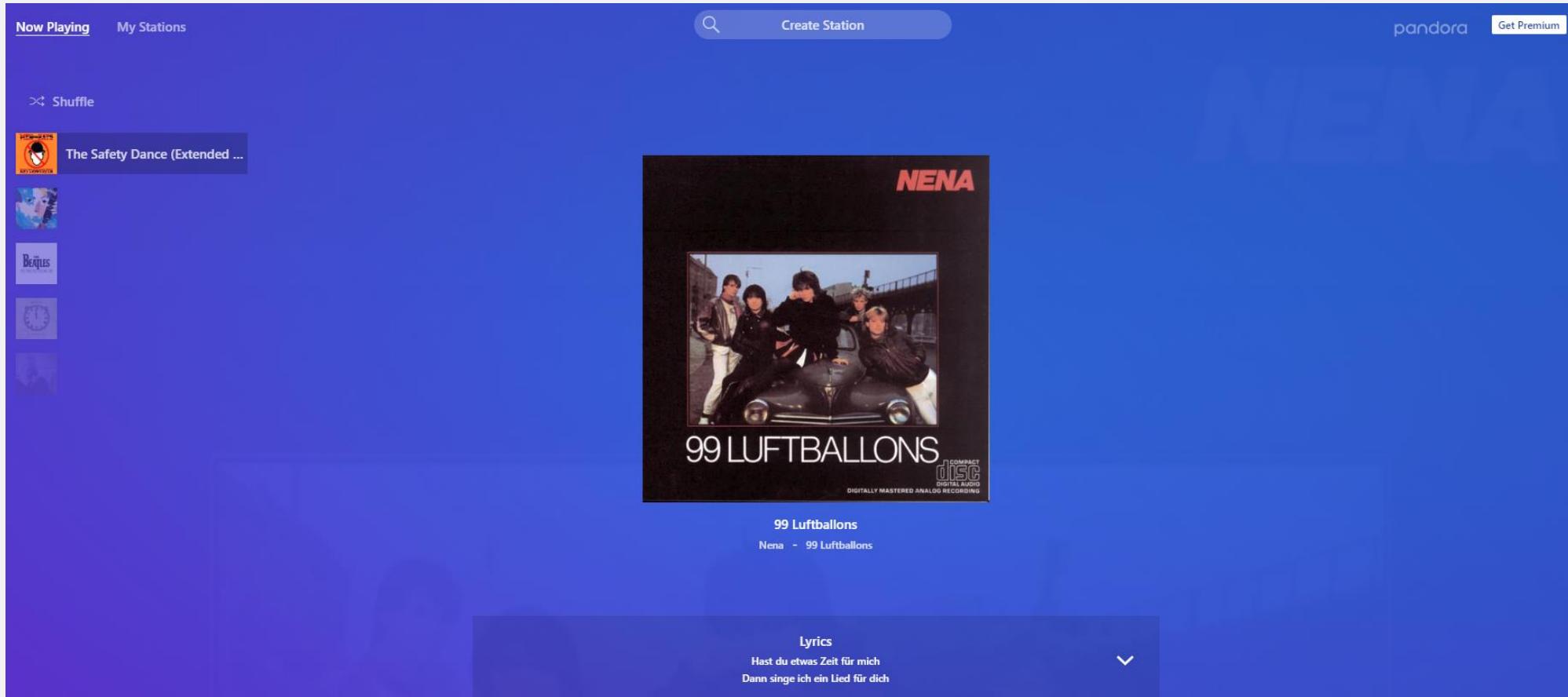
MOST EMAILED MOST VIEWED RECOMMENDED FOR YOU

19 articles viewed recently [All Recommendations](#)

1. Four More People Die From Tainted Romaine Lettuce 
2. Addicted to Love 
3. Royal Ladies, Royal Intrigue 
4. A Protégé Behaves Badly. Should You Remain His Mentor? 
5. Here's Why British Firms Say Their Boards Lack Women. Prepare to Cringe. 
6. Move to Vermont. Work From Home. Get \$10,000. (Or at Least Something.) 
7. Wealth Gap for Families 
8. How Many People Can't Tolerate Statins? 
9. Your Next Trip Might Change Your Life 
10. Imagining the Unhappy Life of Stan Laurel 

[Go to Your Recommendations »](#)
[What's This? | Don't Show](#)

recommending music



| recommending | people



recommending search results

Google search results for "yuki hana":

- Yuki Hana | Sushi & Japanese Fusion restaurant - Oviedo**
sushiyukihana.com/
Premier sushi and Japanese fusion restaurant in Orlando, Florida. Contemporary cuisine with a fresh twist on classic dishes in a relaxed atmosphere.
You've visited this page many times. Last visit: 12/22/17
- Yuki Hana - Order Online - 560 Photos & 274 Reviews - Sushi Bars ...**
https://www.yelp.com › Restaurants › Sushi Bars ▾
★★★★★ Rating: 4 - 274 reviews - Price range: \$11-30
274 reviews of Yuki Hana "This is a gem of a sushi house. Every time I eat here it is always a great experience . All the ingredients taste fresh and full of flavor."
- Yuki Hana Japanese Fusion Restaurant - Oviedo, FL | OpenTable**
https://www.opentable.com › ... › Orlando › Winter Park ▾
★★★★★ Rating: 4.5 - 140 reviews - Price range: \$30 and under
Book now at Yuki Hana Japanese Fusion in Oviedo, FL. Explore menu, see photos and read 139 reviews:
"I was expecting more since Yuki Hana is on Open ..."
- Yuki Hana Japanese Fusion, Oviedo - Restaurant Reviews, Phone ...**
https://www.tripadvisor.com › ... › Central Florida › Oviedo › Oviedo Restaurants ▾
★★★★★ Rating: 4.5 - 55 reviews - Price range: \$\$ - \$\$\$
Reserve a table at Yuki Hana Japanese Fusion, Oviedo on TripAdvisor: See 55 unbiased reviews of Yuki Hana Japanese Fusion, rated 4.5 of 5 on TripAdvisor ...
- Yuki Hana Fusion Sushi - 1,388 Photos - 227 Reviews - Sushi ...**
https://www.facebook.com › Places › Oviedo, Florida › Sushi Restaurant ▾
★★★★★ Rating: 4.7 - 227 votes
Yuki Hana Fusion Sushi, Oviedo, FL. 3200 likes · 36 talking about this · 5743 were here. At Yuki Hana, guests are served a menu that uses freshest...
- Yuki Hana Japanese Fusion menu - Oviedo FL 32765 - (407) 553-8610**
https://www.allmenus.com › FL › Oviedo ▾
Restaurant menu, map for Yuki Hana Japanese Fusion located in 32765, Oviedo FL, 3635 Aloma Ave, Ste 1033.

Yuki Hana

Website Directions Save

4.3 ★★★★★ 123 Google reviews
\$\$ · Sushi Restaurant

FIND A TABLE

A contemporary eatery plus a sleek sushi bar serving classic Japanese fare with a creative twist.

Address: 3635 Aloma Ave #1033, Oviedo, FL 32765
Hours: Closes soon: 3PM · Reopens 5PM ▾
Menu: sushiyukihana.com
Reservations: opentable.com, yelp.com
Order: postmates.com, grubhub.com, doordash.com
Phone: (407) 695-8808
Suggest an edit

Know this place? Answer quick questions

Questions & answers

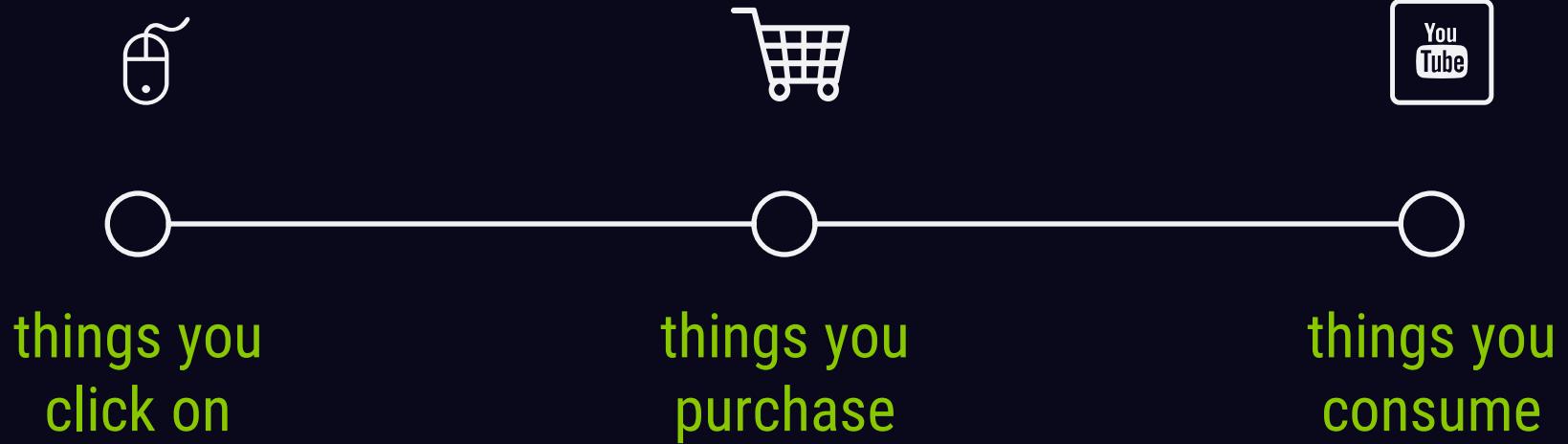
understanding you



| understanding
you... explicitly



understanding you... implicitly

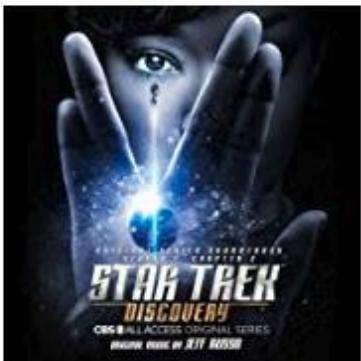


top-N recommenders

Music View All & Manage



Page 1 of 20



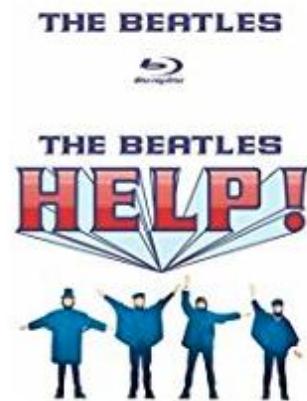
Star Trek: Discovery (Original Series Soundtrack) [Chapter 2]
Jeff Russo

★★★★★ 1
\$11.29 ✓prime



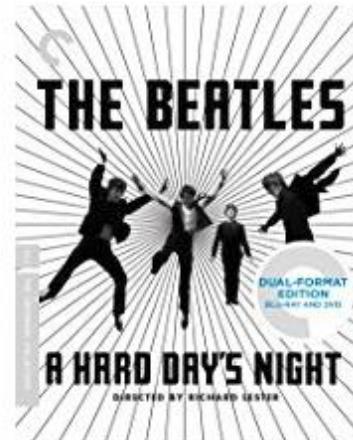
Solo: A Star Wars Story (Original Motion Picture Soundtrack)
John Powell

★★★★★ 17
\$11.88 ✓prime



The Beatles: Help! [Blu-ray]
John Lennon

★★★★★ 768
\$22.49 ✓prime



A Hard Day's Night (Criterion Collection) (Blu-ray + DVD)
John Lennon

★★★★★ 455
\$29.10 ✓prime



Magical Mystery Tour [Blu-ray]
The Beatles

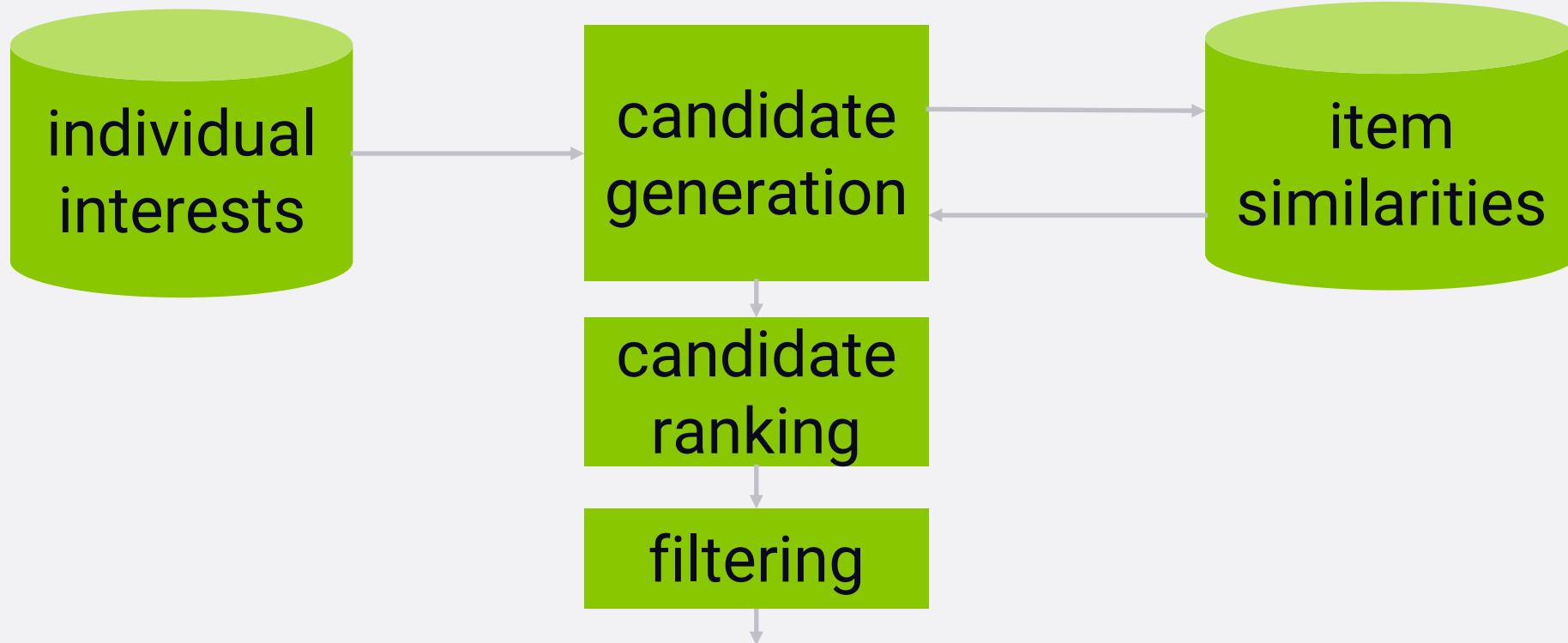
★★★★★ 637
\$17.36 ✓prime



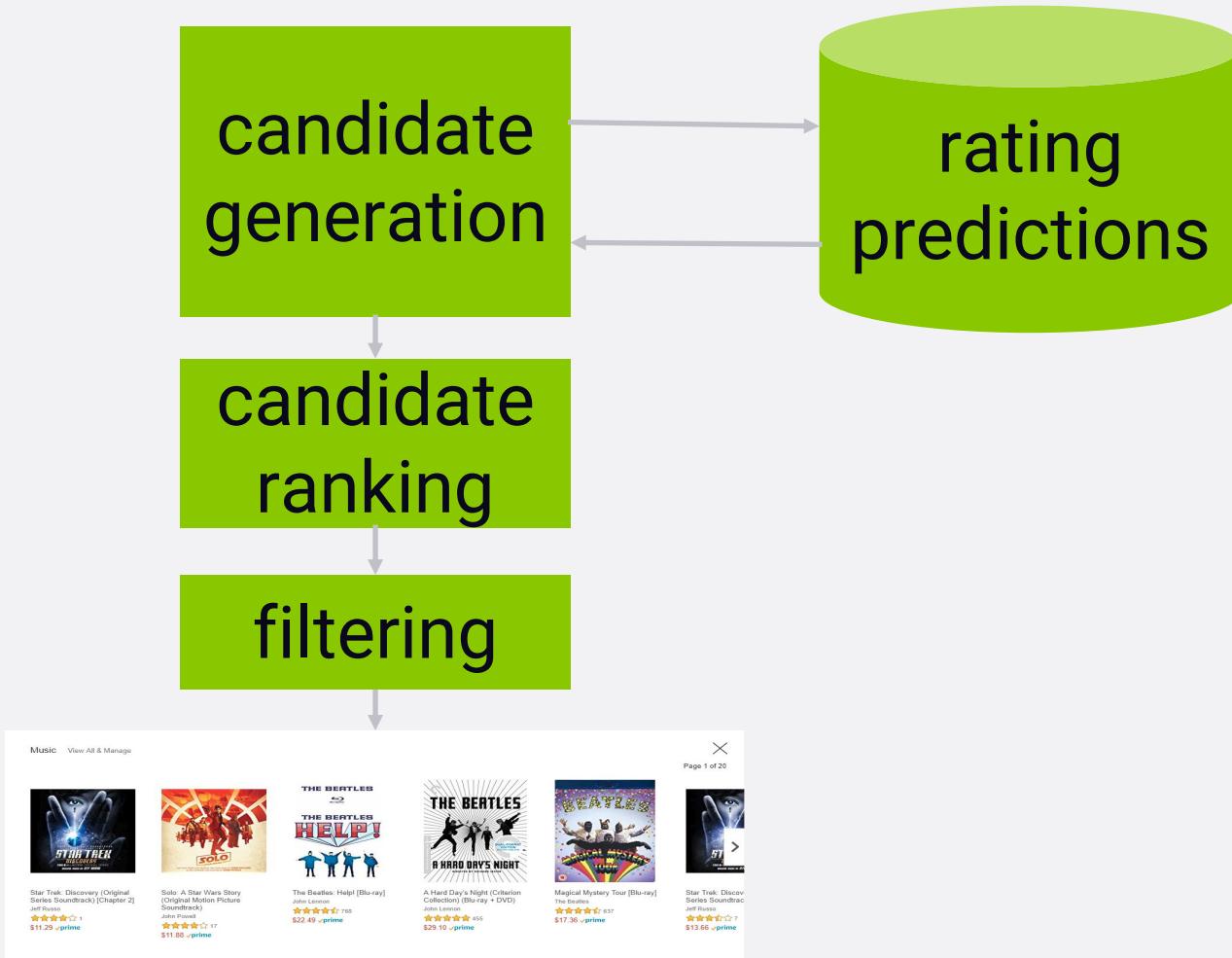
Star Trek: Discovery Series Soundtrack
Jeff Russo

★★★★★ 7
\$13.66 ✓prime

(one) anatomy of a top-N recommender



another way to do it



「quiz time」

**which of the
following are
examples of
implicit ratings?**

- star reviews
- purchase data
- video viewing data
- click data

01

**which of the
following are
examples of
implicit ratings?**

- star reviews
- purchase data
- video viewing data
- click data

01

which are examples of recommender systems?

- netflix's home page
- google search
- amazon's “people who bought also bought...”
- pandora
- online radio stations
- youtube
- wikipedia search

which are examples of recommender systems?

- netflix's home page
- google search
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- youtube
- wikipedia search

03

- netflix recommendation widgets
- google search
- amazon “people who bought also bought”

**which are examples of “Top-N”
recommenders?**

03

- netflix recommendation widgets
- google search
- amazon “people who bought also bought”

**which are examples of “Top-N”
recommenders?**

04

- candidate generation
 - filtering
- candidate shuffling
 - ranking

**which are components of
a top-N recommender?**

04

- candidate generation
 - filtering
- candidate shuffling
 - ranking

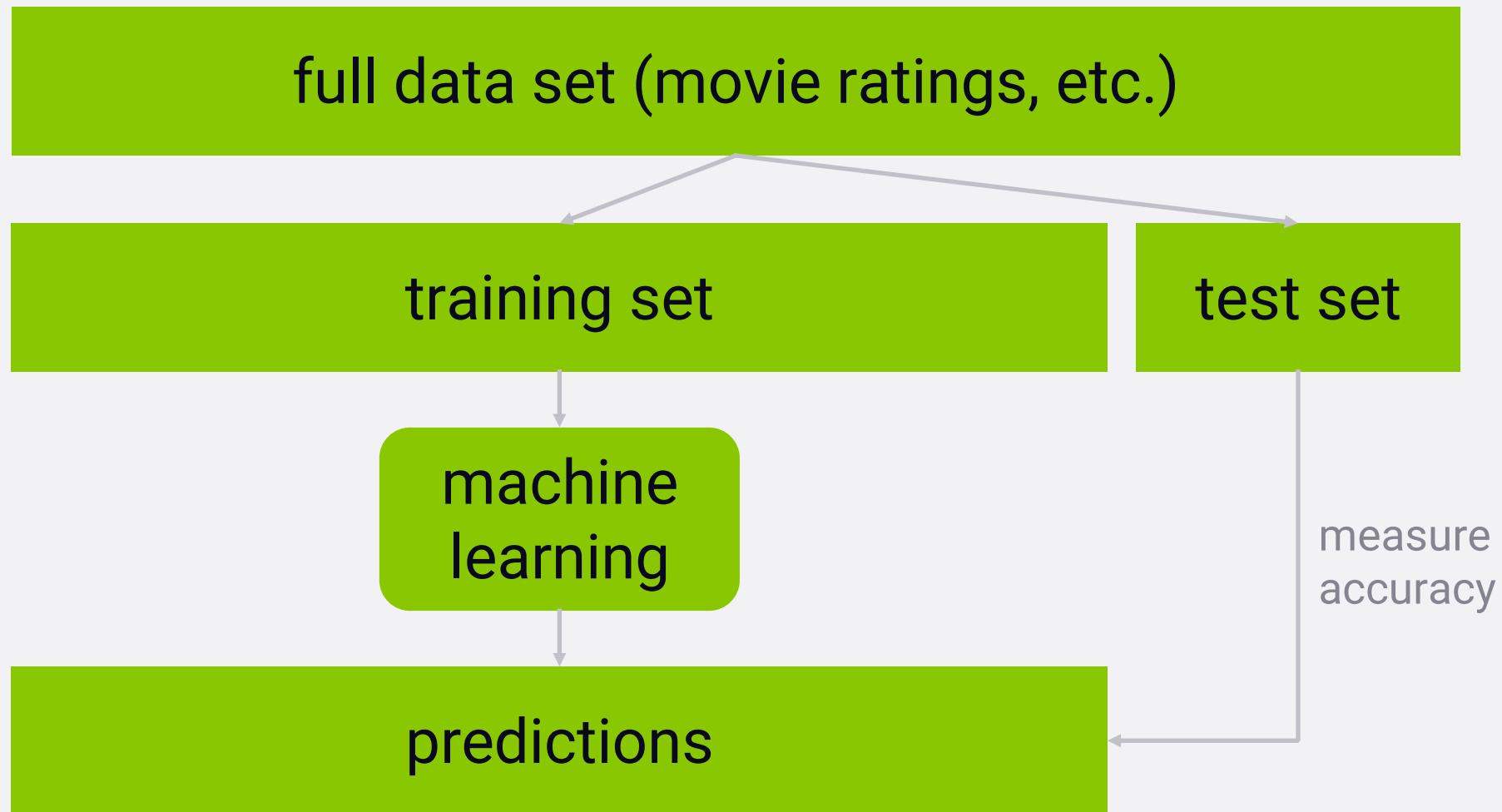
**which are components of
a top-N recommender?**

intro to python

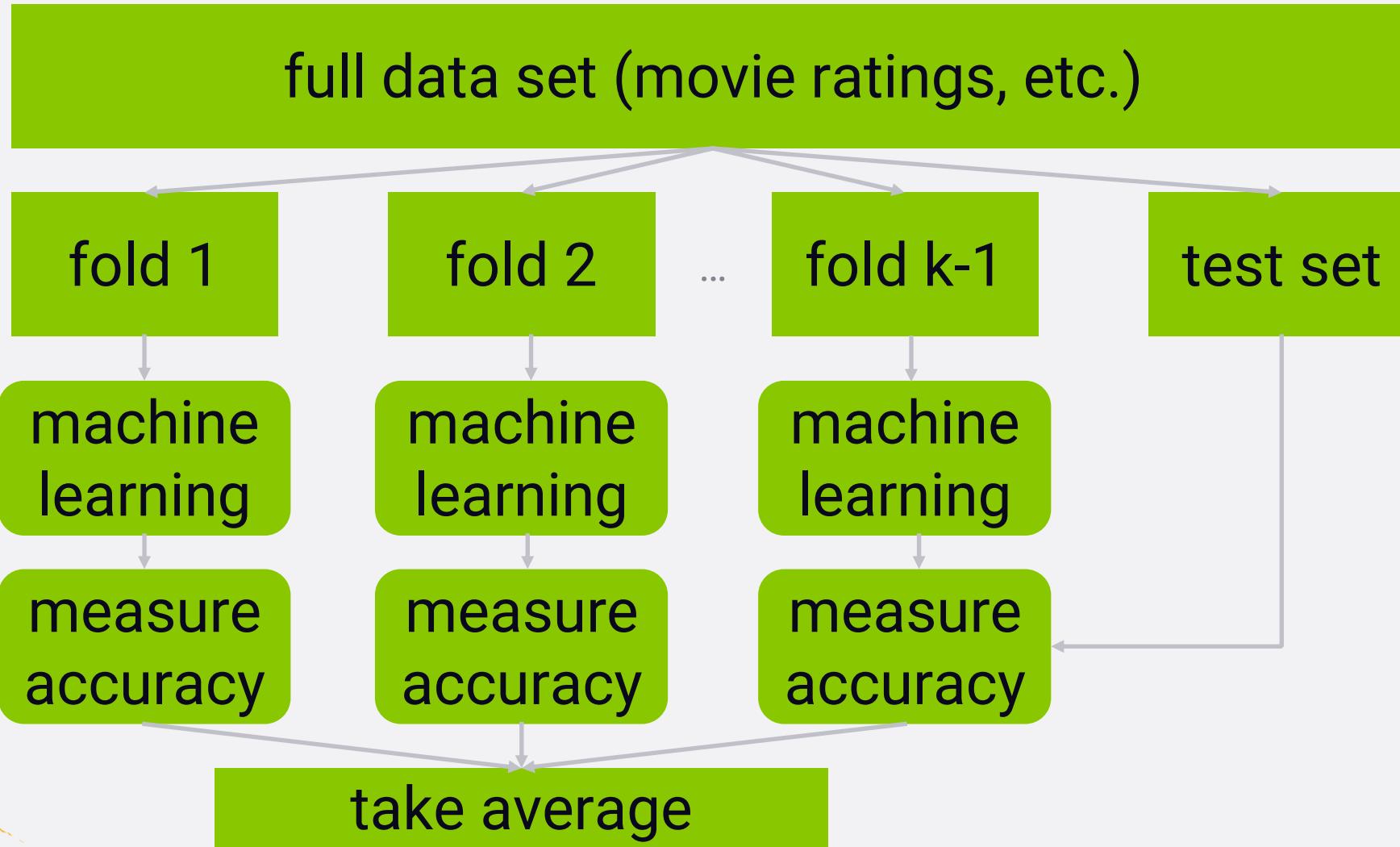
code walkthrough

evaluating recommender systems

train/test



k-fold cross-validation



measuring accuracy



mean absolute error (MAE)

$$\frac{\sum_{i=1}^n |y_i - x_i|}{n}$$

predicted rating	actual rating	error
5	3	2
4	1	3
5	4	1
1	1	0

$$\text{MAE} = (2+3+1+0)/4 = 1.5$$

root mean square error (RMSE)

$$\sqrt{\frac{\sum_{i=1}^n (y_i - \hat{x}_i)^2}{n}}$$

predicted rating	actual rating	error ²
5	3	4
4	1	9
5	4	1
1	1	0

$$RMSE = \sqrt{(4 + 9 + 1 + 0)/4} = 1.87$$

how did we get here?



evaluating top-n recommenders

prime Recommended Movies

Based on titles you have watched and more



hit rate

hits

users

leave-one-out cross validation



average reciprocal hit rate (ARHR)

$$\frac{\sum_{i=1}^n \frac{1}{rank_i}}{Users}$$

rank	reciprocal rank
3	1/3
2	1/2
1	1

cumulative hit rate (cHR)

hit rank	predicted rating
4	5.0
2	3.0
1	5.0
10	2.0

rating hit rate (rHR)

rating	hit rate
5.0	0.001
4.0	0.004
3.0	0.030
2.0	0.001
1.0	0.0005

coverage

% of <user, item> pairs that can be predicted

diversity

$$(1 - S)$$

S = avg similarity between recommendation pairs

novelty

mean popularity rank of recommended items

the long tail



churn



how often do
recommendations change?

responsiveness

how quickly does new
user behavior influence
your recommendations?

what's important?



online A/B tests!



perceived quality



「quiz time」

**which metric was
used to evaluate
the netflix prize?**

01

**which metric was
used to evaluate
the netflix prize?**

root mean squared error (RMSE)

01

**what's a metric for top-n
recommenders that
accounts for the rank of
predicted items?**

02



**what's a metric for top-n
recommenders that
accounts for the rank of
predicted items?**

average reciprocal hit rank

03

which metric measures how popular or obscure your recommendations are?

03

novelty

which metric measures how popular or obscure your recommendations are?

**which metric would tell us if we're recommending
the same types of things all the time?**

diversity

**which metric would tell us if we're recommending
the same types of things all the time?**

**which metric
matters more
than anything?**

05

**which metric
matters more
than anything?**

the results of online a/b tests

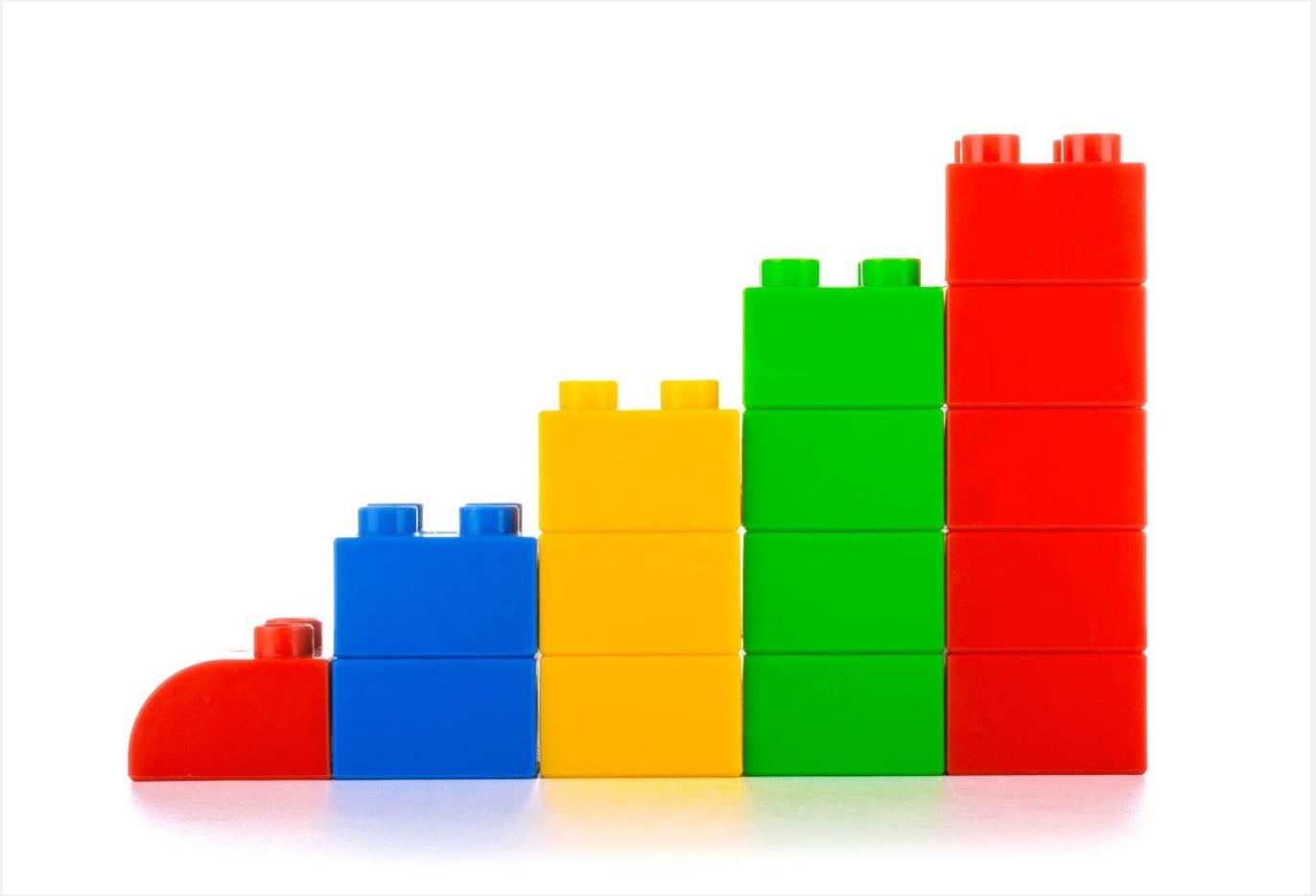
05

code walkthrough

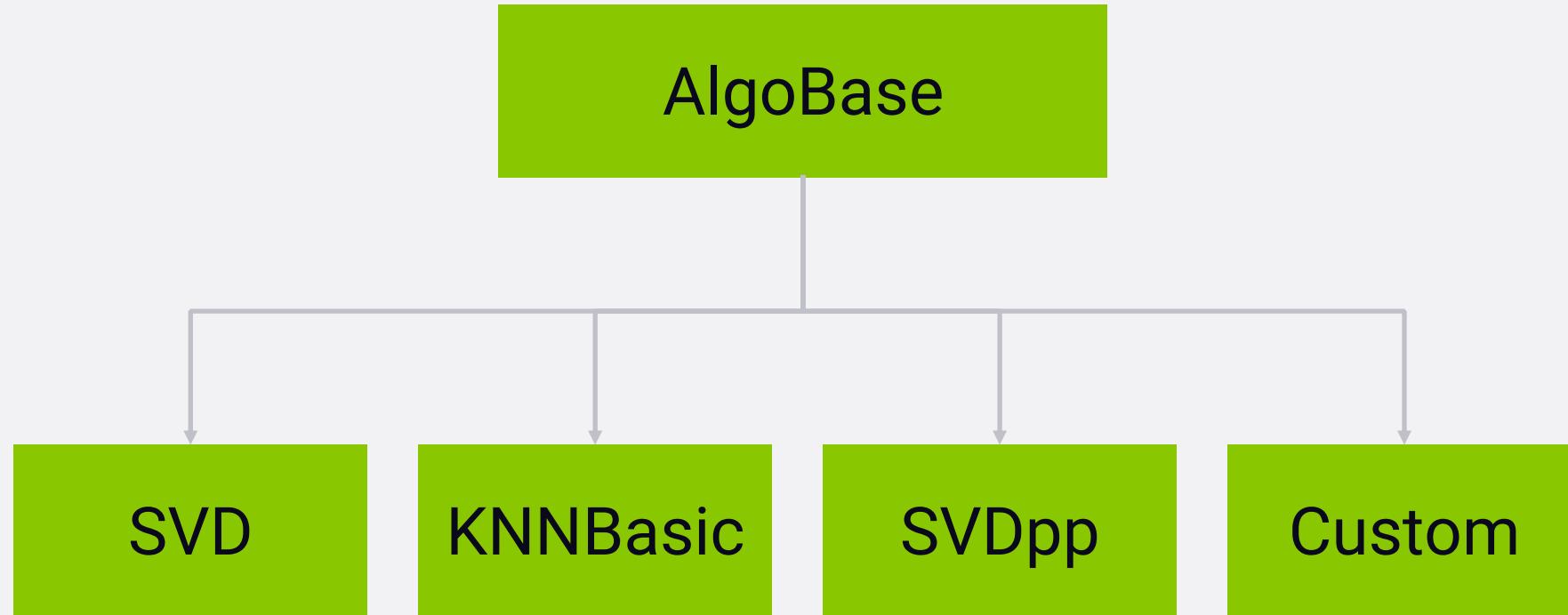
code walkthrough

code walkthrough

| building a | recommender engine



| surpriselib algorithm base class



| creating a **custom** algorithm

implement an **estimate** function

```
class MyOwnAlgorithm(AlgoBase):  
  
    def __init__(self):  
        AlgoBase.__init__(self)  
  
    def estimate(self, user, item):  
        return 3
```

building on top of surpriselib

EvaluatedAlgorithm(AlgoBase)

algorithm: AlgoBase
Evaluate(EvaluationData)

EvaluationData(Dataset)

GetTrainSet()
GetTestSet()
...

RecommenderMetrics

algorithm bake-offs

Evaluator(DataSet)

AddAlgorithm(algorithm)

Evaluate()

dataset: EvaluatedDataSet

algorithms: EvaluatedAlgorithm[]

it's just this easy

```
# Load up common data set for the recommender algorithms  
(evaluationData, rankings) = LoadMovieLensData()
```

```
# Construct an Evaluator to, you know, evaluate them  
evaluator = Evaluator(evaluationData, rankings)
```

```
# Throw in an SVD recommender  
SVDAlgorithm = SVD(random_state=10)  
evaluator.AddAlgorithm(SVDAlgorithm, "SVD")
```

```
# Just make random recommendations  
Random = NormalPredictor()  
evaluator.AddAlgorithm(Random, "Random")
```

```
# Fight!  
evaluator.Evaluate(True)
```

let's jump in



code walkthrough

content-based filtering

examples of movie attributes

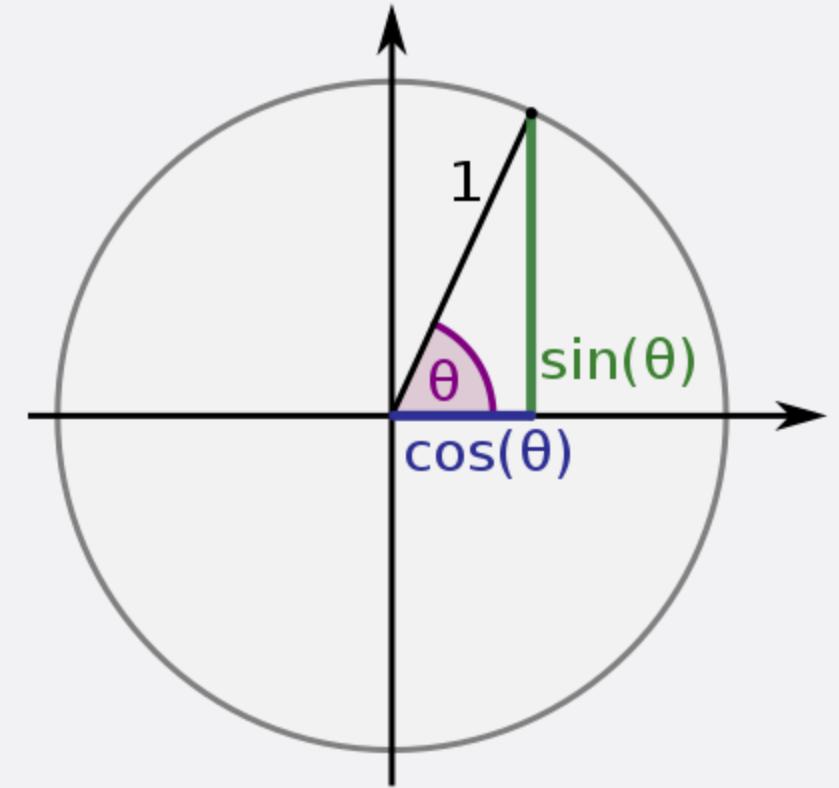
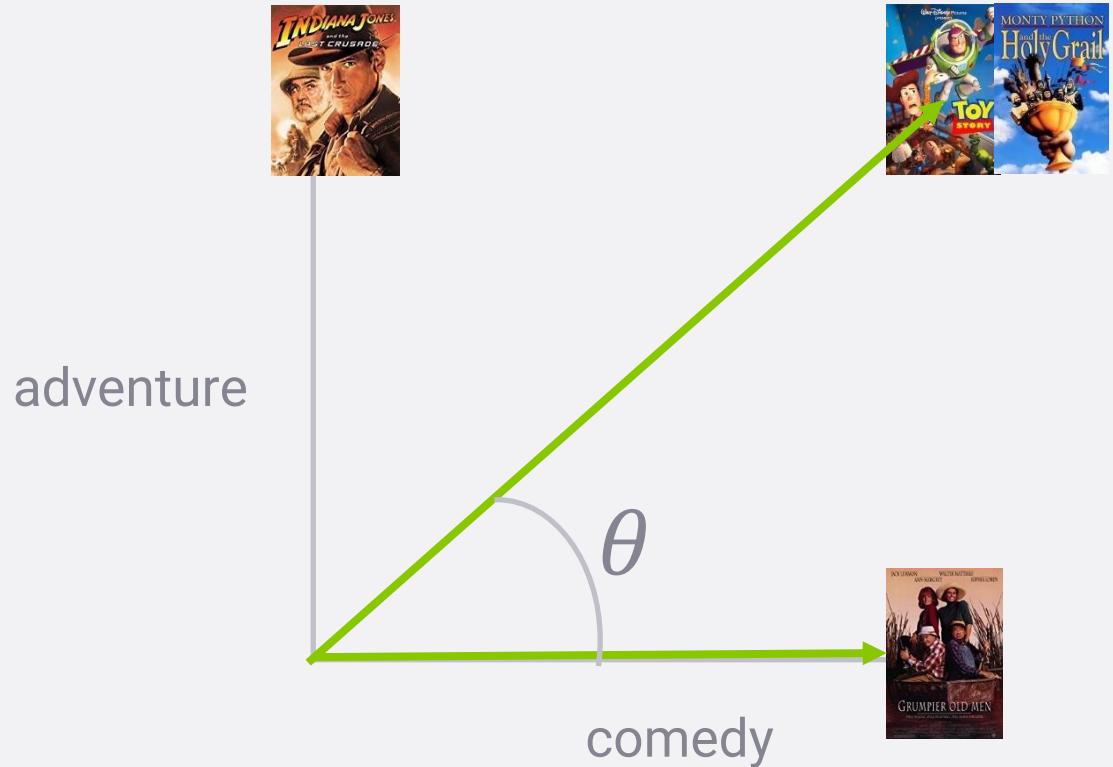


movielens genre data

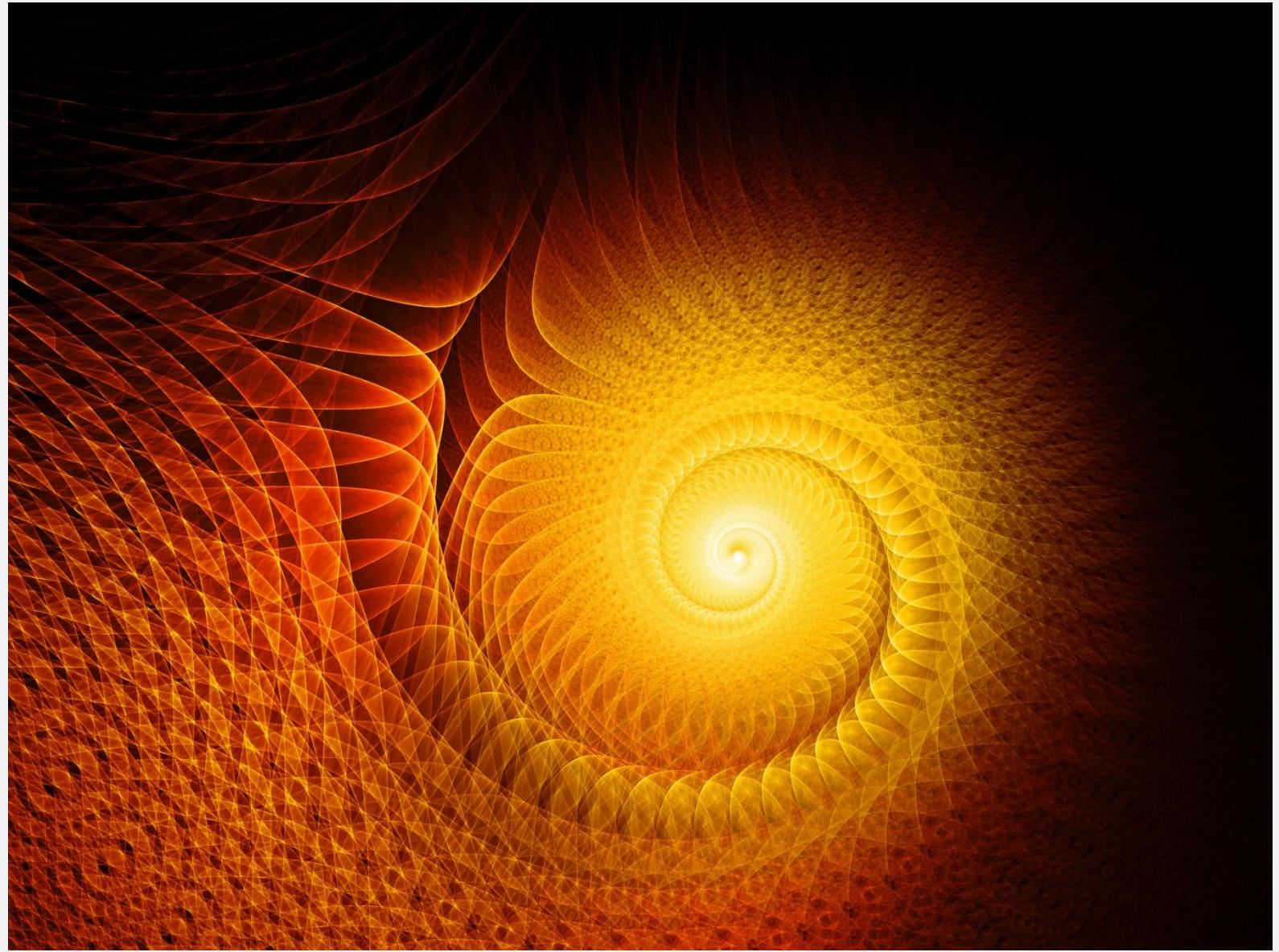
movieId	title	genres
1	Toy Story (1995)	Adventure Animation Children Comedy Fantasy
2	Jumanji (1995)	Adventure Children Fantasy
3	Grumpier Old Men (1995)	Comedy Romance
4	Waiting to Exhale (1995)	Comedy Drama Romance
5	Father of the Bride Part II (1995)	Comedy

Action* Adventure* Animation* Children's* Comedy*
Crime* Documentary* Drama* Fantasy* Film-Noir* Horror*
Musical* Mystery* Romance* Sci-Fi* Thriller* War*
Western

cosine similarity



multi-dimensional
space!



convert genres to dimensions

0	title	genres
1	Toy Story (1995)	Adventure Animation Children Comedy Fantasy
2	Jumanji (1995)	Adventure Children Fantasy
3	Grumpier Old Men (1995)	Comedy Romance
4	Waiting to Exhale (1995)	Comedy Drama Romance



Movie	action	adventure	animation	children's	comedy	crime	documentary	drama	fantasy	film-noir	horror	musical	western	mystery	romance	sci-fi	thriller	war	western2
Toy Story	0	1	1	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Jumanji	0	1	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Grumpier Old Men	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Waiting to Exhale	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0	0
Father of the Bride	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0

multi-dimensional cosines

$$CosSim(x, y) = \frac{\sum_i x_i y_i}{\sqrt{\sum_i x_i^2} \sqrt{\sum_i y_i^2}}$$

turning it into code

$$CosSim(x, y) = \frac{\sum_i x_i y_i}{\sqrt{\sum_i x_i^2} \sqrt{\sum_i y_i^2}}$$



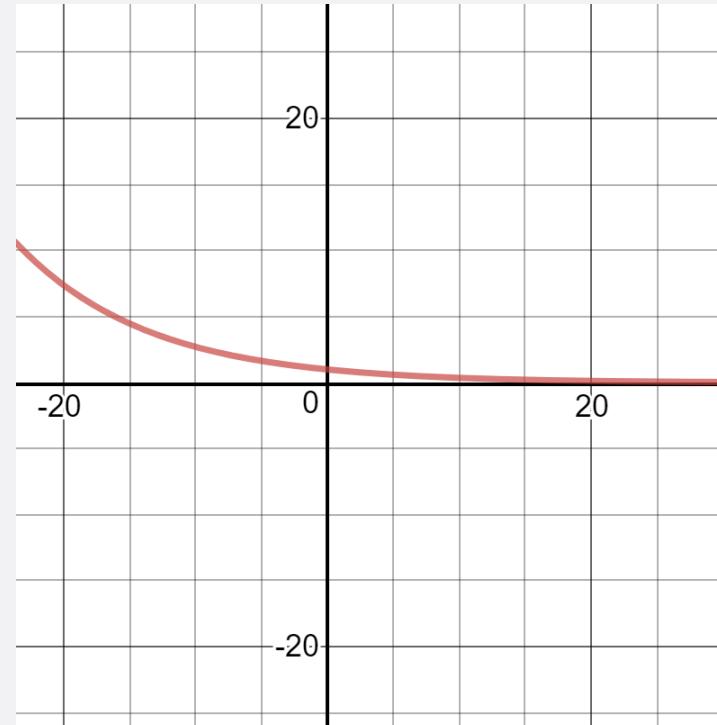
```
def computeGenreSimilarity(self, movie1, movie2, genres):  
    genres1 = genres[movie1]  
    genres2 = genres[movie2]  
    sumxx, sumxy, sumyy = 0, 0, 0  
    for i in range(len(genres1)):  
        x = genres1[i]  
        y = genres2[i]  
        sumxx += x * x  
        sumyy += y * y  
        sumxy += x * y  
  
    return sumxy/math.sqrt(sumxx*sumyy)
```

release years

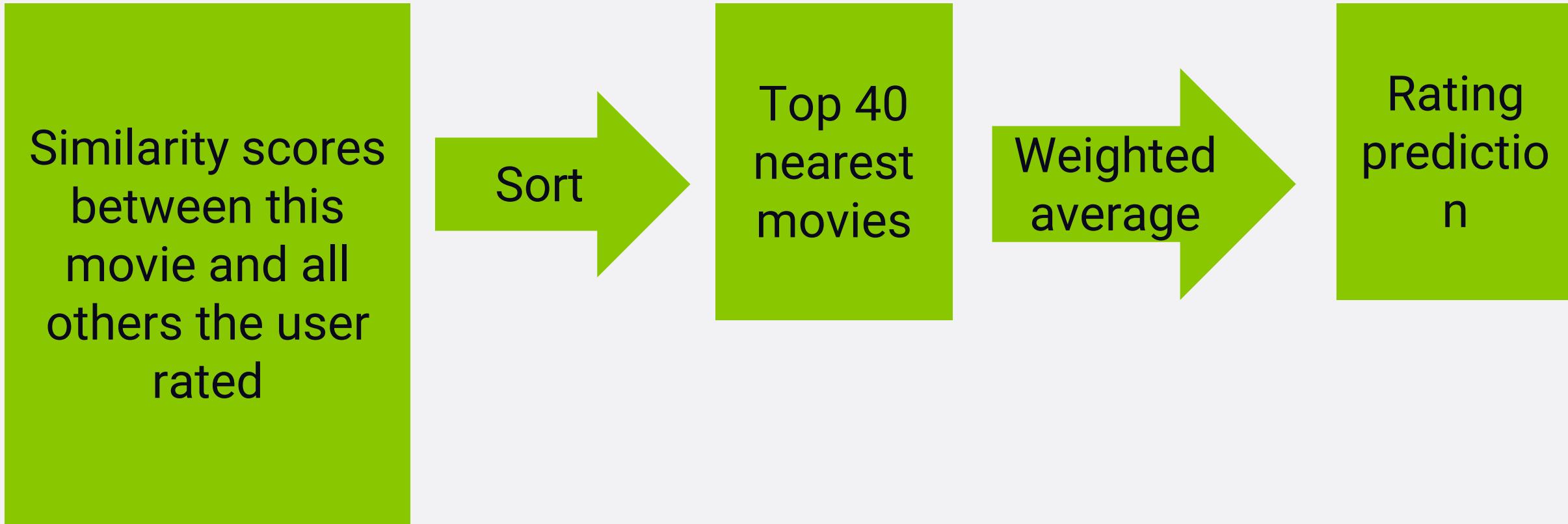
Toy Story (1995)
Jumanji (1995)
Grumpier Old Men (1995)
Waiting to Exhale (1995)
Father of the Bride Part II (1995)
Heat (1995)
Sabrina (1995)

time similarity

```
def computeYearSimilarity(self, movie1, movie2, years):  
    diff = abs(years[movie1] - years[movie2])  
    sim = math.exp(-diff / 10.0)  
    return sim
```



k-nearest-neighbors



knn code

```
# Build up similarity scores between this item and everything the user rated
neighbors = []
for rating in self.trainset.ur[u]:
    genreSimilarity = self.similarities[i,rating[0]]
    neighbors.append( (genreSimilarity, rating[1]) )

# Extract the top-K most-similar ratings
k_neighbors = heapq.nlargest(self.k, neighbors, key=lambda t: t[0])

# Compute average sim score of K neighbors weighted by user ratings
simTotal = weightedSum = 0
for (simScore, rating) in k_neighbors:
    if (simScore > 0):
        simTotal += simScore
        weightedSum += simScore * rating

    if (simTotal == 0):
        raise PredictionImpossible('No neighbors')

predictedRating = weightedSum / simTotal

return predictedRating
```

let's dive in



code walkthrough

| bleeding edge alert!



mise en scène



mise en scène data

Column #	Column Name	Description
1	ML_ID	MovieLens movie ID
2	f1	Average shot length
3	f2	Mean of color variance across the key Frames
4	f3	Standard deviation of color variance across the key Frames
5	f4	Mean of motion average across all the frames
6	f5	Mean of motion standard deviation across all the frames
7	f6	Mean of lighting key across the key frames
8	f7	Number of shots

code walkthrough

credits

Yashar Deldjoo, Mehdi Elahi, Paolo Cremonesi "Using Visual Features and Latent Factors for Movie Recommendation", ACM RecSys Workshop on New Trends in Content-based Recommender Systems (CBRecSys), ACM RecSys 2016, Massachusetts Institute of Technology (MIT), September 15-19, 2016

http://recsys.deib.polimi.it/?page_id=353

exercise

which content attribute
is most powerful in
producing “good”
recommendations?

genre, release year, or
mise en scene?

my results

genre

RMSE: 0.9552

Black Mask (Hak hap) (1996)
Joy Ride (2001)
What's Up, Tiger Lily? (1966) Missing,
The (2003)
City of God (Cidade de Deus) (2002)
24: Redemption (2008)
The Hateful Eight (2015)
Wyatt Earp (1994)
True Grit (2010)
Shooter, The (1997)

year

RMSE: 0.9626

Clerks (1994)
Disclosure (1994)
Ed Wood (1994)
Houseguest (1994)
Legends of the Fall (1994)
Madness of King George, The (1994)
Mary Shelley's Frankenstein
(Frankenstein) (1994)
Quiz Show (1994)
Secret of Roan Inish, The (1994)
Shallow Grave (1994)

mise en scène

RMSE: 1.0663

Pain & Gain (2013)
Bring It On (2000)
Young Master, The (Shi di chu ma)
(1980)
Celebrity (1998)
Yi Yi (2000)
Eating Raoul (1982)
Stuck on You (2003)
Cat Returns, The (Neko no ongaeshi)
(2002)
Reckless (1984)
Sunless (Sans Soleil) (1983)

better year-based recs

In Evaluator.py's SampleTopNRecs:

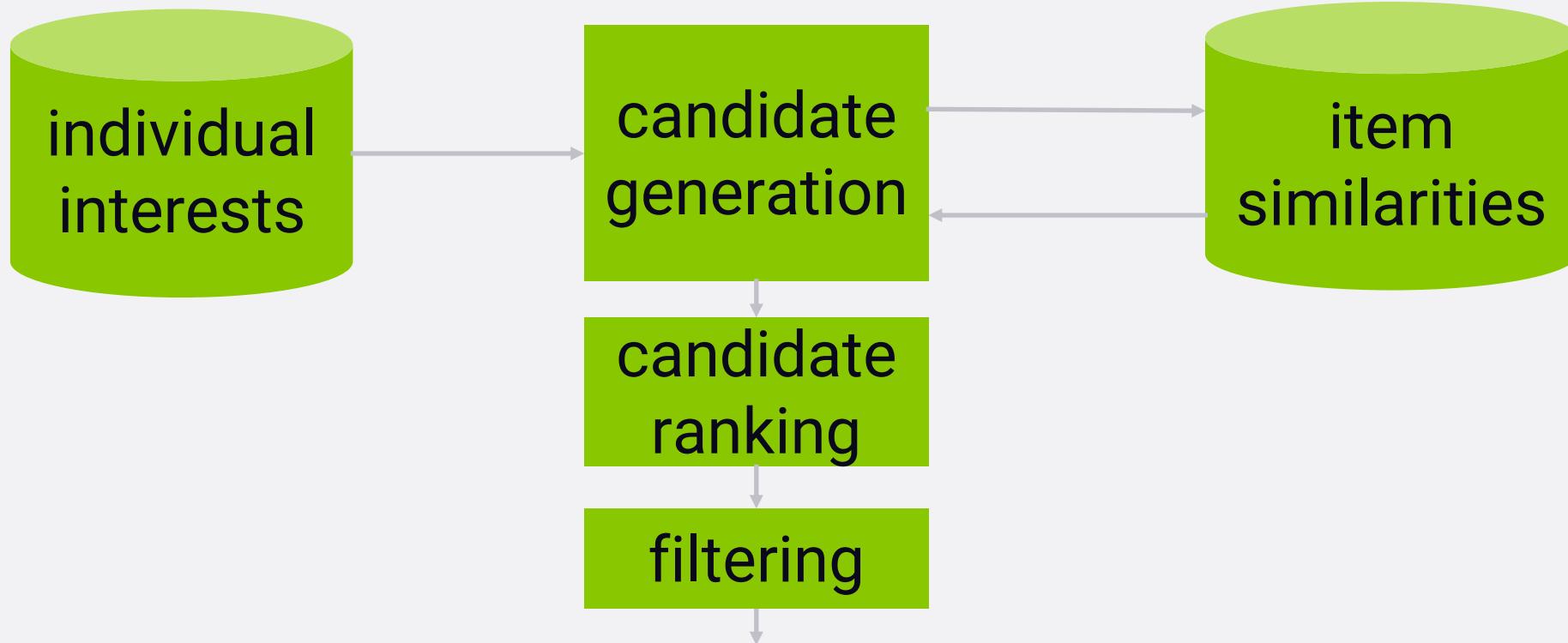
```
print ("\nWe recommend:")
    for userID, movieID, actualRating, estimatedRating, _ in predictions:
        intMovieID = int(movieID)
        recommendations.append((intMovieID, estimatedRating, ml.getPopularityRanks() [intMovieID]))

recommendations.sort(key=lambda x: x[2])
recommendations.sort(key=lambda x: x[1], reverse=True)
```

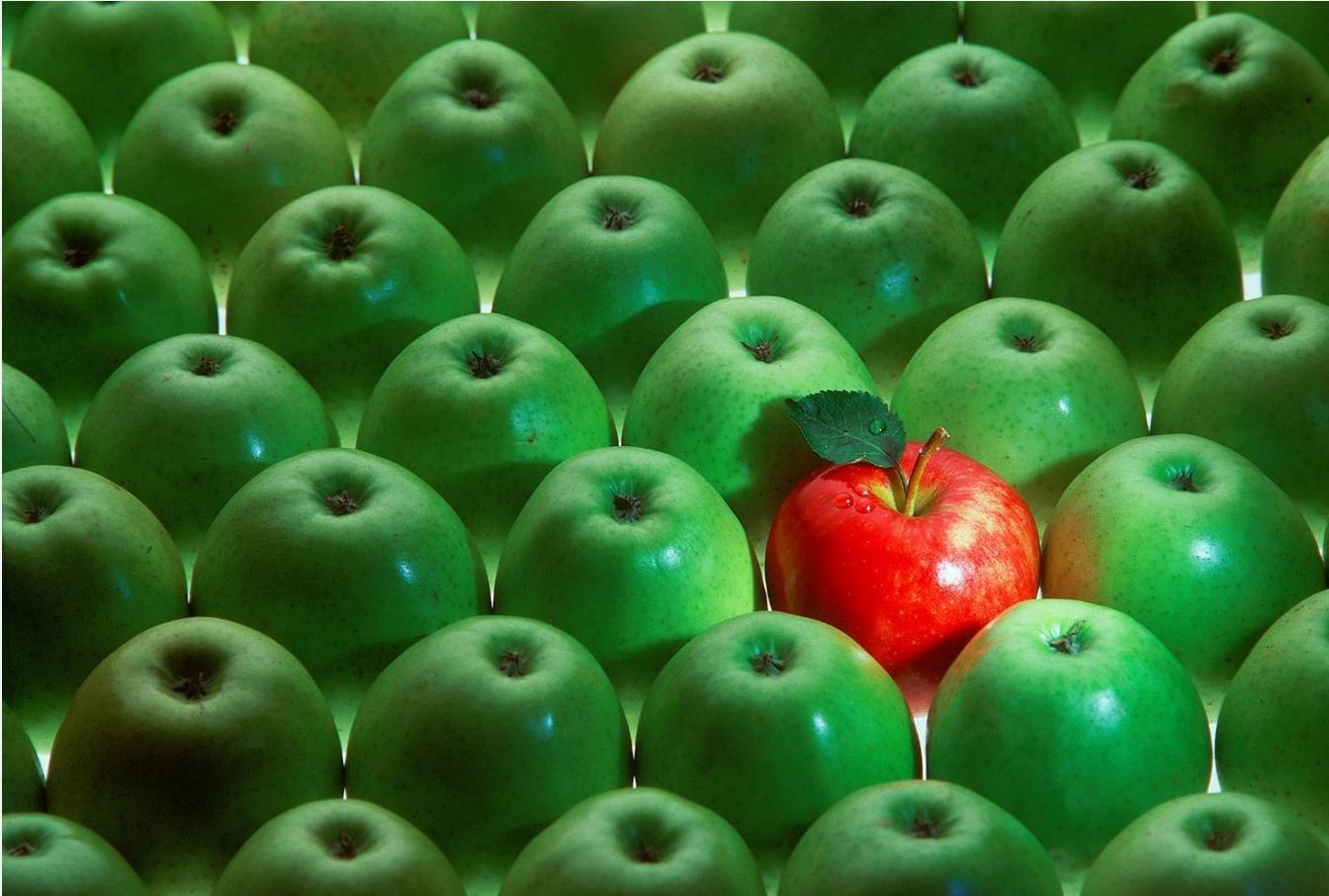
We recommend:
Clerks (1994) 3.37112480076
Quiz Show (1994) 3.37112480076
Ed Wood (1994) 3.37112480076
Legends of the Fall (1994) 3.37112480076
Crow, The (1994) 3.37112480076
Hoop Dreams (1994) 3.37112480076
Muriel's Wedding (1994) 3.37112480076
Disclosure (1994) 3.37112480076
Adventures of Priscilla, Queen of the Desert, The (1994) 3.37112480076
River Wild, The (1994) 3.37112480076

neighborhood-based collaborative filtering

(one) anatomy of a top-N recommender



ways to measure similarity



cosine similarity

$$CosSim(x, y) = \frac{\sum_i x_i y_i}{\sqrt{\sum_i x_i^2} \sqrt{\sum_i y_i^2}}$$

sparsity

	Indiana Jones	Star Wars	Shape of Water	Incredibles	Casablanca
Bob	4				
Ted					
Alice				5	

adjusted cosine

$$CosSim(x, y) = \frac{\sum_i ((x_i - \bar{x})(y_i - \bar{y}))}{\sqrt{\sum_i (x_i - \bar{x})^2} \sqrt{\sum_i (y_i - \bar{y})^2}}$$

| (item-based) pearson similarity

$$CosSim(x, y) = \frac{\sum_i ((x_i - \bar{x})(y_i - \bar{y}))}{\sqrt{\sum_i (x_i - \bar{x})^2} \sqrt{\sum_i (y_i - \bar{y})^2}}$$

spearman rank correlation

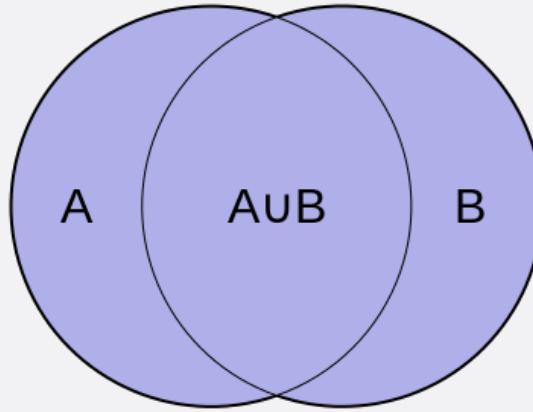
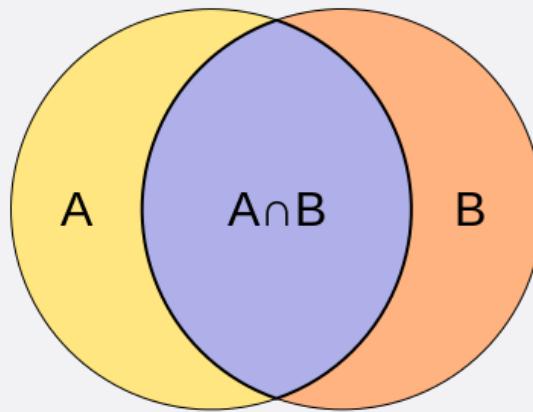
pearson similarity based on ranks, not ratings

mean squared difference

$$MSD(x, y) = \frac{\sum_{i \in I_{xy}} (x_i - y_i)^2}{|I_{xy}|}$$

$$MSDsim(x, y) = \frac{1}{MSD(x, y) + 1}$$

jaccard similarity



recap



cosine

spearman

adjusted cosine

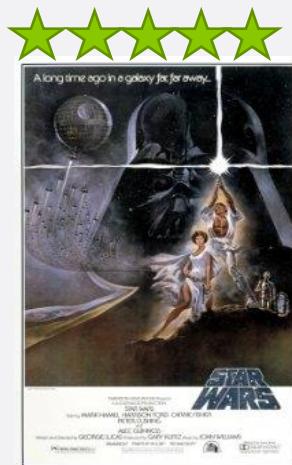
msd

pearson

jaccard

user-based collaborative filtering

user-based collaborative filtering



user-based collaborative filtering



user-based collaborative filtering

	Indiana Jones	Star Wars	Empire Strikes Back	Incredibles	Casablanca
Bob	4	5			
Ted					1
Ann		5	5	5	

user-based collaborative filtering

	Indiana Jones	Star Wars	Empire Strikes Back	Incredibles	Casablanca
Bob	4	5			
Ted					1
Ann		5	5	5	



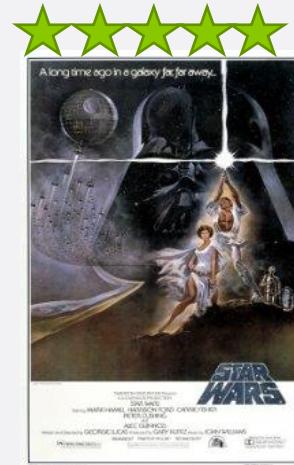
	Bob	Ted	Ann
Bob	1	0	1
Ted	0	1	0
Ann	1	0	1

user-based collaborative filtering

	Bob	Ted	Ann
Bob	1	0	1
Ted	0	1	0
Ann	1	0	1

Bob's neighbors: Ann: 1.0, Ted: 0

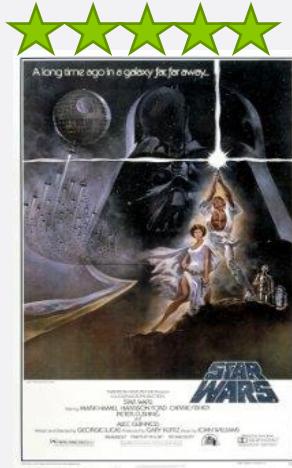
candidate generation



candidate scoring



1.0



1.0



1.0

candidate sorting



1.0



1.0

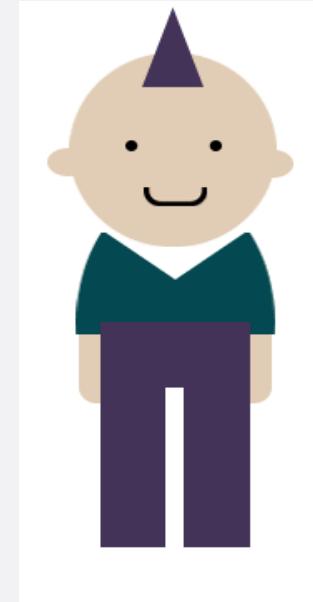
candidate filtering



1.0



1.0



user-based collaborative filtering

- user -> item rating matrix
- user -> user similarity matrix
- look up similar users
- candidate generation
- candidate scoring
- candidate filtering

code walkthrough

item-based collaborative filtering

things, not people



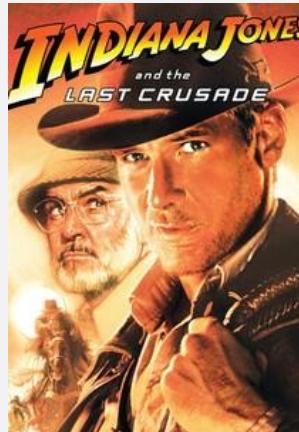
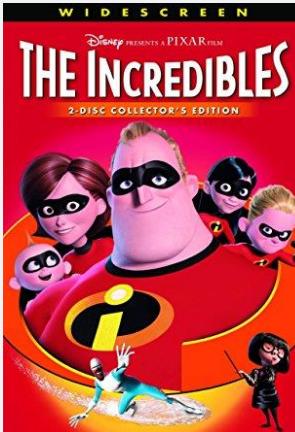
item-based collaborative filtering

	Bob	Ted	Ann
Indiana Jones	4		
Star Wars	5		5
Empire Strikes Back			5
Incredibles			5
Casablanca		1	

item-based collaborative filtering

	Indiana Jones	Star Wars	Empire Strikes Back	Incredibles	Casablanca
Indiana Jones	1	1	0	0	0
Star Wars	1	1	1	1	0
Empire Strikes Back	1	1	1	1	0
Incredibles	1	1	1	1	0
Casablanca	0	0	0	0	1

item-based collaborative filtering



code walkthrough

exercise

Build recommendation candidates from items above a certain rating or similarity threshold, instead of the top 10.

exercise solution: item-based

```
#kNeighbors = heapq.nlargest(k, testUserRatings, key=lambda t: t[1])
kNeighbors = []
for rating in testUserRatings:
    if rating[1] > 4.0:
        kNeighbors.append(rating)
```

before

James Dean Story, The (1957)
Get Real (1998)
Kiss of Death (1995)
Set It Off (1996)
How Green Was My Valley (1941)
Amos & Andrew (1993)
My Crazy Life (Mi vida loca) (1993)
Grace of My Heart (1996)
Fanny and Alexander (Fanny och Alexander) (1982)
Wild Reeds (Les roseaux sauvages) (1994)
Edge of Seventeen (1998)

after

Kiss of Death (1995)
Amos & Andrew (1993)
Edge of Seventeen (1998)
Get Real (1998)
Grace of My Heart (1996)
Relax... It's Just Sex (1998)
My Crazy Life (Mi vida loca) (1993)
Set It Off (1996)
Bean (1997)
Joe's Apartment (1996)
Lost & Found (1999)

exercise solution: user-based

```
#kNeighbors = heapq.nlargest(k, similarUsers, key=lambda t: t[1])
kNeighbors = []
for rating in similarUsers:
    if rating[1] > 0.95:
        kNeighbors.append(rating)
```

before

Inception (2010)
Star Wars: Episode V - The Empire Strikes Back (1980)
Bourne Identity, The (1988)
Crouching Tiger, Hidden Dragon (Wo hu cang long) (2000)
Dark Knight, The (2008)
Good, the Bad and the Ugly, The (Buono, il brutto, il cattivo, II) (1966)
Departed, The (2006)
Dark Knight Rises, The (2012)
Back to the Future (1985)
Gravity (2013)
Fight Club (1999)

after

Star Wars: Episode IV - A New Hope (1977)
Matrix, The (1999)
Star Wars: Episode V - The Empire Strikes Back (1980)
Fight Club (1999)
Back to the Future (1985)
Raiders of the Lost Ark (1981)
American Beauty (1999)
Toy Story (1995)
Godfather, The (1972)
Star Wars: Episode VI - Return of the Jedi (1983)
Lord of the Rings: The Fellowship of the Ring, The (2001)

evaluating collaborative filtering



exercise

measure the hit-rate of item-based collaborative filtering.

exercise solution

```
sim_options = { 'name': 'cosine',
                 'user_based': False
               }

for uid in range(trainSet.n_users):

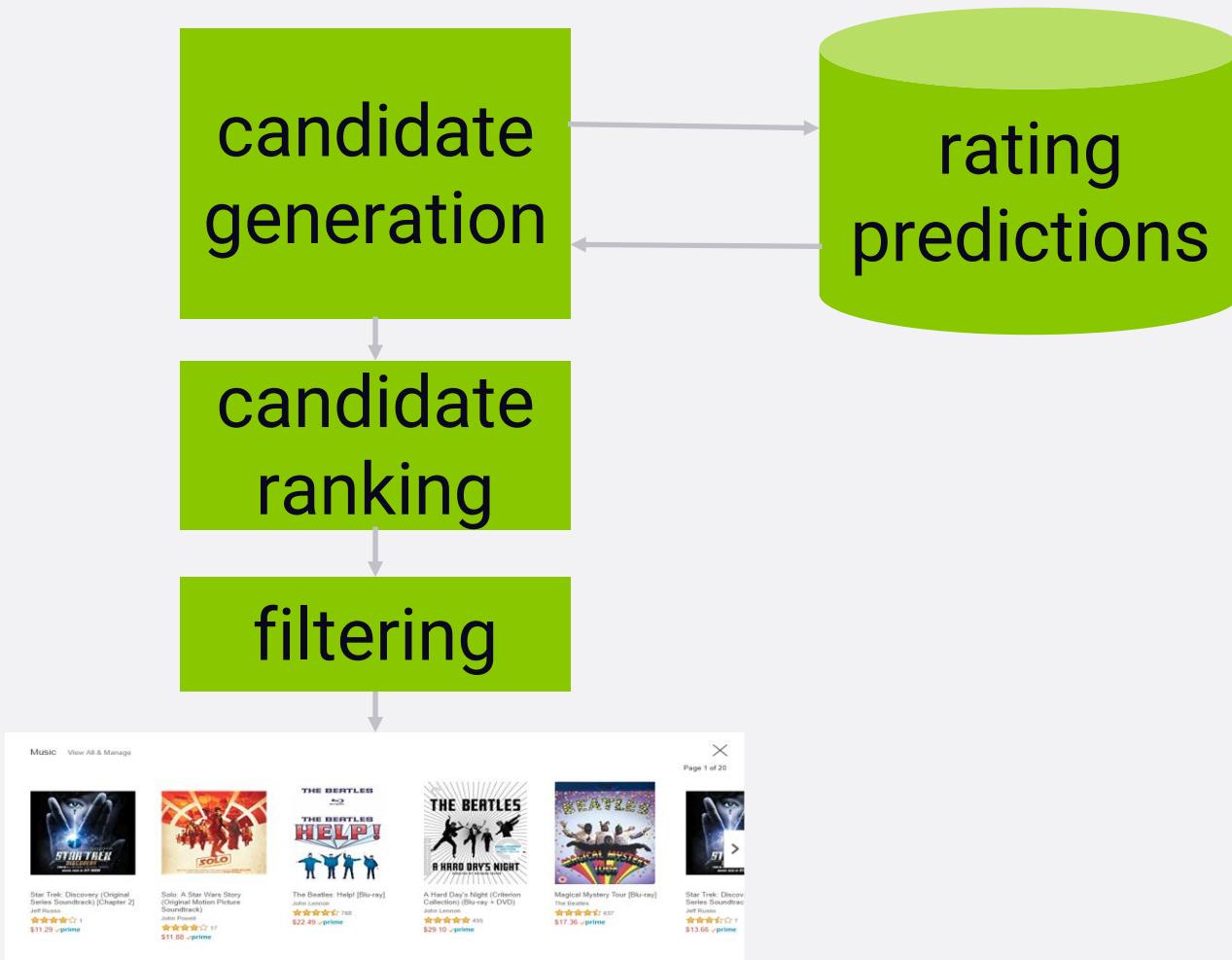
    userRatings = trainSet.ur[uid]
    kNeighbors = heapq.nlargest(k, userRatings, key=lambda t: t[1])

    candidates = defaultdict(float)
    for itemID, rating in kNeighbors:
        similarityRow = simsMatrix[itemID]
        for innerID, score in enumerate(similarityRow):
            candidates[innerID] += score * (rating / 5.0)

    # Build a dictionary of stuff the user has already seen
```

└ k-nearest- neighbors (knn) recommenders

another way to do it



user-based KNN

for user u and item i ...

find the k most-similar users who rated this item



compute mean sim score weighted by ratings



rating prediction

user-based knn

$$\hat{r}_{ui} = \frac{\sum_{v \in N_i^k(u)} sim(u, v) \cdot r_{vi}}{\sum_{v \in N_i^k(u)} sim(u, v)}$$

item-based KNN

for user u and item i...

find the k most-similar items also rated by this user



compute mean sim score weighted by ratings



rating prediction

user-based knn

$$\hat{r}_{ui} = \frac{\sum_{j \in N_u^k(i)} sim(i, j) \cdot r_{uj}}{\sum_{j \in N_u^k(j)} sim(i, j)}$$

code walkthrough

exercise

try out different similarity metrics: cosine, msd, and pearson.

exercise results: user-based

cosine

RMSE: 0.9961

One Magic Christmas (1985)
Step Into Liquid (2002)
Art of War, The (2000)
Taste of Cherry (1997)
King Is Alive, The (2000)
Innocence (2000)
Maelstrom (2000)
Faust (1926)
Seconds (1966)
Amazing Grace (2006)

msd

RMSE: 0.9713

One Magic Christmas (1985)
Step Into Liquid (2002)
Art of War, The (2000)
Taste of Cherry (1997)
King Is Alive, The (2000)
Innocence (2000)
Maelstrom (2000)
Faust (1926)
Seconds (1966)
Amazing Grace (2006)

pearson

RMSE: 1.0016

Othello (1995)
Step Into Liquid (2002)
Dreamscape (1984)
Taste of Cherry (1997)
King Is Alive, The (2000)
Innocence (2000)
Maelstrom (2000)
Last Seduction, The (1994)
Amazing Grace (2006)
Unvanquished, The (1957)

exercise results: item-based

cosine

RMSE: 0.9995

Life in a Day (2011)
Under Suspicion (2000)
Asterix and the Gauls (1967)
Find Me Guilty (2006)
Elementary Particles, The (2006)
Asterix and the Vikings (2006)
From the Sky Down (2011)
Vive L'Amour (1994)
Vagabond (1985)
Ariel (1988)

msd

RMSE: 0.9424

Life in a Day (2011)
Under Suspicion (2000)
Asterix and the Gauls (1967)
Find Me Guilty (2006)
Elementary Particles (2006)
Asterix and the Vikings (2006)
From the Sky Down (2011)
Vive L'Amour (1994)
Vagabond (1985)
Ariel (1988)

pearson

RMSE: 0.9928

Hearts and Minds (1996)
Pokemon the Movie 2000 (2000)
Eureka (2000)
Silent Running (1972)
It Might Get Loud (2008)
Dinner Rush (2000)
Brainstorm (1983)
Europa (Zentropa) (1991)
Gerry (2002)
Soul Kitchen (2009)

more experiments

KNNWithZScore

RMSE: 0.9347

One Magic Christmas (1985)
Taste of Cherry (1997)
King Is Alive, The (2000)
Innocence (2000)
Maelstr m (2000)
Amazing Grace (2006)
Unvanquished, The (1957)
Undertow (2004)
Big Town, The (1987)
Masquerade (1988)

KNNWithMeans

RMSE: 0.9306

One Magic Christmas (1985)
Taste of Cherry (1997)
King Is Alive, The (2000)
Innocence (2000)
Maelstrom (2000)
Amazing Grace (2006)
Unvanquished, The (1957)
Undertow (2004)
Soul Kitchen (2009)
Big Town, The (1987)

KNNBaseline

RMSE: 0.9129

Digimon: The Movie (2000)
Pokemon 3: The Movie (2001)
City of Industry (1997) Amityville
Curse, The (1990)
Grand, The (2007)
Tracey Fragments, The (2007)
T-Rex: Back to the Cretaceous (1998)
Above the Law (1988)
Enforcer, The (1976)
Kirikou and the Sorceress (1998)

why is knn so bad?



| bleeding edge alert!



translation-based recommendations

Algorithms I

RecSys'17, August 27–31, 2017, Como, Italy

Translation-based Recommendation

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ABSTRACT

Modeling the complex interactions between users and items as well as amongst items themselves is at the core of designing successful recommender systems. One classical setting is predicting users' personalized sequential behavior (or 'next-item' recommendation), where the challenges mainly lie in modeling 'third-order' interactions between a user, her previously visited item(s), and the next item to consume. Existing methods typically decompose these higher-order interactions into a combination of *pairwise* relationships, by way of which user preferences (user-item interactions) and sequential patterns (item-item interactions) are captured by separate components. In this paper, we propose a unified method, *TransRec*, to model such third-order relationships for large-scale sequential prediction. Methodologically, we embed items into a 'transition space' where users are modeled as *translation* vectors operating on item sequences. Empirically, this approach outperforms the state-of-the-art on a wide spectrum of real-world datasets. Data and code are available at <https://sites.google.com/a/eng.ucsd.edu/ruining-he/>.

1 INTRODUCTION

Modeling and predicting the *interactions* between users and items, as well as the *relationships* amongst the items themselves are the main tasks of recommender systems. For instance, in order to predict *sequential* user actions like the next product to purchase, movie to watch, or place to visit, it is essential (and challenging!) to model the *third-order* interactions between a user (u), the item(s) she recently consumed (i), and the item to visit next (j). Not only

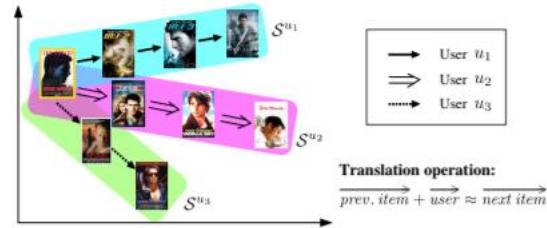


Figure 1: *TransRec* as a sequential model: Items (movies) are embedded into a 'transition space' where each user is modeled by a *translation* vector. The transition of a user from one item to another is captured by a user-specific translation operation. Here we demonstrate the historical sequences S^{u_1} , S^{u_2} , and S^{u_3} of three users. Given the same starting point, the movie *Mission: Impossible I*, u_1 went on to watch the whole series, u_2 continued to watch drama movies by Tom Cruise, and u_3 switched to similar action movies.

FPMC models third-order relationships between u , i , and j by the *summation* of two pairwise relationships: one for the compatibility between u and the next item j , and another for the sequential continuity between the previous item i and the next item j . Ultimately, this is a combination of MF and MC (see Section 3.5 for details).

Recently, there have been two lines of works that aim to improve

translation-based recommendations

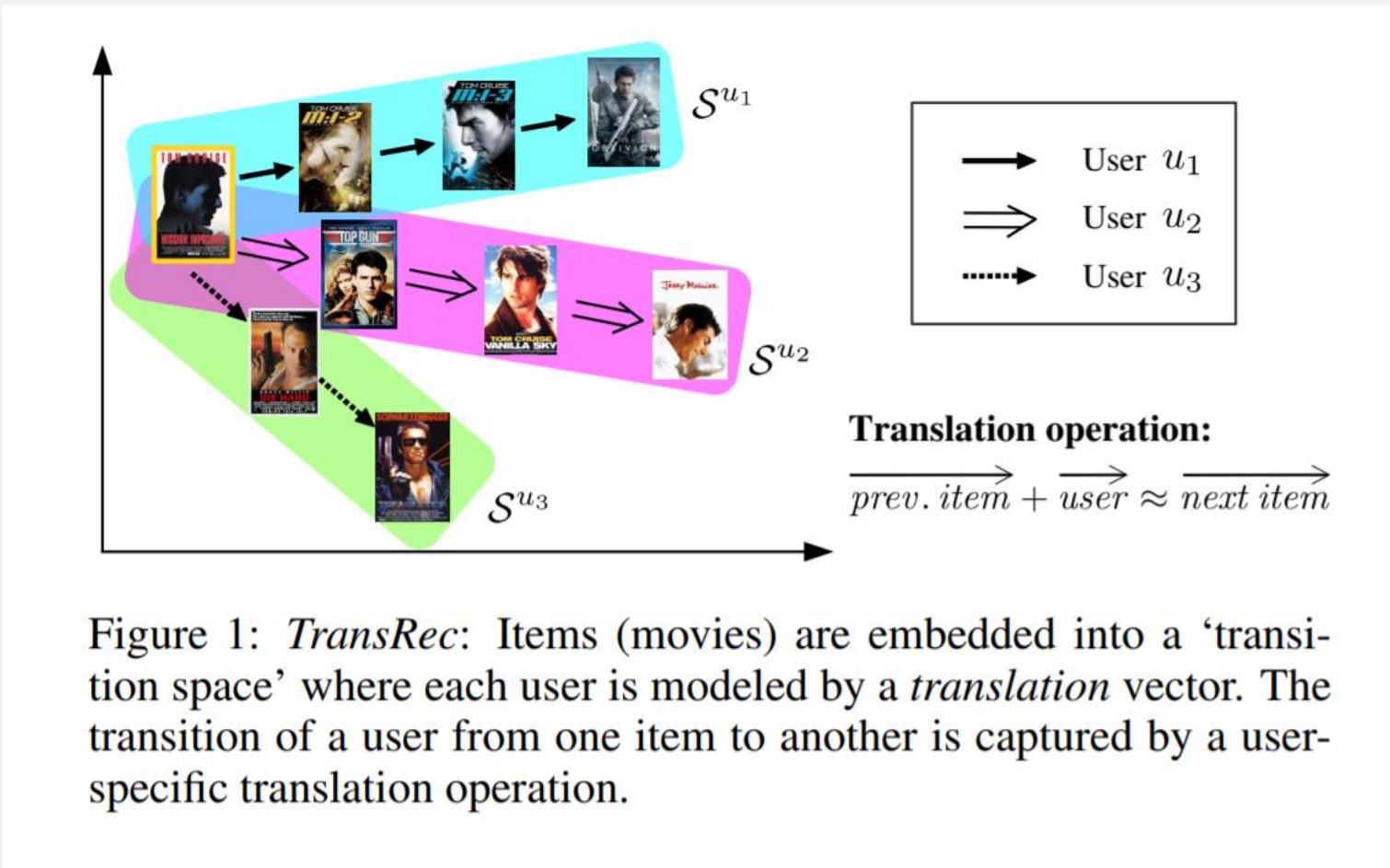
<https://sites.google.com/view/ruining-he/publications>

translation-based recommendations

Table 1: Ranking results on different datasets (higher is better). The number of latent dimensions K for all comparison methods is set to 10. The best performance in each case is underlined. The last column shows the percentage improvement of *TransRec* over the best baseline.

Dataset	Metric	PopRec	BPR-MF	FMC	FPMC	HRM _{avg}	HRM _{max}	PRME	TransRec _{L1}	TransRec _{L2}	% Improv.
<i>Epinions</i>	AUC	0.4576	0.5523	0.5537	0.5517	0.6060	0.5617	0.6117	0.6063	<u>0.6133</u>	0.3%
	Hit@50	3.42%	3.70%	3.84%	2.93%	3.44%	2.79%	2.51%	3.18%	<u>4.63%</u>	20.6%
<i>Google</i>	AUC	0.5391	0.8188	0.7619	0.7740	0.8640	0.8102	0.8252	0.8359	<u>0.8691</u>	0.6%
	Hit@50	0.32%	4.27%	3.54%	3.99%	3.55%	4.59%	5.07%	6.37%	<u>6.84%</u>	34.9%
<i>Amazon</i>	AUC	0.6717	0.7320	0.7214	0.7302	0.7600	0.7436	0.7490	0.7659	<u>0.7772</u>	2.26%
	Hit@50	3.22%	4.51%	4.06%	4.13%	6.32%	4.93%	5.67%	7.16%	<u>7.23%</u>	14.4%
<i>Foursquare</i>	AUC	0.9168	0.9511	0.9463	0.9479	0.9559	0.9523	0.9565	0.9631	<u>0.9651</u>	0.9%
	Hit@50	55.60%	60.03%	63.00%	64.53%	60.75%	61.60%	65.32%	66.12%	<u>67.09%</u>	2.7%
<i>Flixter</i>	AUC	0.9459	0.9722	0.9568	0.9718	0.9695	0.9687	0.9728	0.9727	<u>0.9750</u>	0.2%
	Hit@50	11.92%	21.58%	22.23%	33.11%	32.34%	30.88%	<u>40.81%</u>	35.52%	35.02%	-13.0%

translation-based recommendations



model-based methods

matrix factorization

the problem

	Indiana Jones	Star Wars	Empire Strikes Back	Incredibles	Casablanca
Bob	4	5	?	?	?
Ted	?	?	?	?	1
Ann	?	5	5	5	?

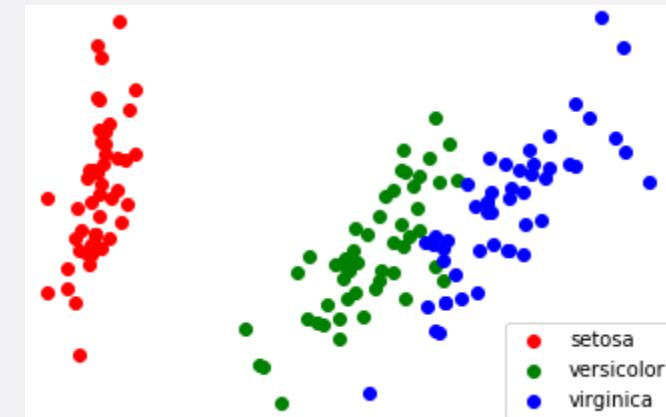
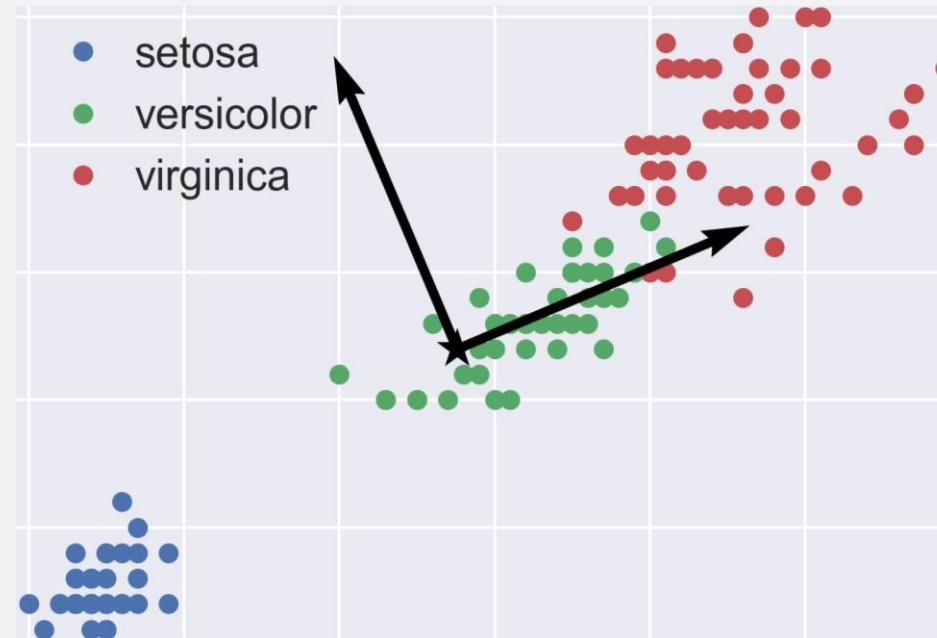
principal component analysis



eigenvectors are principal components

```
In [3]: from sklearn.datasets import load_iris  
from sklearn.decomposition import PCA  
  
iris = load_iris()  
  
print (iris.data)
```

```
[[ 5.1  3.5  1.4  0.2]  
 [ 4.9  3.  1.4  0.2]  
 [ 4.7  3.2  1.3  0.2]  
 [ 4.6  3.1  1.5  0.2]  
 [ 5.  3.6  1.4  0.2]  
 [ 5.4  3.9  1.7  0.4]
```



pca on movie ratings

R

	Indiana Jones	Star Wars	Empire Strikes Back	Incredibles	Casablanca
Bob	4	5	5	4	4
Ted	3	3	3	5	4
Ann	4	5	5	5	2



U

	"Action"	"Sci-Fi"	"Classic"
Bob	0.3	0.5	0.2
Ted	0.1	0.1	0.8
Ann	0.3	0.6	0.1

pca on movie ratings

R^T

	Bob	Ted	Ann
Indiana Jones	4	3	4
Star Wars	5	3	5
Empire Strikes Back	5	3	5
Incredibles	4	5	5
Casablanca	4	4	2



	"Action"	"Sci-Fi"	"Classic"
Indiana Jones	0.6	0.3	0.1
Star Wars	0.4	0.6	0
Empire Strikes Back	0.4	0.6	0
Incredibles	0.8	0.2	0
Casablanca	0.2	0	0.8

M

matrix factorization

$$R = M\Sigma U^T$$

singular value decomposition (svd)

but wait

	Indiana Jones	Star Wars	Empire Strikes Back	Incredibles	Casablanca
Bob	4	5	?	?	?
Ted	?	?	?	?	1
Ann	?	5	5	5	?

$$R = M \Sigma U^T$$

$$R_{Bob, Empire\ Strikes\ Back} = M_{Bob} \cdot U_{Empire\ Strikes\ Back}^T$$

stochastic gradient descent (sgd)

enough talk



code walkthrough

a matrix factorization bestiary

Non-Negative Matrix Factorization (NMF)

SVD++

Probabilistic Matrix Factorization (PMF)

timeSVD++

Probabilistic Latent Semantic Analysis (PLSA)

HOSVD

PureSVD

CUR

UV Decomposition

Factorization Machines

Weighted Regularized Matrix Factorization (WRMF)

Factorized Personalized Markov Chains

tuning svd

```
print("Searching for best parameters...")
param_grid = {'n_epochs': [20, 30], 'lr_all': [0.005, 0.010],
              'n_factors': [50, 100]}
gs = GridSearchCV(SVD, param_grid, measures=['rmse', 'mae'], cv=3)

gs.fit(evaluationData)

# best RMSE score
print("Best RMSE score attained: ", gs.best_score['rmse'])

params = gs.best_params['rmse']
SVDtuned = SVD(n_epochs = params['n_epochs'], lr_all = params['lr_all'], n_factors = params['n_factors'])
```

exercise

tune the hyperparameters for SVD with the MovieLens data set.

svd tuning results

{'n_epochs': 20, 'lr_all': 0.005, 'n_factors': 50}

Untuned

RMSE: 0.9033

Sixth Sense, The (1999)
Casablanca (1942)
Hamlet (1996)
Monty Python and the Holy Grail (1975)
When We Were Kings (1996)
It Happened One Night (1934)
Bridge on the River Kwai, The (1957)
Smoke (1995)
Big Night (1996)
Seven Samurai (1954)

Tuned

RMSE: 0.9002

Lord of the Rings: The Return of the King, The (2003)
Modern Times (1936)
Lord of the Rings: The Two Towers, The (2002)
Lord of the Rings: The Fellowship of the Ring, The (2001)
Sunset Blvd. (a.k.a. Sunset Boulevard) (1950)
Lawrence of Arabia (1962)
Departed, The (2006)
Raging Bull (1980)
Matrix, The (1999)
Singin' in the Rain (1952)

| bleeding edge alert!



sparse linear methods (SLIM)

1

SLIM: Sparse Linear Methods for Top-N Recommender Systems

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Abstract—This paper focuses on developing effective and efficient algorithms for *top-N* recommender systems. A novel Sparse Linear Method (SLIM) is proposed, which generates *top-N* recommendations by aggregating from user purchase/rating profiles. A sparse aggregation coefficient matrix W is learned from SLIM by solving an ℓ_1 -norm and ℓ_2 -norm regularized optimization problem. W is demonstrated to produce high-quality recommendations and its sparsity allows SLIM to generate recommendations very fast. A comprehensive set of experiments is conducted by comparing the SLIM method and other state-of-the-art *top-N* recommendation methods. The experiments show that SLIM achieves significant improvements both in run time performance and recommendation quality over the best existing methods.

Keywords—Top-N Recommender Systems, Sparse Linear Methods, ℓ_1 -norm Regularization

I. INTRODUCTION

The emergence and fast growth of E-commerce have significantly changed people's traditional perspective on purchasing products by providing huge amounts of products and detailed product information thus making online transactions much purchase/rating profiles by solving a regularized optimization problem. Sparsity is introduced into the coefficient matrix which allows it to generate recommendations efficiently. Feature selection methods allow SLIM to substantially reduce the amount of time required to learn the coefficient matrix. Furthermore, SLIM can be used to do *top-N* recommendations from ratings, which is a less exploited direction in recommender system research.

The SLIM method addresses the demands for high quality and efficiency in *top-N* recommender systems concurrently, so it is better suitable for real-time applications. We conduct a comprehensive set of experiments on various datasets from different real applications. The results show that SLIM produces better recommendations than the state-of-the-art methods at a very high speed. In addition, it achieves good performance in using ratings to do *top-N* recommendation.

The rest of this paper is organized as follows. In Section II, a brief review on related work is provided. In Section III, definitions and notations are introduced. In Section IV, the methods are described. In Section V, the materials used for

SLIM results

BPRkNN	0.001	1e-4	0.542	0.304	6.20(m)	20.28(m)	1e-5	0.010	0.242	0.130	1.02(m)	13.53(s)
SLIM	3	0.5	0.579	0.347	1.02(h)	16.23(s)	5	0.5	0.255	0.149	11.10(s)	0.51(s)
fsSLIM	100	0.0	0.546	0.292	12.57(m)	9.62(s)	100	0.5	0.252	0.147	16.89(s)	0.32(s)
fsSLIM	400	0.5	0.570	0.339	14.27(m)	12.52(s)	30	0.5	0.252	0.147	5.41(s)	0.16(s)

method	BX					ML10M						
	params	HR	ARHR	mt	tt	params	HR	ARHR	mt	tt		
itemkNN	10	-	0.085	0.044	1.34(s)	0.08(s)	20	-	0.238	0.106	1.97(m)	8.93(s)
itemprob	30	0.3	0.103	0.050	2.11(s)	0.22(s)	20	0.5	0.237	0.106	1.88(m)	7.49(s)
userkNN	100	-	0.083	0.039	0.01(s)	1.49(s)	50	-	0.303	0.146	2.26(s)	34.42(m)
PureSVD	1500	10	0.072	0.037	1.91(m)	2.57(m)	170	10	0.294	0.139	1.68(m)	1.72(m)
WRMF	400	5	0.086	0.040	12.01(h)	29.77(s)	100	2	0.306	0.139	16.27(h)	1.59(m)
BPRMF	350	0.1	0.089	0.040	8.95(m)	12.44(s)	350	0.1	0.281	0.123	4.77(h)	5.20(m)
BPRkNN	1e-4	0.010	0.082	0.035	5.16(m)	42.23(s)	0.001	1e-4	0.327	0.156	15.78(h)	1.08(h)
SLIM	3	0.5	0.109	0.055	5.51(m)	1.39(s)	1	2.0	0.311	0.153	50.98(h)	41.59(s)
fsSLIM	100	0.5	0.109	0.053	36.26(s)	0.63(s)	100	0.5	0.311	0.152	37.12(m)	17.97(s)
fsSLIM	30	1.0	0.105	0.055	16.07(s)	0.18(s)	20	1.0	0.298	0.145	14.26(m)	8.87(s)

method	Netflix					Yahoo						
	params	HR	ARHR	mt	tt	params	HR	ARHR	mt	tt		
itemkNN	150	-	0.178	0.088	24.53(s)	13.17(s)	400	-	0.107	0.041	21.54(s)	2.25(m)
itemprob	10	0.5	0.177	0.083	30.36(s)	1.01(s)	350	0.5	0.107	0.041	34.23(s)	1.90(m)
userkNN	200	-	0.154	0.077	0.33(s)	1.04(m)	50	-	0.107	0.041	18.46(s)	3.26(m)
PureSVD	3500	10	0.182	0.092	29.86(m)	21.29(m)	170	10	0.074	0.027	53.05(s)	11.18(m)
WRMF	350	10	0.184	0.085	22.47(h)	2.63(m)	200	8	0.090	0.032	16.23(h)	50.05(m)
BPRMF	400	0.1	0.156	0.071	43.55(m)	3.56(m)	400	0.1	0.093	0.033	10.36(h)	47.28(m)
BPRkNN	0.01	0.01	0.188	0.092	10.91(m)	6.12(m)	0.01	0.001	0.104	0.038	2.60(h)	4.11(h)
SLIM	5	1.0	0.200	0.102	7.85(h)	9.84(s)	5	0.5	0.122	0.047	21.30(h)	5.69(m)
fsSLIM	100	0.5	0.202	0.104	6.43(m)	5.73(s)	100	0.5	0.124	0.048	1.39(m)	41.24(s)
fsSLIM	150	0.5	0.202	0.104	9.09(m)	7.47(s)	400	0.5	0.123	0.048	2.41(m)	1.72(m)

Columns corresponding to params present the parameters for the corresponding method. For methods itemkNN and userkNN, the

how SLIM works

$$\tilde{a}_{ij} = a_i^T w_j$$

$$\tilde{A} = AW$$

B. Learning W for SLIM

We view the purchase/rating activity of user u_i on item t_j in A (i.e., a_{ij}) as the ground-truth item recommendation score. Given a user-item purchase/rating matrix A of size $m \times n$, we learn the sparse $n \times n$ matrix W in Equation 2 as the minimizer for the following regularized optimization problem:

$$\begin{aligned} & \underset{W}{\text{minimize}} \quad \frac{1}{2} \|A - AW\|_F^2 + \frac{\beta}{2} \|W\|_F^2 + \lambda \|W\|_1 \\ & \text{subject to} \quad W \geq 0 \\ & \qquad \qquad \qquad \text{diag}(W) = 0, \end{aligned} \tag{3}$$

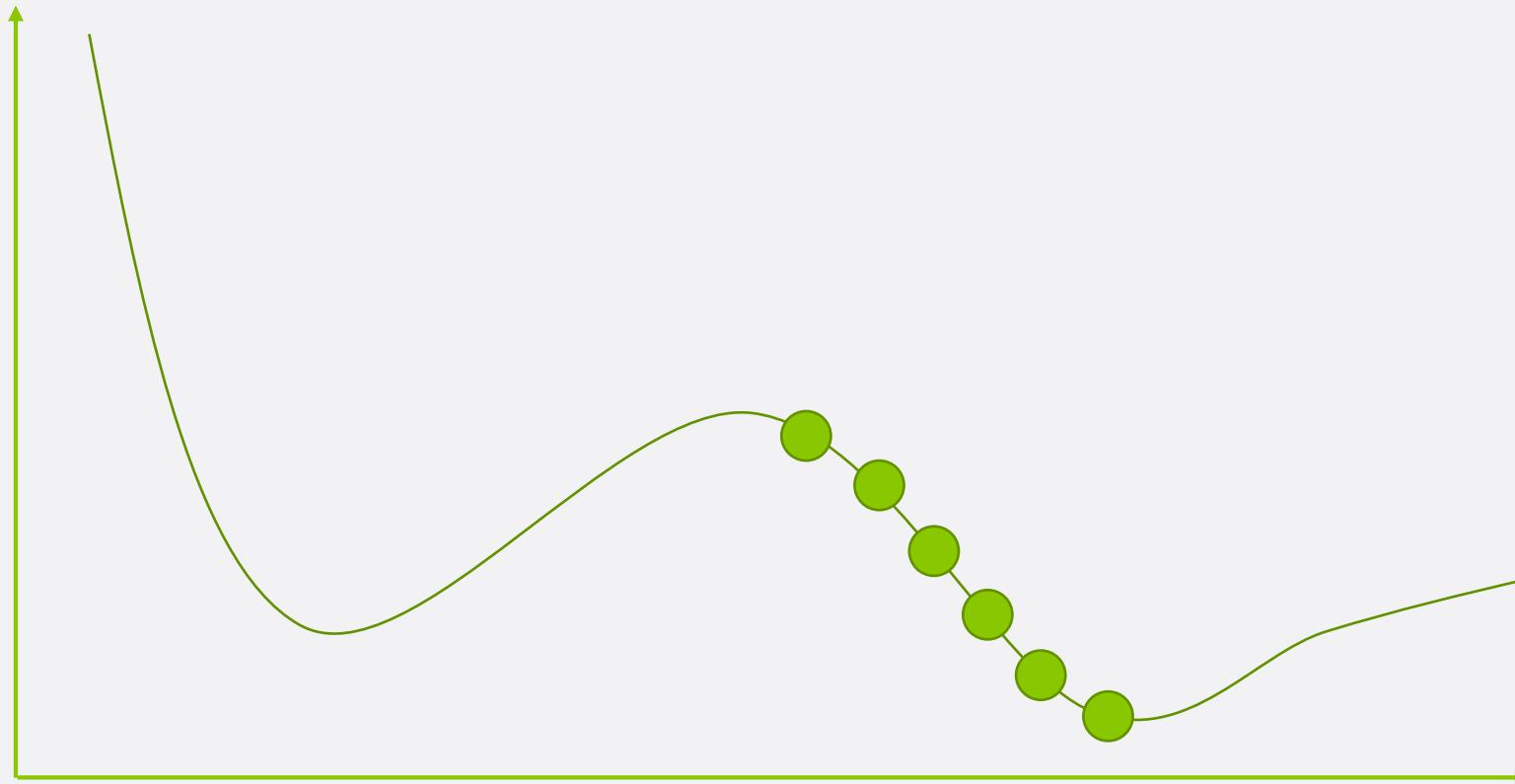
where $\|W\|_1 = \sum_{i=1}^n \sum_{j=1}^n |w_{ij}|$ is the entry-wise ℓ_1 -norm of W , and $\|\cdot\|_F$ is the matrix Frobenius norm. In Equation 3, AW is the estimated matrix of recommendation scores (i.e., \tilde{A}) by the sparse linear model as in Equation 2. The first term $\frac{1}{2} \|A - AW\|_F^2$ (i.e., the residual sum of squares) measures how well the linear model fits the training data, and $\|W\|_F^2$ and $\|W\|_1^2$ are ℓ_F -norm and ℓ_1 -norm regularization

recommendations with deep learning

intro to deep learning

deep learning pre- requisites

gradient descent



autodiff

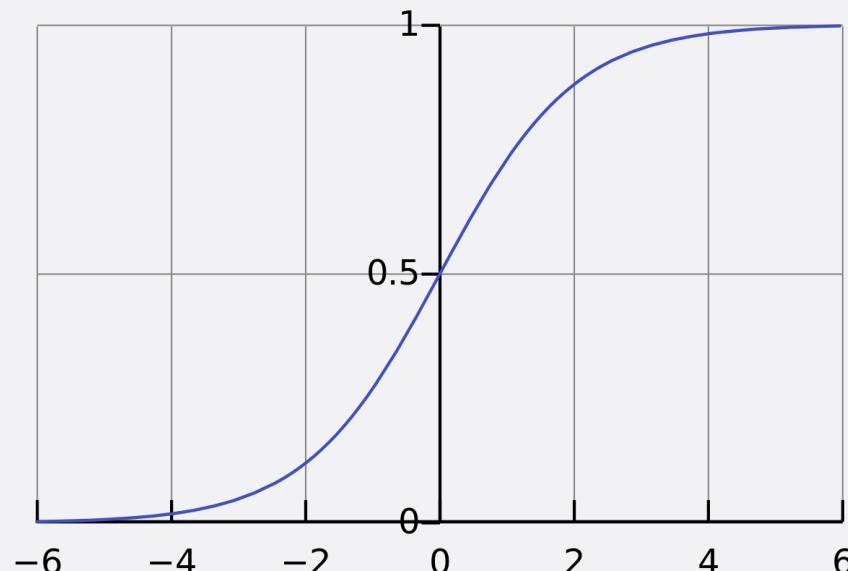
- Gradient descent requires knowledge of, well, the gradient from your cost function (MSE)
- Mathematically we need the first partial derivatives of all the inputs
 - This is hard and inefficient if you just throw calculus at the problem
- Reverse-mode autodiff to the rescue!
 - Optimized for many inputs + few outputs (like a neuron)
 - Computes all partial derivatives in # of outputs + 1 graph traversals
 - Still fundamentally a calculus trick – it's complicated but it works
 - This is what Tensorflow uses

softmax

- Used for classification
 - Given a score for each class
 - It produces a probability of each class
 - The class with the highest probability is the “answer” you get

$$h_{\theta}(x) = \frac{1}{1 + \exp(-\theta^T x)},$$

x is a vector of input values
theta is a vector of weights



in review

- Gradient descent is an algorithm for minimizing error over multiple steps
- Autodiff is a calculus trick for finding the gradients in gradient descent
- Softmax is a function for choosing the most probable classification given several input values



introducing artificial neural networks

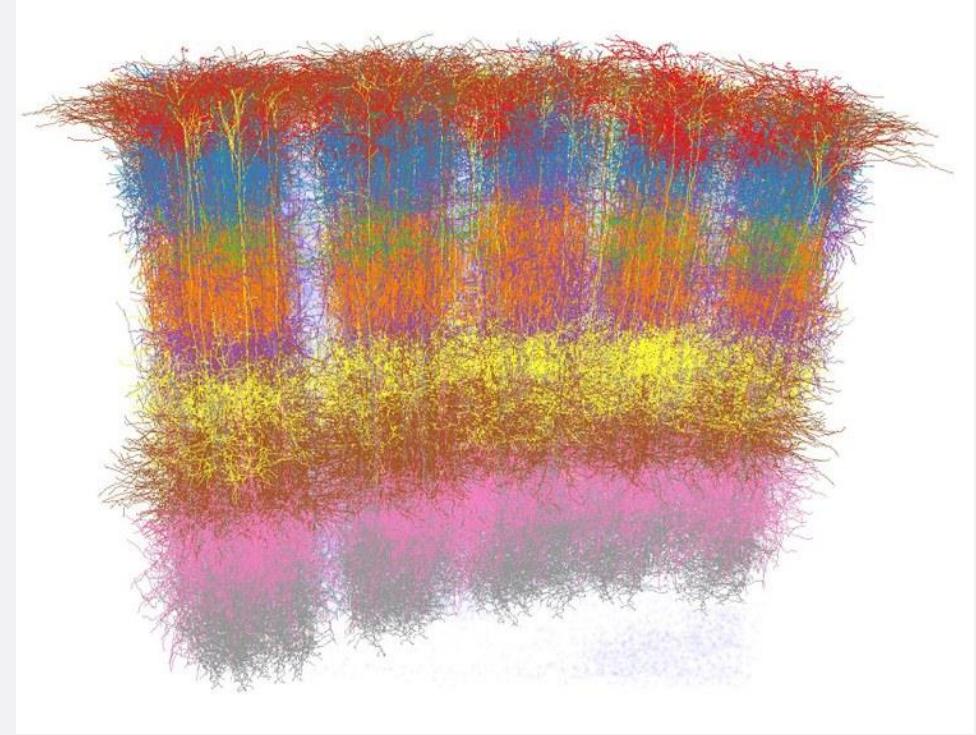
the biological inspiration

- Neurons in your cerebral cortex are connected via axons
- A neuron “fires” to the neurons it’s connected to, when enough of its input signals are activated.
- Very simple at the individual neuron level – but layers of neurons connected in this way can yield learning behavior.
- Billions of neurons, each with thousands of connections, yields a mind



cortical columns

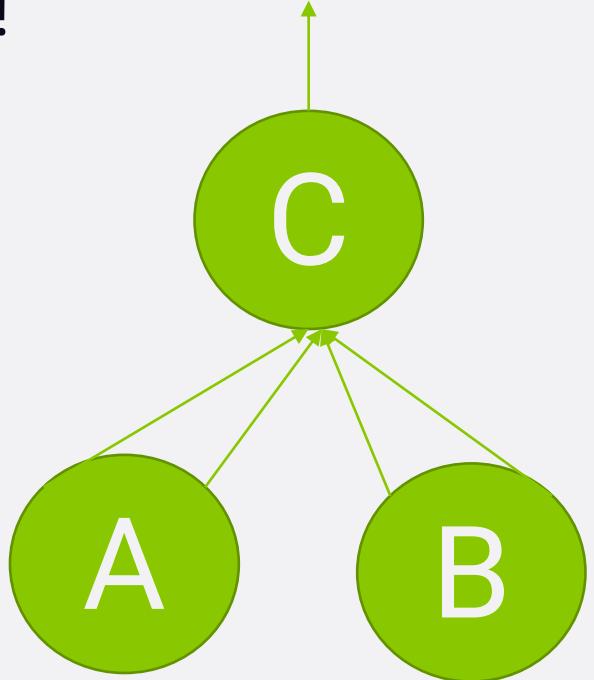
- Neurons in your cortex seem to be arranged into many stacks, or “columns” that process information in parallel
- “mini-columns” of around 100 neurons are organized into larger “hyper-columns”. There are 100 million mini-columns in your cortex
- This is coincidentally similar to how GPU’s work...



(credit: Marcel Oberlaender et al.)

the first artificial neurons

- 1943!!



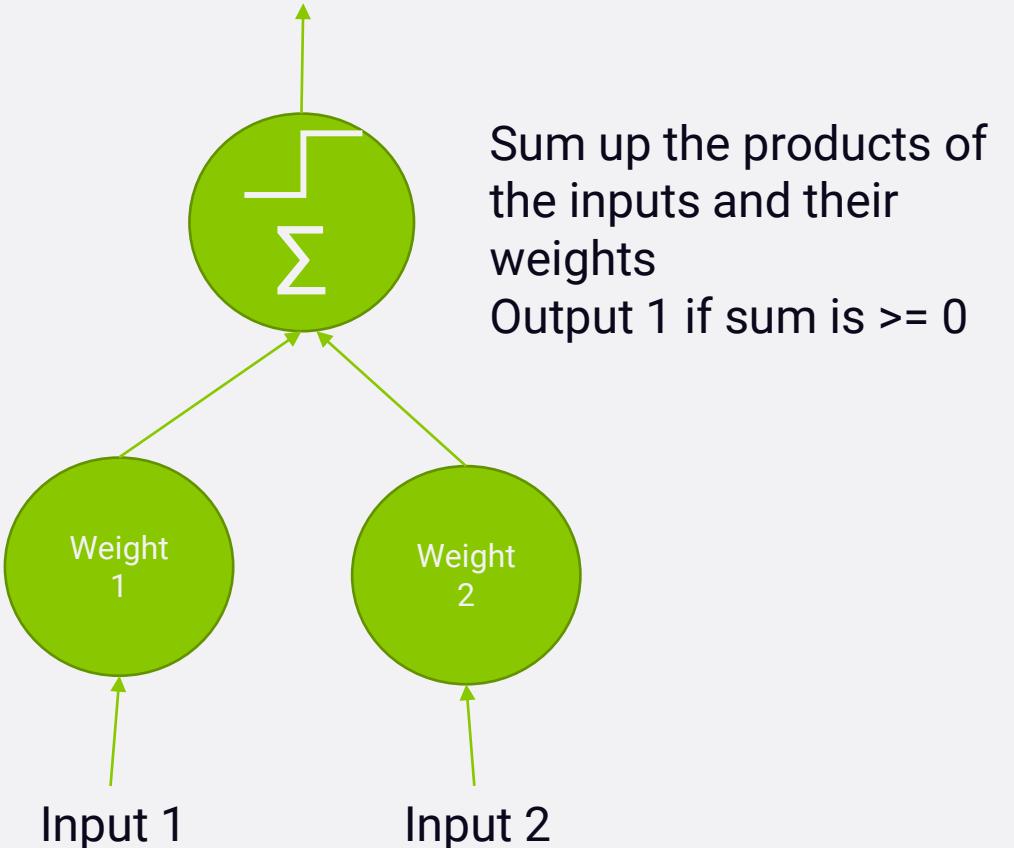
An artificial neuron “fires” if more than N input connections are active.

Depending on the number of connections from each input neuron, and whether a connection activates or suppresses a neuron, you can construct AND, OR, and NOT logical constructs this way.

This example would implement $C = A \text{ OR } B$ if the threshold is 2 inputs being active.

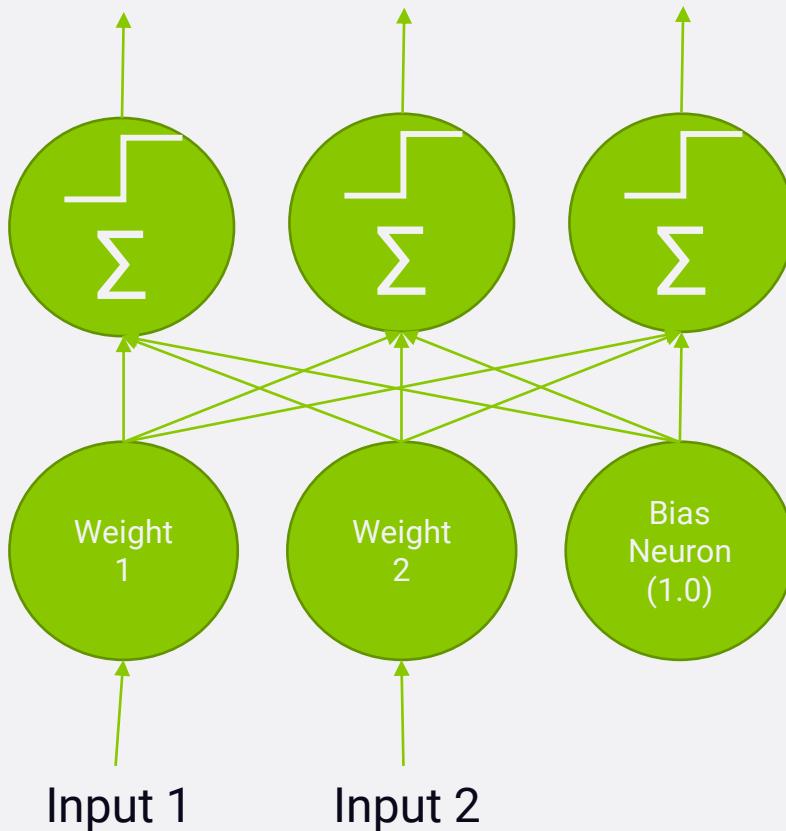
the linear threshold unit (ltu)

- 1957!
- Adds weights to the inputs; output is given by a step function



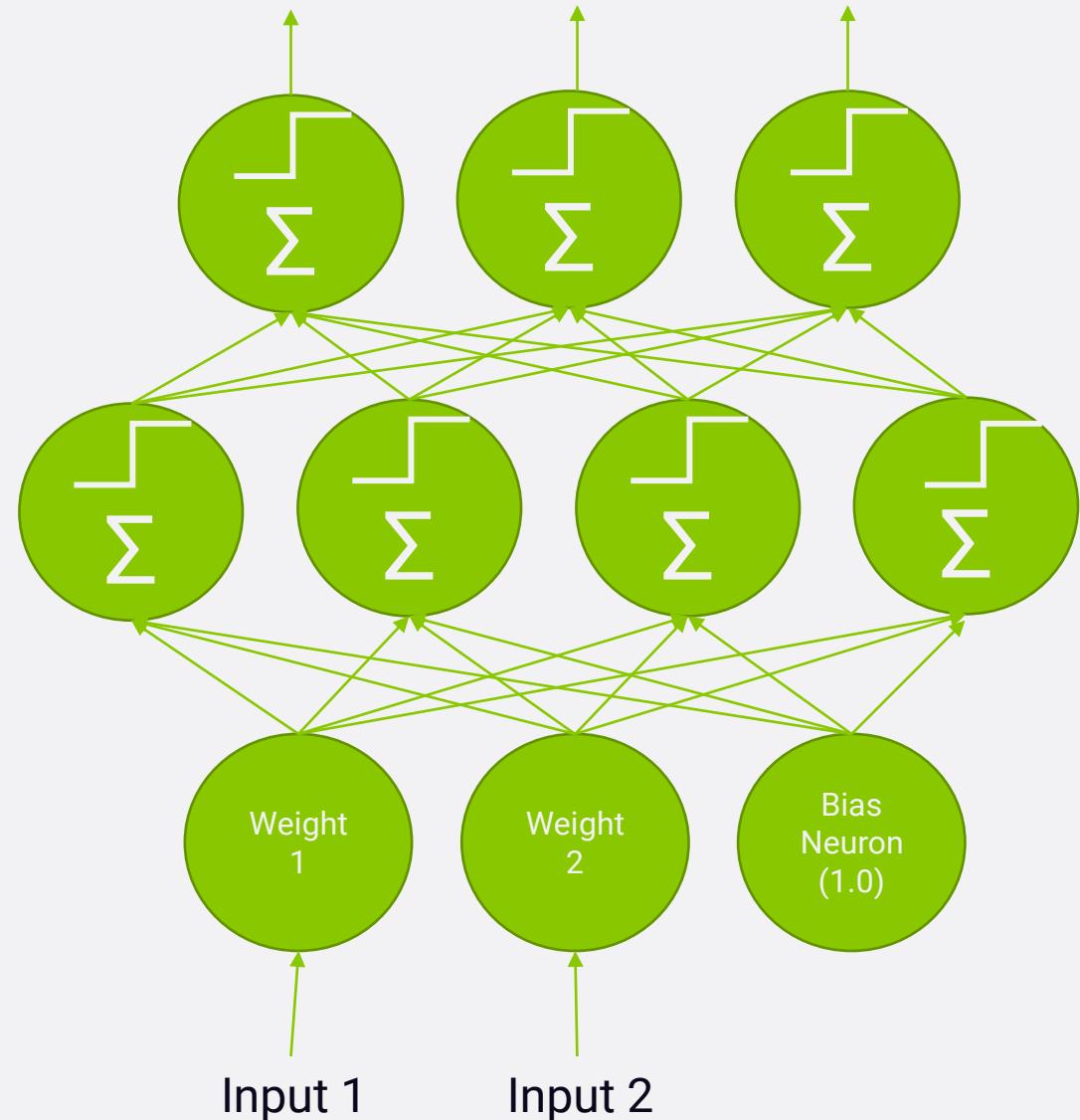
the perceptron

- A layer of LTU's
- A perceptron can learn by reinforcing weights that lead to correct behavior during training
- This too has a biological basis ("cells that fire together, wire together")



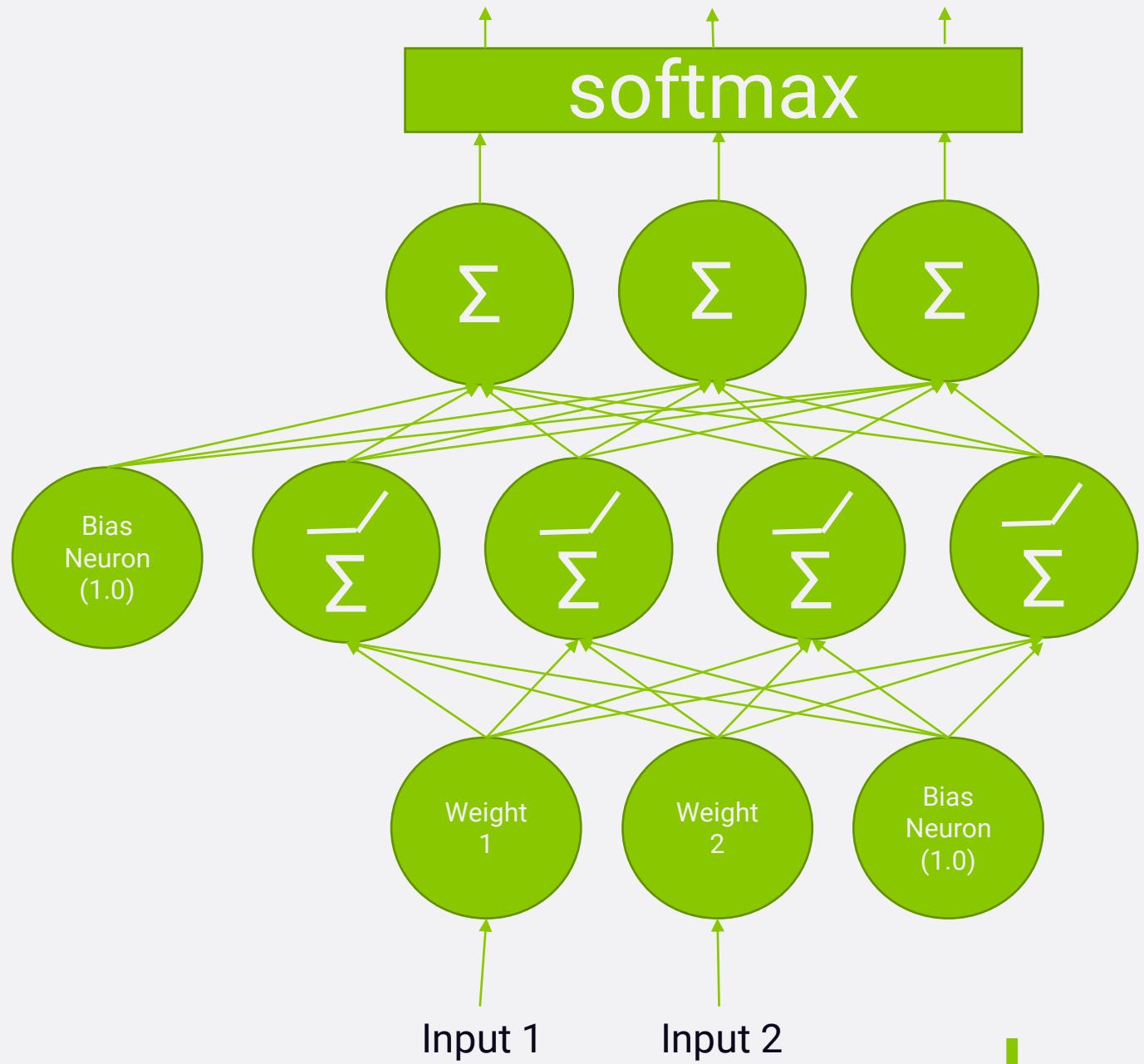
multi-layer perceptrons

- Addition of “hidden layers”
- This is a Deep Neural Network
- Training them is trickier – but we’ll talk about that.



a modern deep neural network

- Replace step activation function with something better
- Apply softmax to the output
- Training using gradient descent



let's play

deep learning

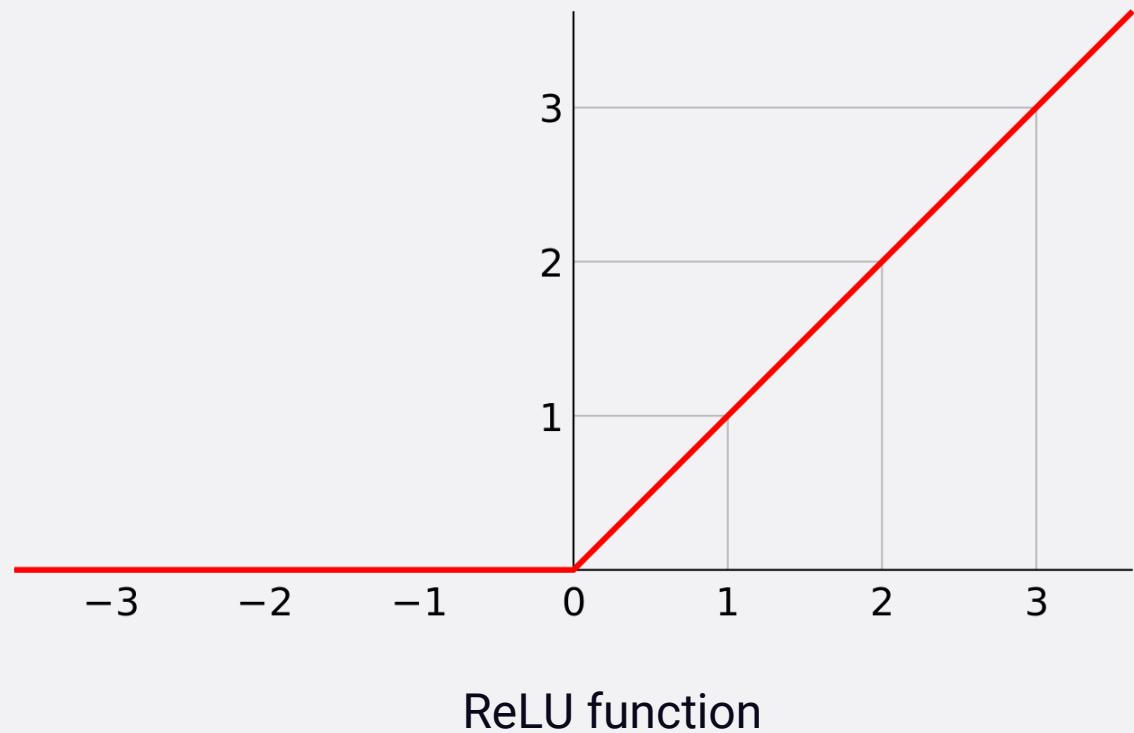
backpropagation

- How do you train a MLP's weights? How does it learn?
- Backpropagation... or more specifically:
Gradient Descent using reverse-mode autodiff!
- For each training step:
 - Compute the output error
 - Compute how much each neuron in the previous hidden layer contributed
 - Back-propagate that error in a reverse pass
 - Tweak weights to reduce the error using gradient descent

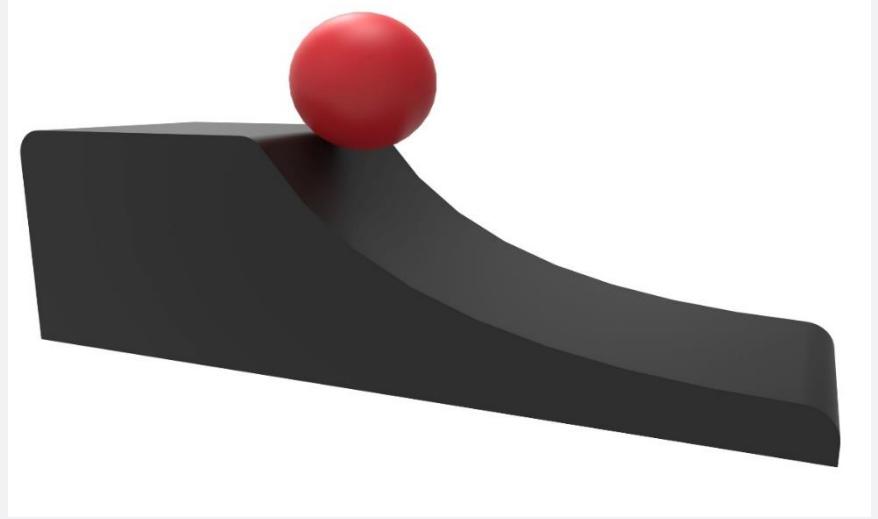


activation functions (aka rectifier)

- Step functions don't work with gradient descent – there is no gradient!
 - Mathematically, they have no useful derivative.
- Alternatives:
 - Logistic function
 - Hyperbolic tangent function
 - Exponential linear unit (ELU)
 - ReLU function (Rectified Linear Unit)
- ReLU is common. Fast to compute and works well.
 - Also: "Leaky ReLU", "Noisy ReLU"
 - ELU can sometimes lead to faster learning though.



optimization functions



- There are faster (as in faster learning) optimizers than gradient descent
 - Momentum Optimization
 - Introduces a momentum term to the descent, so it slows down as things start to flatten and speeds up as the slope is steep
 - Nesterov Accelerated Gradient
 - A small tweak on momentum optimization – computes momentum based on the gradient slightly ahead of you, not where you are
 - RMSProp
 - Adaptive learning rate to help point toward the minimum
 - Adam
 - Adaptive moment estimation – momentum + RMSProp combined
 - Popular choice today, easy to use

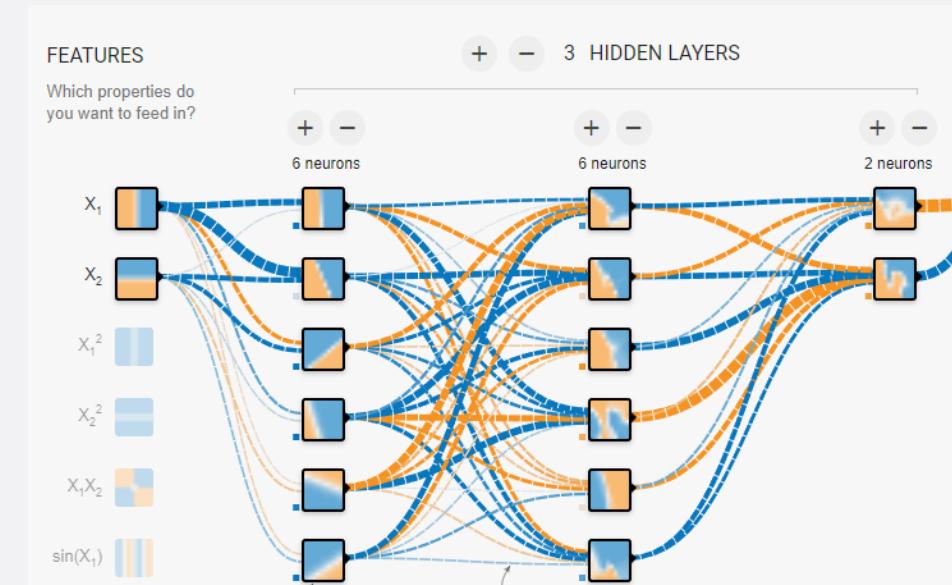
| avoiding overfitting

- With thousands of weights to tune, overfitting is a problem
- Early stopping (when performance starts dropping)
- Regularization terms added to cost function during training
- Dropout – ignore say 50% of all neurons randomly at each training step
 - Works surprisingly well!
 - Forces your model to spread out its learning



tuning your topology

- Trial & error is one way
 - Evaluate a smaller network with less neurons in the hidden layers
 - Evaluate a larger network with more layers
 - Try reducing the size of each layer as you progress – form a funnel
- More layers can yield faster learning
- Or just use more layers and neurons than you need, and don't care because you use early stopping.
- Use “model zoos”





tensor**flow**

why tensorflow?

- It's not specifically for neural networks – it's more generally an architecture for executing a graph of numerical operations
- Tensorflow can optimize the processing of that graph, and distribute its processing across a network
 - Sounds a lot like Apache Spark, eh?
- It can also distribute work across GPU's!
 - Can handle massive scale – it was made by Google
- Runs on about anything
- Highly efficient C++ code with easy to use Python API's

tensorflow basics

- Install with `pip install tensorflow` or `pip install tensorflow-gpu`
- A tensor is just a fancy name for an array or matrix of values
- To use Tensorflow, you:
 - Construct a graph to compute your tensors
 - Initialize your variables
 - Execute that graph – nothing actually happens until then

World's simplest Tensorflow app:

```
import tensorflow as tf

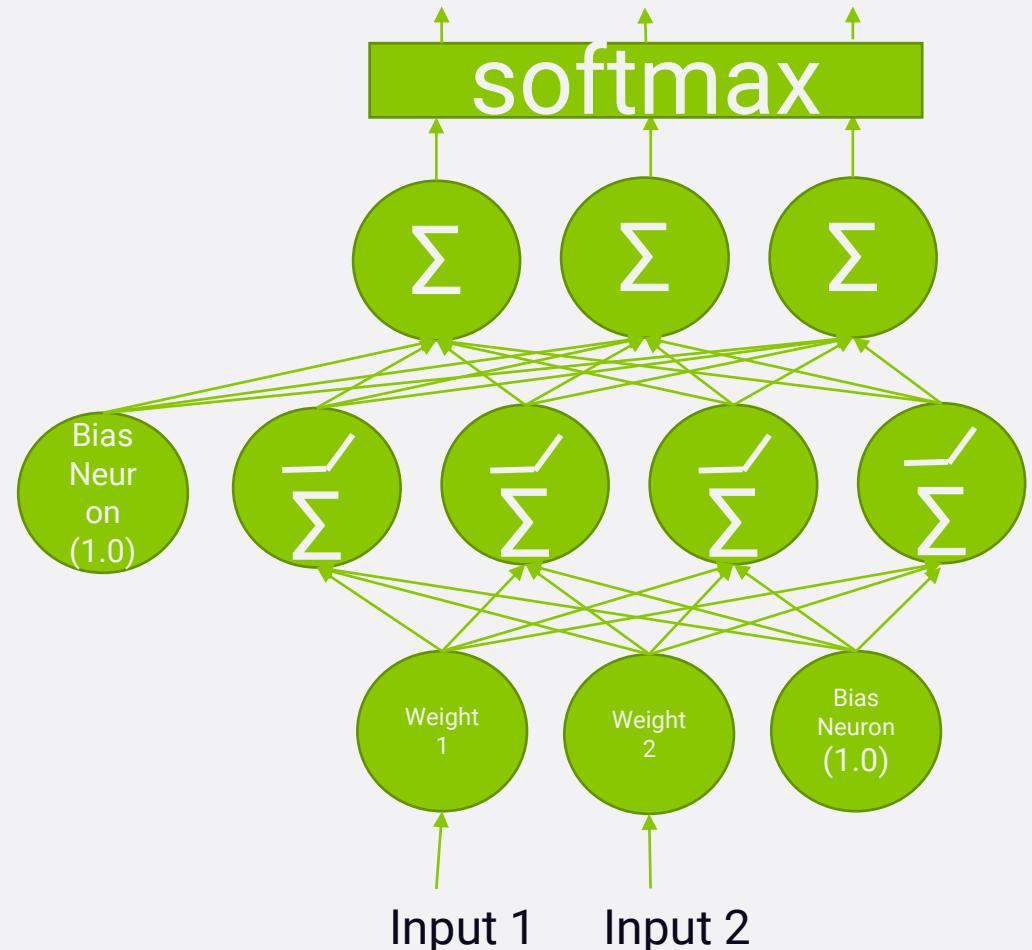
a = tf.Variable(1, name="a")
b = tf.Variable(2, name="b")
f = a + b

init = tf.global_variables_initializer()
with tf.Session() as s:
    init.run()
    print(f.eval())
```

creating a neural network with tensorflow

- Mathematical insights:
 - All those interconnected arrows multiplying weights can be thought of as a big matrix multiplication
 - The bias term can just be added onto the result of that matrix multiplication
- So in Tensorflow, we can define a layer of a neural network as:

```
output =  
tf.matmul(previous_layer,  
layer_weights) + layer_biases
```
- By using Tensorflow directly we're kinda doing this the "hard way."



creating a neural network with tensorflow

- Load up our training and testing data
- Construct a graph describing our neural network
 - Use **placeholders** for the input data and target labels
 - This way we can use the same graph for training and testing!
 - Use **variables** for the learned weights for each connection and learned biases for each neuron
 - Variables are preserved across runs within a Tensorflow session
- Associate an optimizer (ie gradient descent) to the network
- Run the optimizer with your training data
- Evaluate your trained network with your testing data



make sure your features are normalized

- Neural networks usually work best if your input data is normalized.
 - That is, 0 mean and unit variance
 - The real goal is that every input feature is comparable in terms of magnitude
- scikit_learn's StandardScaler can do this for you
- Many data sets are normalized to begin with – such as the one we're about to use.

let's try it out

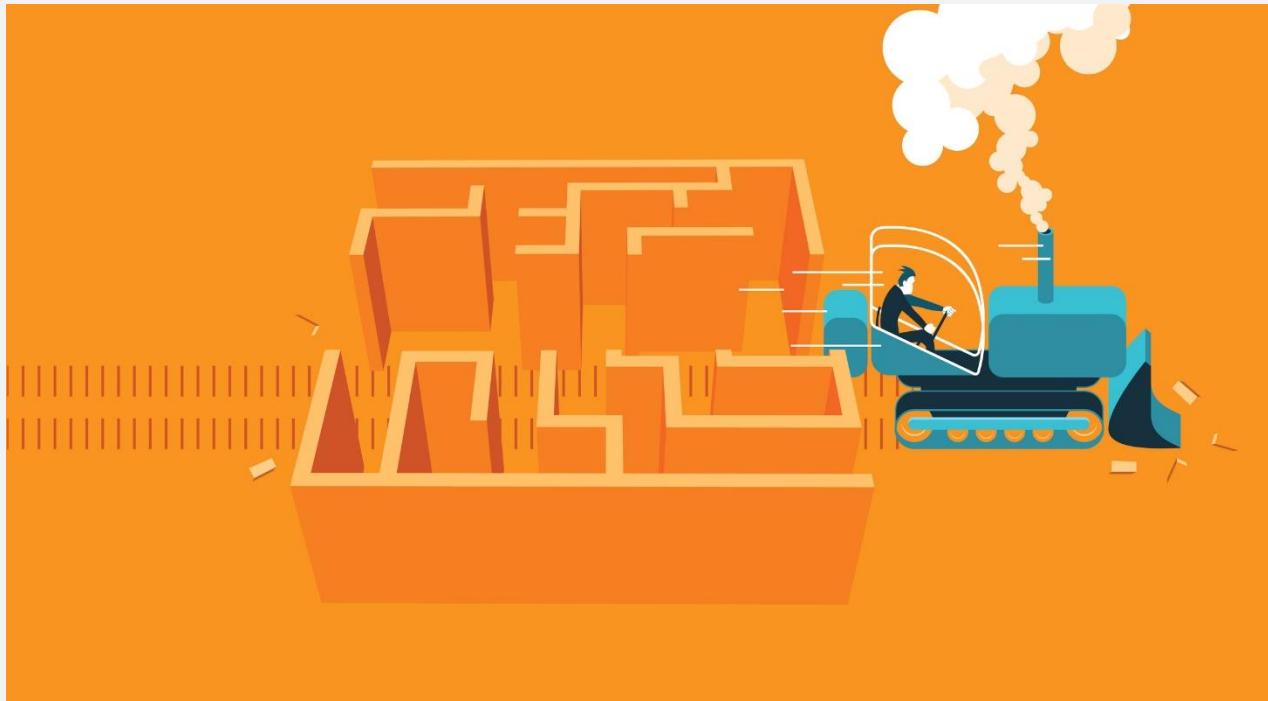




keras



why keras?



- Easy and fast prototyping
 - Runs on top of TensorFlow (or CNTK, or Theano)
 - scikit_learn integration
 - Less to think about – which often yields better results without even trying
 - This is really important! The faster you can experiment, the better your results.

let's dive in



example: multi-class classification

- MNIST is an example of multi-class classification.

```
model = Sequential()

model.add(Dense(64, activation='relu', input_dim=20))
model.add(Dropout(0.5))
model.add(Dense(64, activation='relu'))
model.add(Dropout(0.5))
model.add(Dense(10, activation='softmax'))
sgd = SGD(lr=0.01, decay=1e-6, momentum=0.9,
           nesterov=True)
model.compile(loss='categorical_crossentropy',
              optimizer=sgd, metrics=['accuracy'])
```

example: binary classification

```
model = Sequential()
model.add(Dense(64, input_dim=20,
activation='relu')) model.add(Dropout(0.5))
model.add(Dense(64, activation='relu'))
model.add(Dropout(0.5))
model.add(Dense(1, activation='sigmoid'))
model.compile(loss='binary_crossentropy',
optimizer='rmsprop', metrics=['accuracy'])
```

integrating keras with scikit-learn

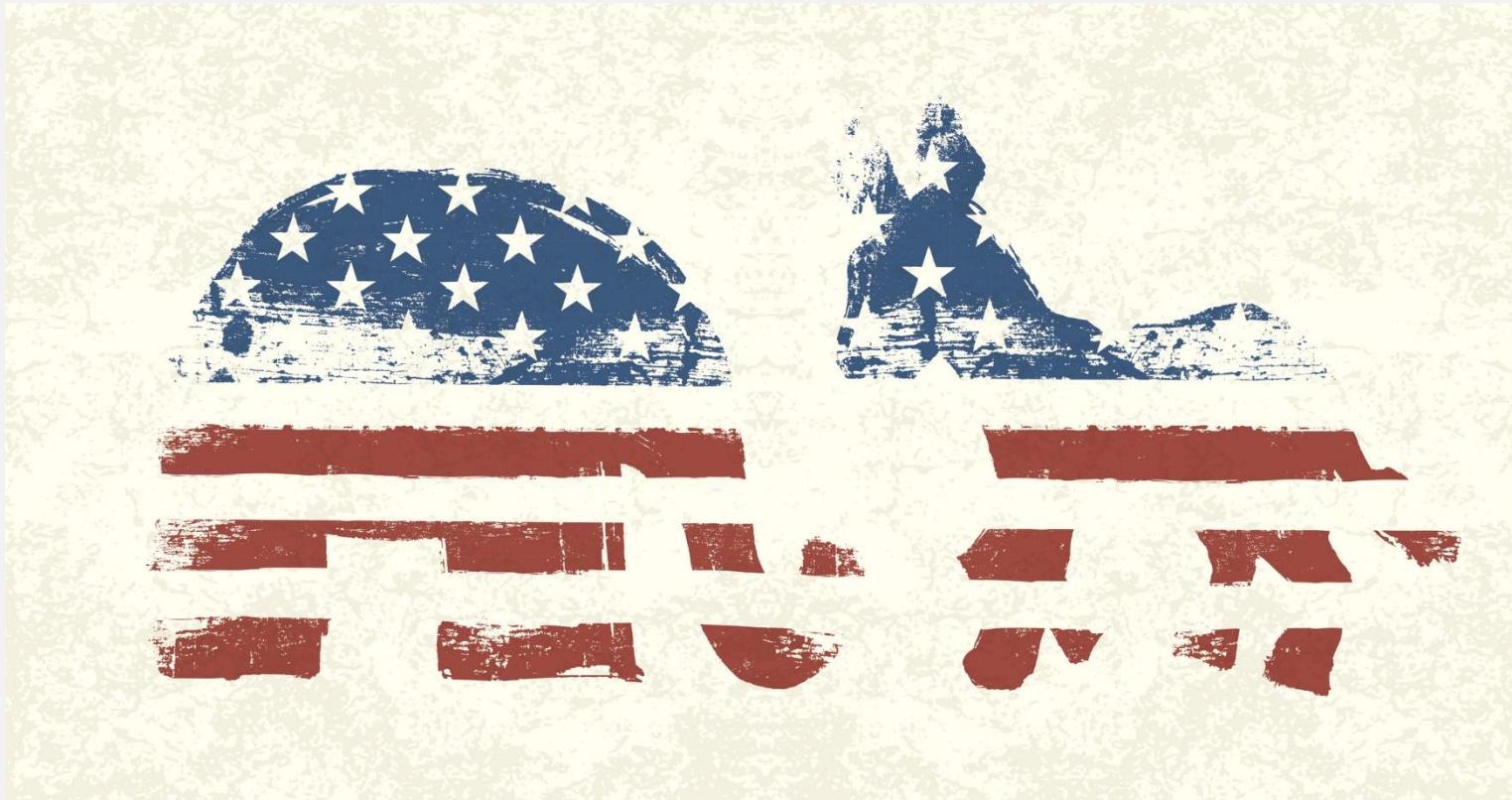
```
from keras.wrappers.scikit_learn import KerasClassifier

def create_model():
    model = Sequential()
    model.add(Dense(6, input_dim=4, kernel_initializer='normal', activation='relu'))
    model.add(Dense(4, kernel_initializer='normal', activation='relu'))
    model.add(Dense(1, kernel_initializer='normal', activation='sigmoid'))
    model.compile(loss='binary_crossentropy', optimizer='rmsprop', metrics=['accuracy'])
    return model

estimator = KerasClassifier(build_fn=create_model, nb_epoch=100, verbose=0)

cv_scores = cross_val_score(estimator, features, labels, cv=10)
print(cv_scores.mean())
```

let's try it out



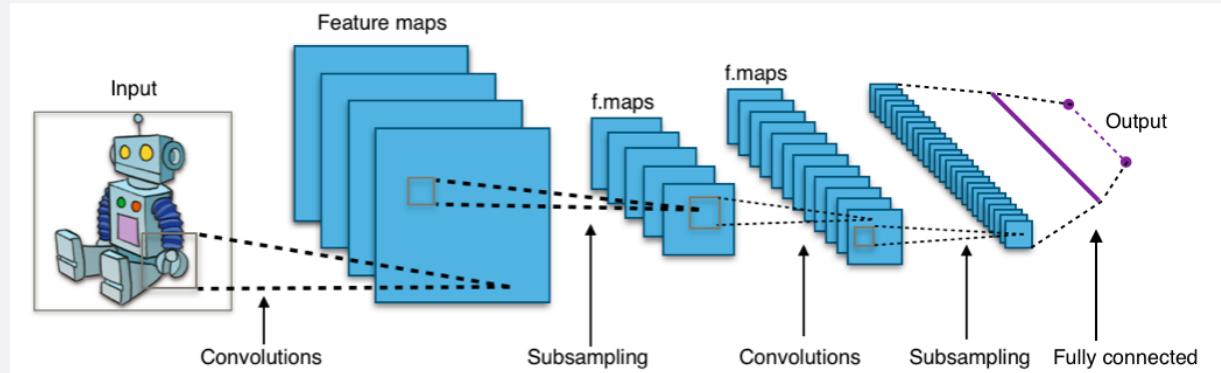
convolutional neural networks

cnn's: what are they for?

- When you have data that doesn't neatly align into columns
 - Images that you want to find features within
 - Machine translation
 - Sentence classification
 - Sentiment analysis
- They can find features that aren't in a specific spot
 - Like a stop sign in a picture
 - Or words within a sentence
- They are “feature-location invariant”



cnn's: how do they work?



- Inspired by the biology of the visual cortex
 - Local receptive fields are groups of neurons that only respond to a part of what your eyes see (subsampling)
 - They overlap each other to cover the entire visual field (convolutions)
 - They feed into higher layers that identify increasingly complex images
 - Some receptive fields identify horizontal lines, lines at different angles, etc. (filters)
 - These would feed into a layer that identifies shapes
 - Which might feed into a layer that identifies objects
 - For color images, extra layers for red, green, and blue

how do we “know” that’s a stop sign?

- Individual local receptive fields scan the image looking for edges, and pick up the edges of the stop sign in a layer
- Those edges in turn get picked up by a higher level convolution that identifies the stop sign’s shape (and letters, too)
- This shape then gets matched against your pattern of what a stop sign looks like, also using the strong red signal coming from your red layers
- That information keeps getting processed upward until your foot hits the brake!
- A CNN works the same way



cnn's with keras

- Source data must be of appropriate dimensions
 - ie width x length x color channels
- Conv2D layer type does the actual convolution on a 2D image
 - Conv1D and Conv3D also available – doesn't have to be image data
- MaxPooling2D layers can be used to reduce a 2D layer down by taking the maximum value in a given block
- Flatten layers will convert the 2D layer to a 1D layer for passing into a flat hidden layer of neurons
- Typical usage:
 - Conv2D -> MaxPooling2D -> Dropout -> Flatten -> Dense -> Dropout -> Softmax

cnn's are hard

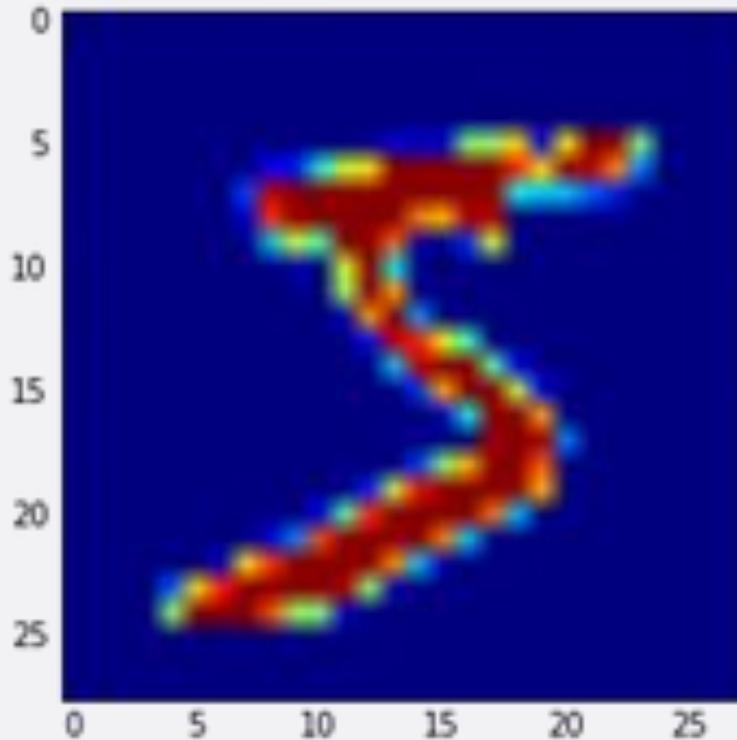
- Very resource-intensive (CPU, GPU, and RAM)
- Lots of hyperparameters
 - Kernel sizes, many layers with different numbers of units, amount of pooling... in addition to the usual stuff like number of layers, choice of optimizer
- Getting the training data is often the hardest part! (As well as storing and accessing it)



specialized cnn architectures

- Defines specific arrangement of layers, padding, and hyperparameters
- LeNet-5
 - Good for handwriting recognition
- AlexNet
 - Image classification, deeper than LeNet
- GoogLeNet
 - Even deeper, but with better performance
 - Introduces *inception modules* (groups of convolution layers)
- ResNet (Residual Network)
 - Even deeper – maintains performance via *skip connections*.

let's try it out



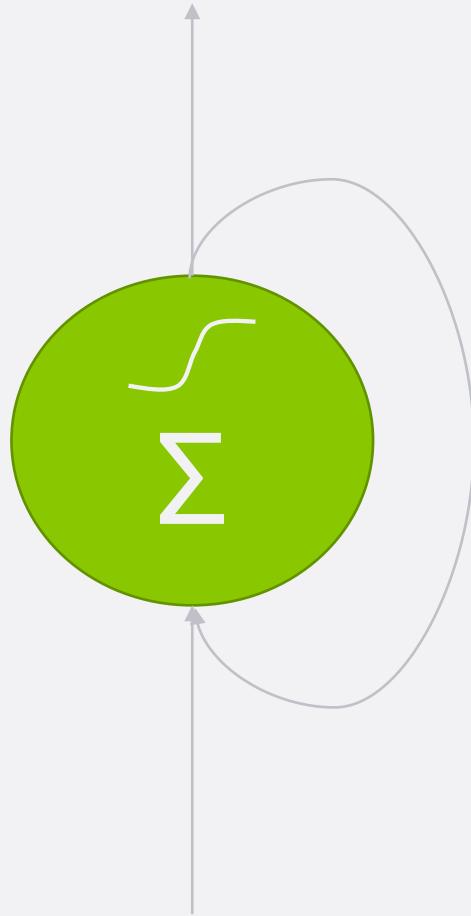
recurrent neural networks

RNN's: what are they for?

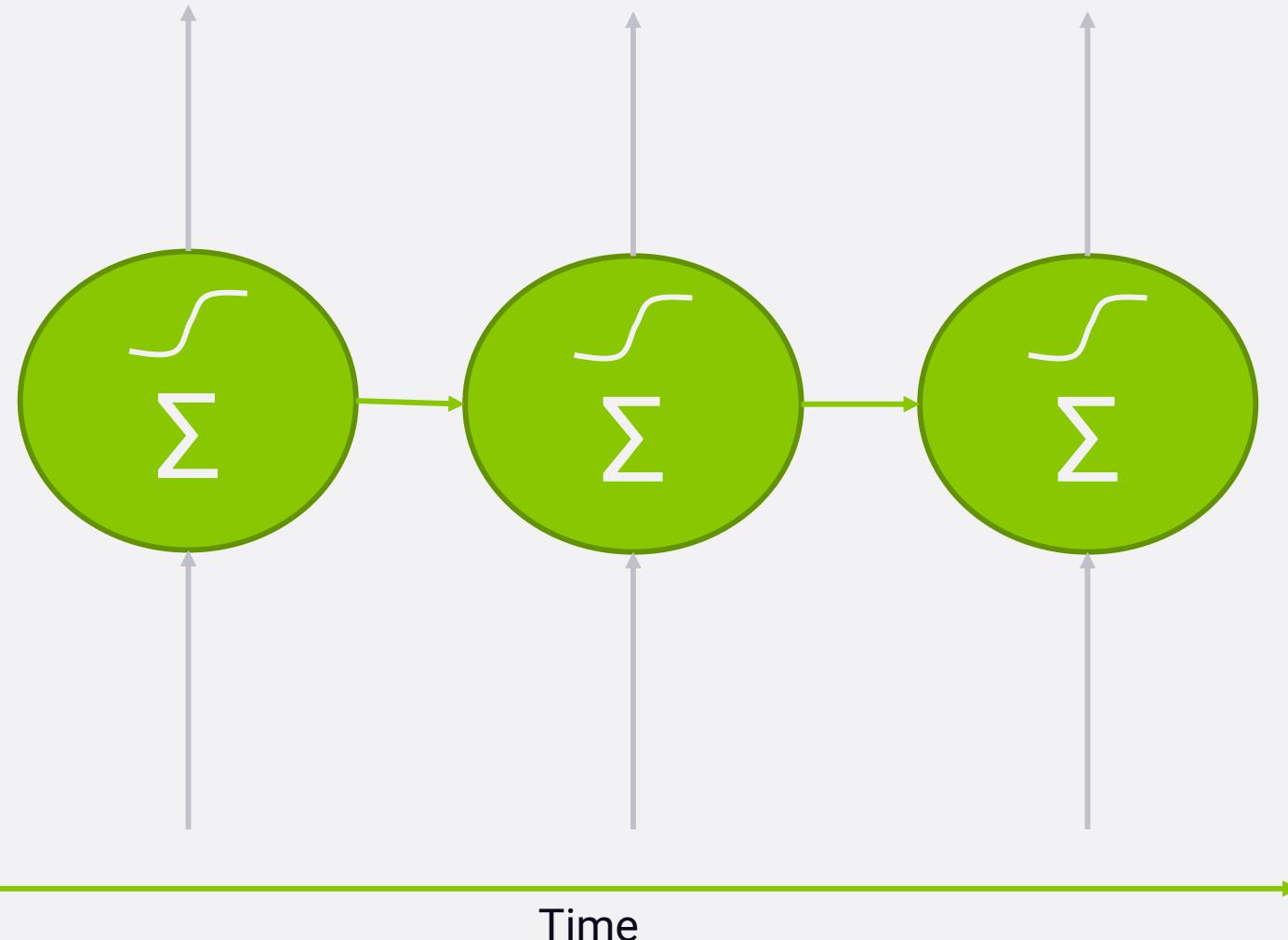
- Time-series data
 - When you want to predict future behavior based on past behavior
 - Web logs, sensor logs, stock trades
 - Where to drive your self-driving car based on past trajectories
- Data that consists of sequences of arbitrary length
 - Machine translation
 - Image captions
 - Machine-generated music



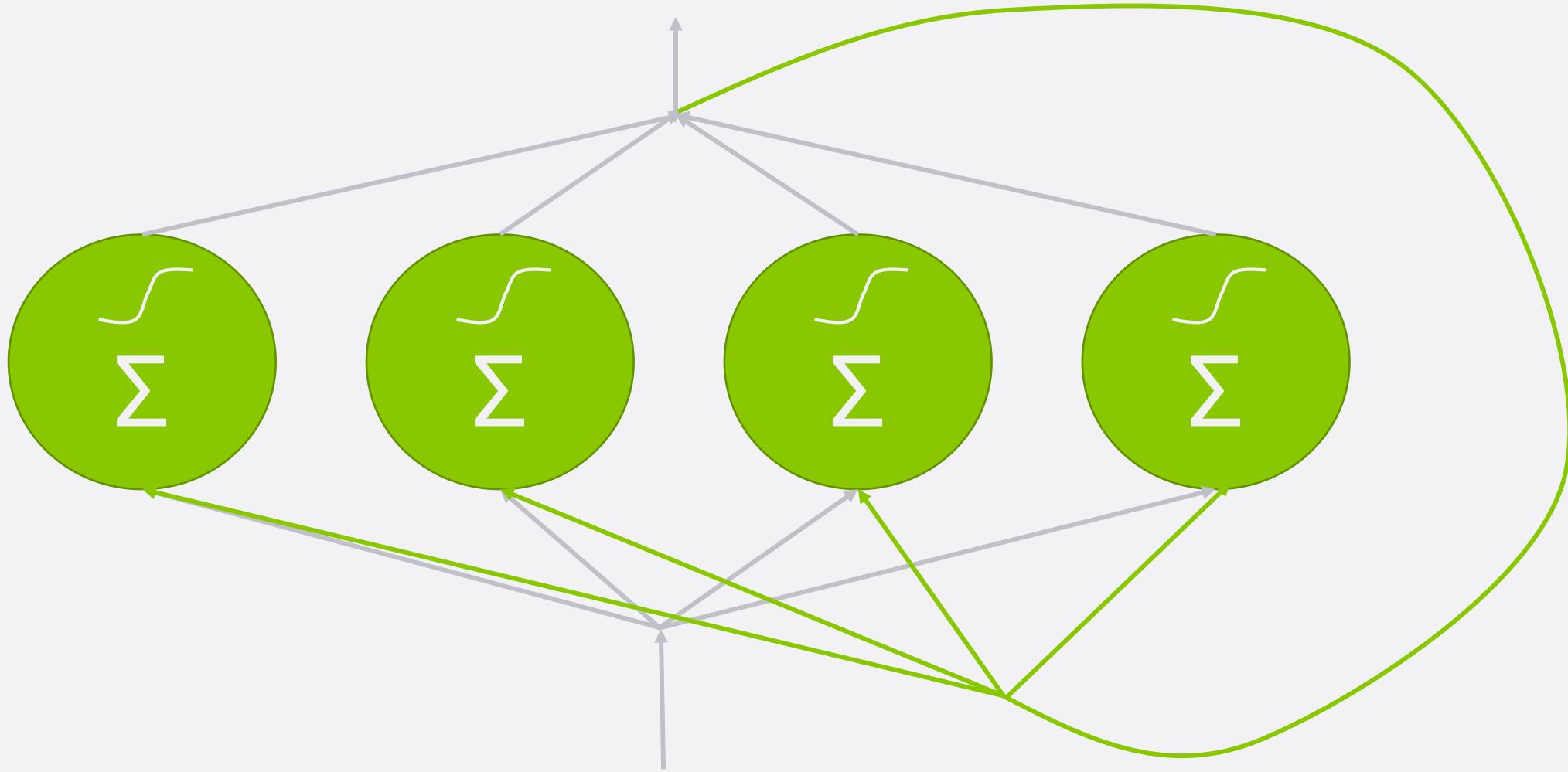
a recurrent neuron



another way to look at it



a layer of recurrent neurons



rnn topologies

- Sequence to sequence
 - i.e., predict stock prices based on series of historical data
- Sequence to vector
 - i.e., words in a sentence to sentiment
- Vector to sequence
 - i.e., create captions from an image
- Encoder -> Decoder
 - Sequence -> vector -> sequence
 - i.e., machine translation

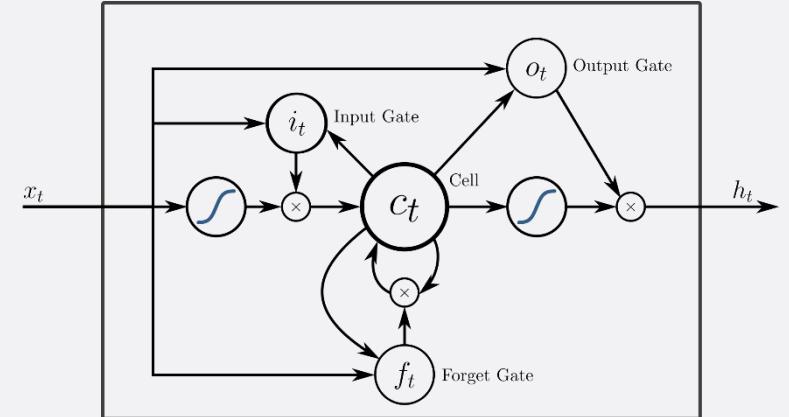


| training rnn's

- Backpropagation through time
 - Just like backpropagation on MLP's, but applied to each time step.
- All those time steps add up fast
 - Ends up looking like a really, really deep neural network.
 - Can limit backpropagation to a limited number of time steps (truncated backpropagation through time)

training rnn's

- State from earlier time steps get diluted over time
 - This can be a problem, for example when learning sentence structures
- LSTM Cell
 - Long Short-Term Memory Cell
 - Maintains separate short-term and long-term states
- GRU Cell
 - Gated Recurrent Unit
 - Simplified LSTM Cell that performs about as well



| training rnn's

- It's really hard
 - Very sensitive to topologies, choice of hyperparameters
 - Very resource intensive
 - A wrong choice can lead to a RNN that doesn't converge at all.



let's run an example



wrapping up

recommendations with deep learning

| is deep learning overkill?



restricted boltzmann machines (rbm)

rbm's: the paper

Restricted Boltzmann Machines for Collaborative Filtering

Ruslan Salakhutdinov

Andriy Mnih

Geoffrey Hinton

University of Toronto, 6 King's College Rd., Toronto, Ontario M5S 3G4, Canada

RSALAKHU@CS.TORONTO.EDU

AMNIH@CS.TORONTO.EDU

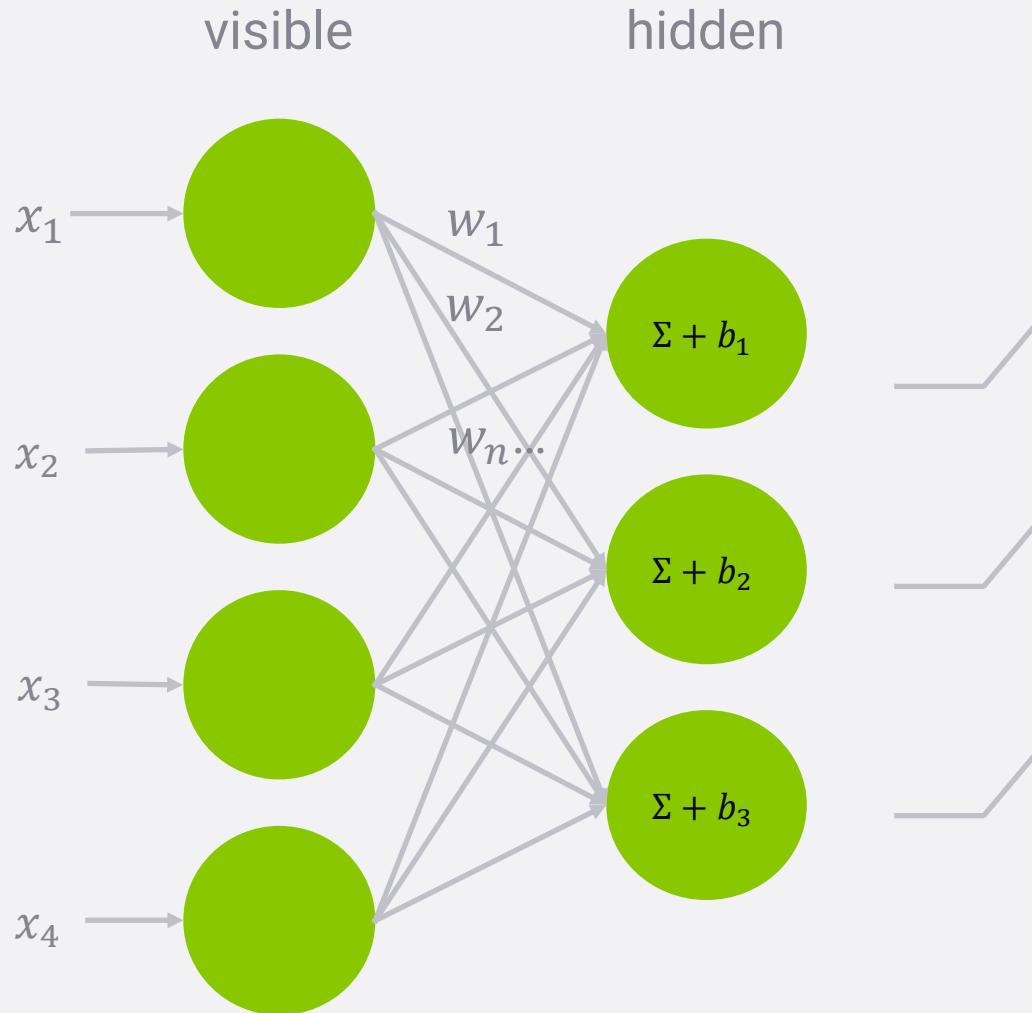
HINTON@CS.TORONTO.EDU

Abstract

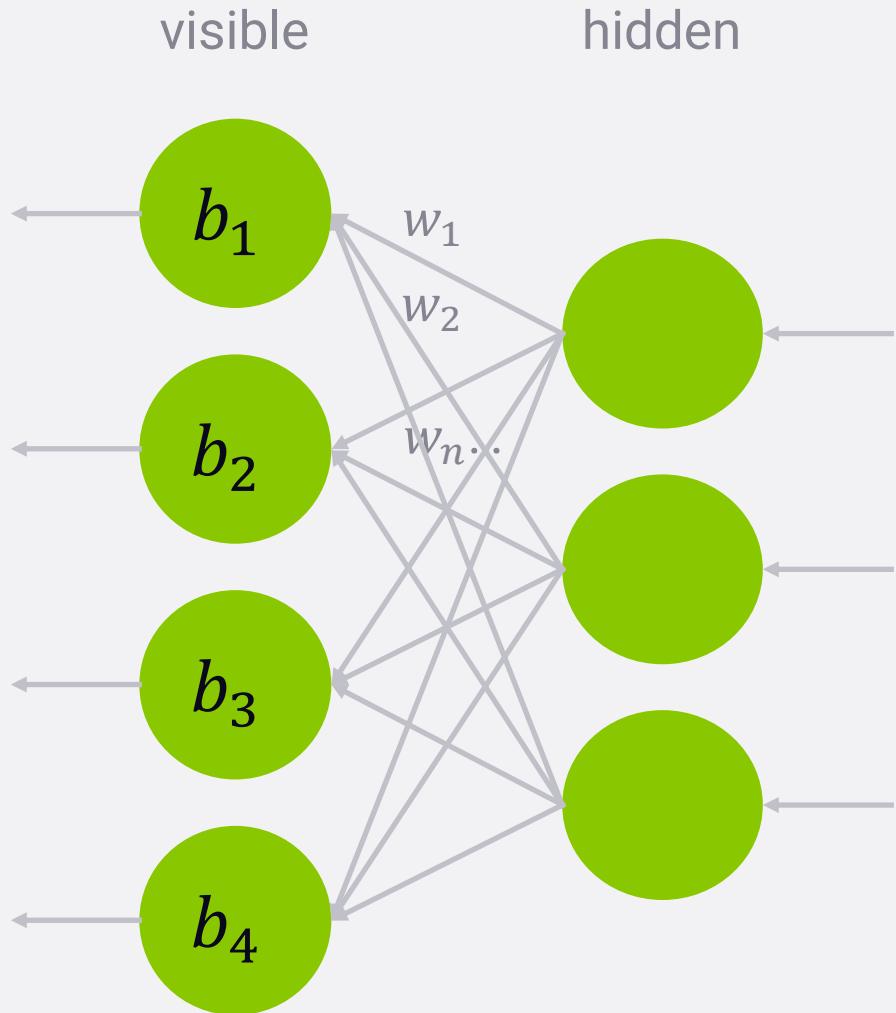
Most of the existing approaches to collaborative filtering cannot handle very large data sets. In this paper we show how a

Low-rank approximations based on minimizing the sum-squared distance can be found using Singular Value Decomposition (SVD). In the collaborative filtering domain, however, most of the data sets are enormous and as shown by Sarwar and Taskar (2002)

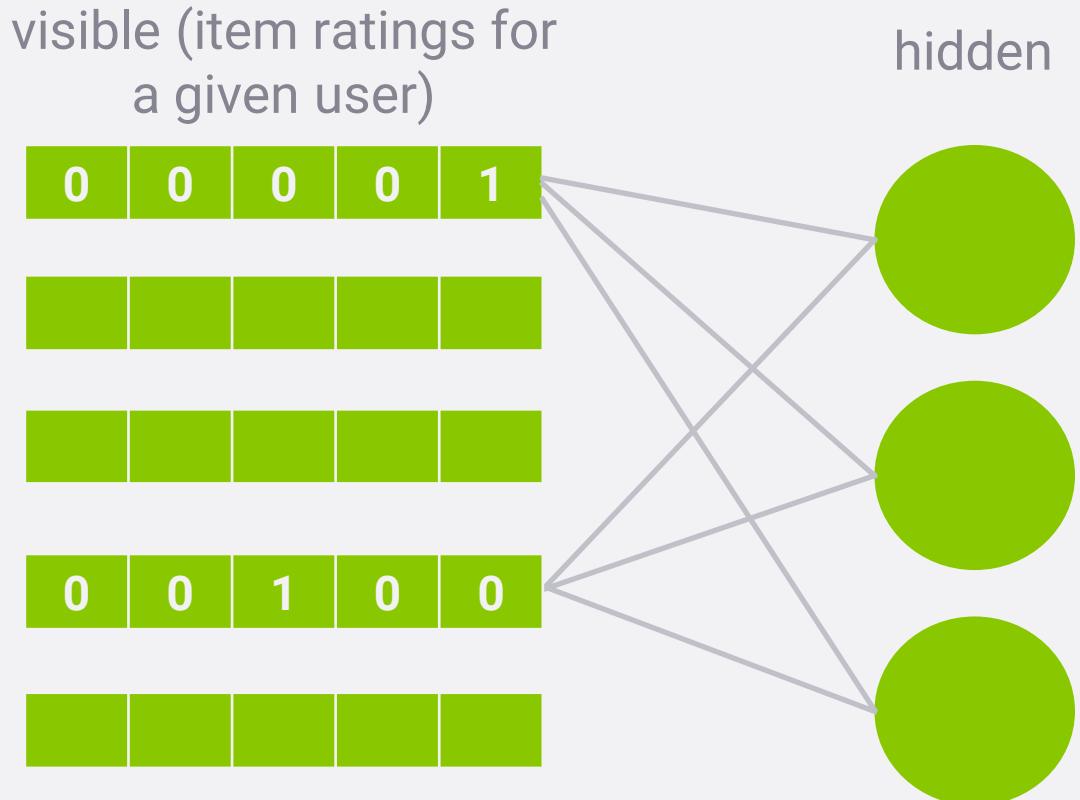
what is a rbm



rbm backward pass



rbm's for recommender systems



contrastive divergence

gibbs sampler

code walkthrough

code walkthrough

code walkthrough

exercise

Find the best set of hyperparameters for the rbm algorithm.

code walkthrough

deep neural networks for recommendations

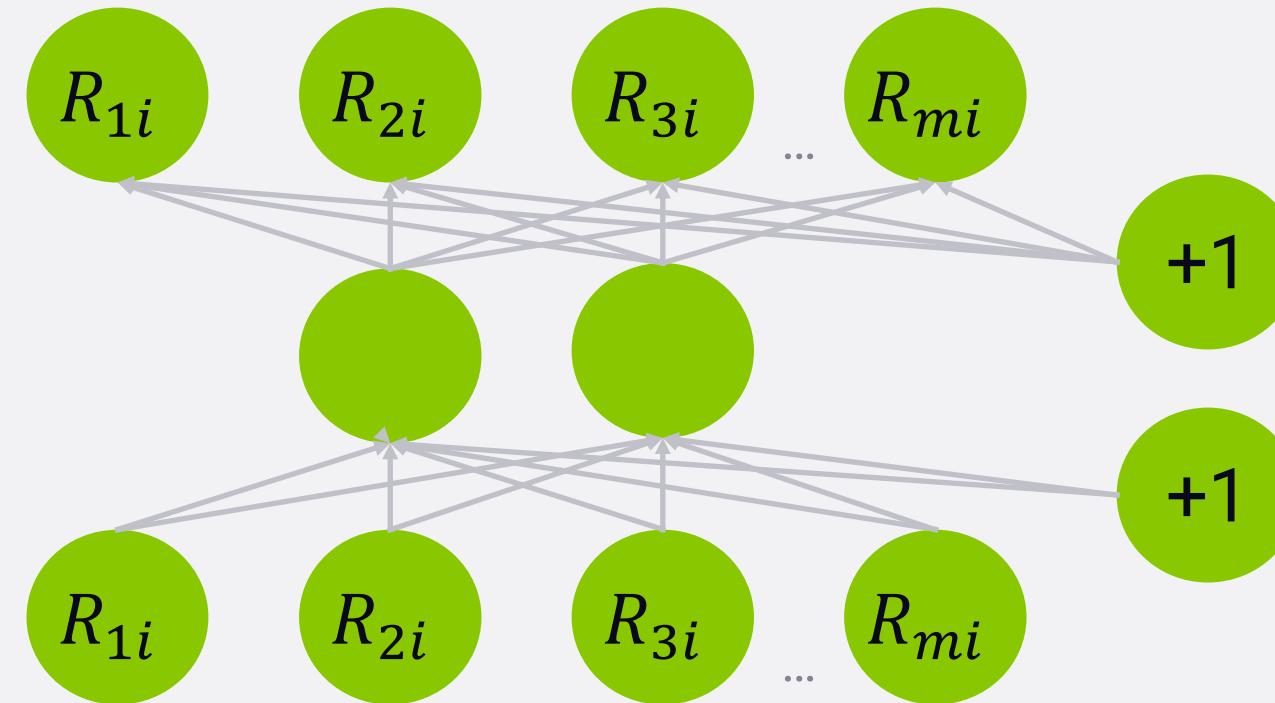
autoencoders for recommendations (“autorec”)

AutoRec: Autoencoders Meet Collaborative Filtering

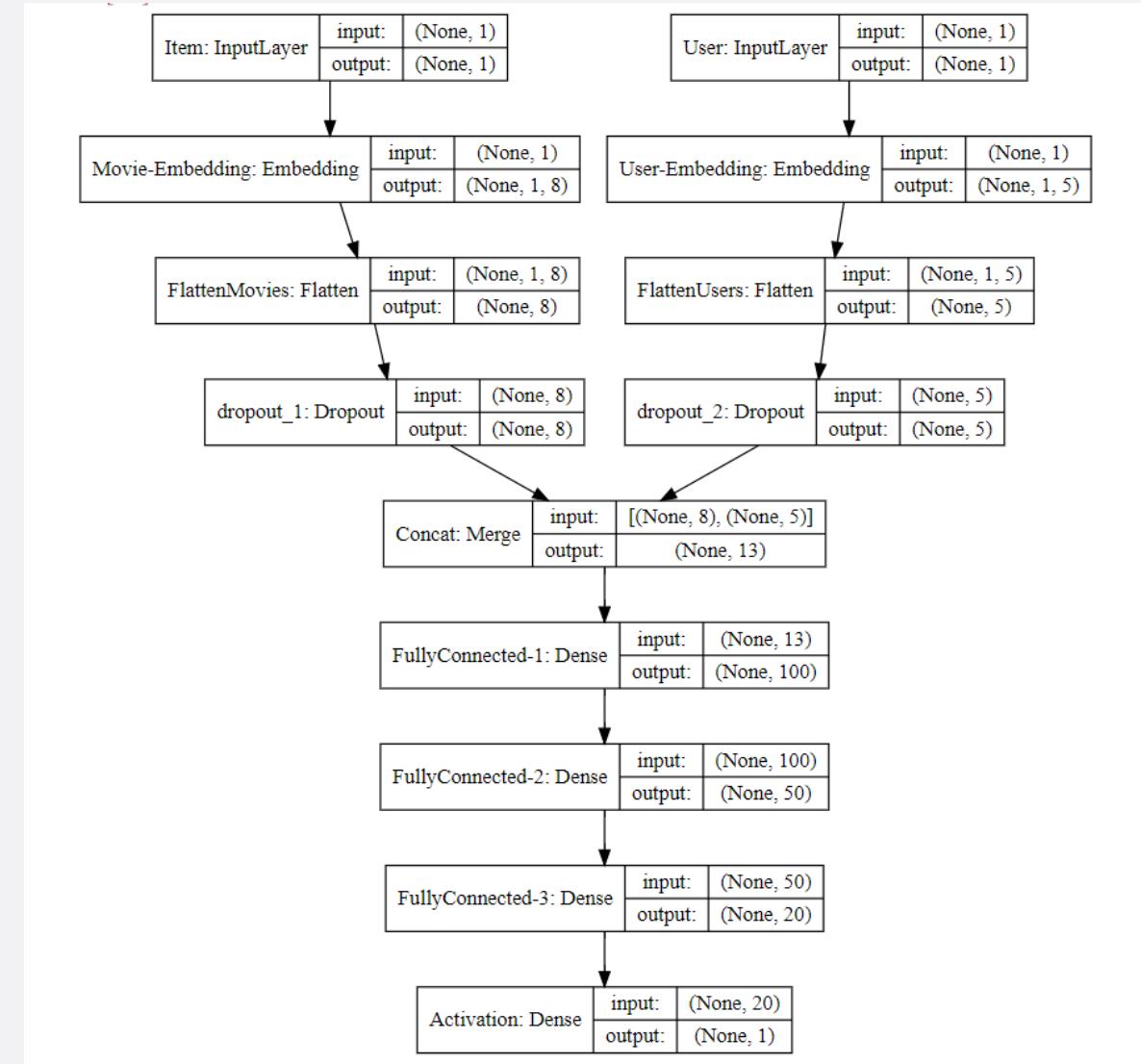
Suvash Sedhain^{†*}, Aditya Krishna Menon^{†*}, Scott Sanner^{†*}, Lexing Xie^{*†}

[†] NICTA, ^{*} Australian National University

suvash.sedhain@anu.edu.au, { aditya.menon, scott.sanner }@nicta.com.au,
lexing.xie@anu.edu.au



deeper networks with keras

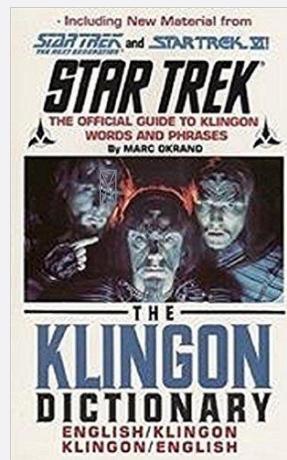
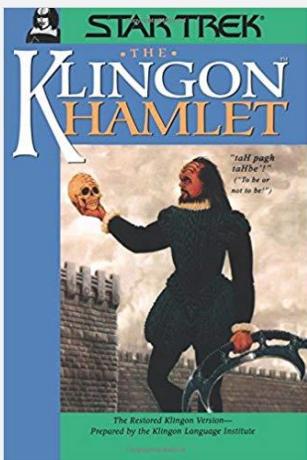
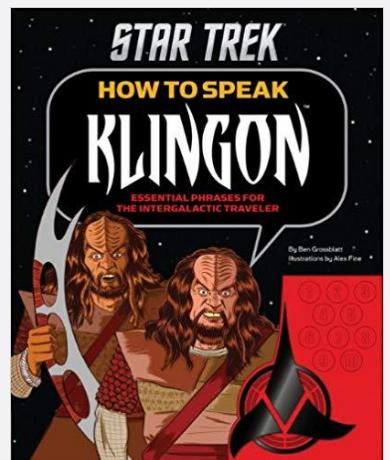


Credit:
<https://nipunbatra.github.io/blog/2017/recommend-keras.html>

code walkthrough

session-based recommendations with rnn's

e-commerce clickstream



video views

 7 Tips for Getting Hired at Amazon or Google 795 views • 3 months ago • 95%	 How to Get Experience in Big Data 2K views • 3 months ago • 100%	 Introducing AWS DynamoDB 56 views • 4 months ago • 100%	 Introducing CORS: Cross- Origin Resource Sharing 1.8K views • 4 months ago • 100%	 Intro to AWS Lambda 65 views • 4 months ago • 100%	 Using Versioning with AWS Lambda 432 views • 4 months ago • 100%
12:12	5:02	9:30	7:26	6:13	14:22

Published as a conference paper at ICLR 2016

SESSION-BASED RECOMMENDATIONS WITH RECURRENT NEURAL NETWORKS

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ABSTRACT

We apply recurrent neural networks (RNN) on a new domain, namely recommender systems. Real-life recommender systems often face the problem of having to base recommendations only on short session-based data (e.g. a small sportswear website) instead of long user histories (as in the case of Netflix). In this situation the frequently praised matrix factorization approaches are not accurate. This problem is usually overcome in practice by resorting to item-to-item recommendations, i.e. recommending similar items. We argue that by modeling the whole session, more accurate recommendations can be provided. We therefore propose an RNN-based approach for session-based recommendations. Our approach also considers practical aspects of the task and introduces several modifications to classic RNNs such as a ranking loss function that make it more viable for this specific problem. Experimental results on two data-sets show marked improvements over widely used approaches.

GRU4Rec (gated recurrent unit)

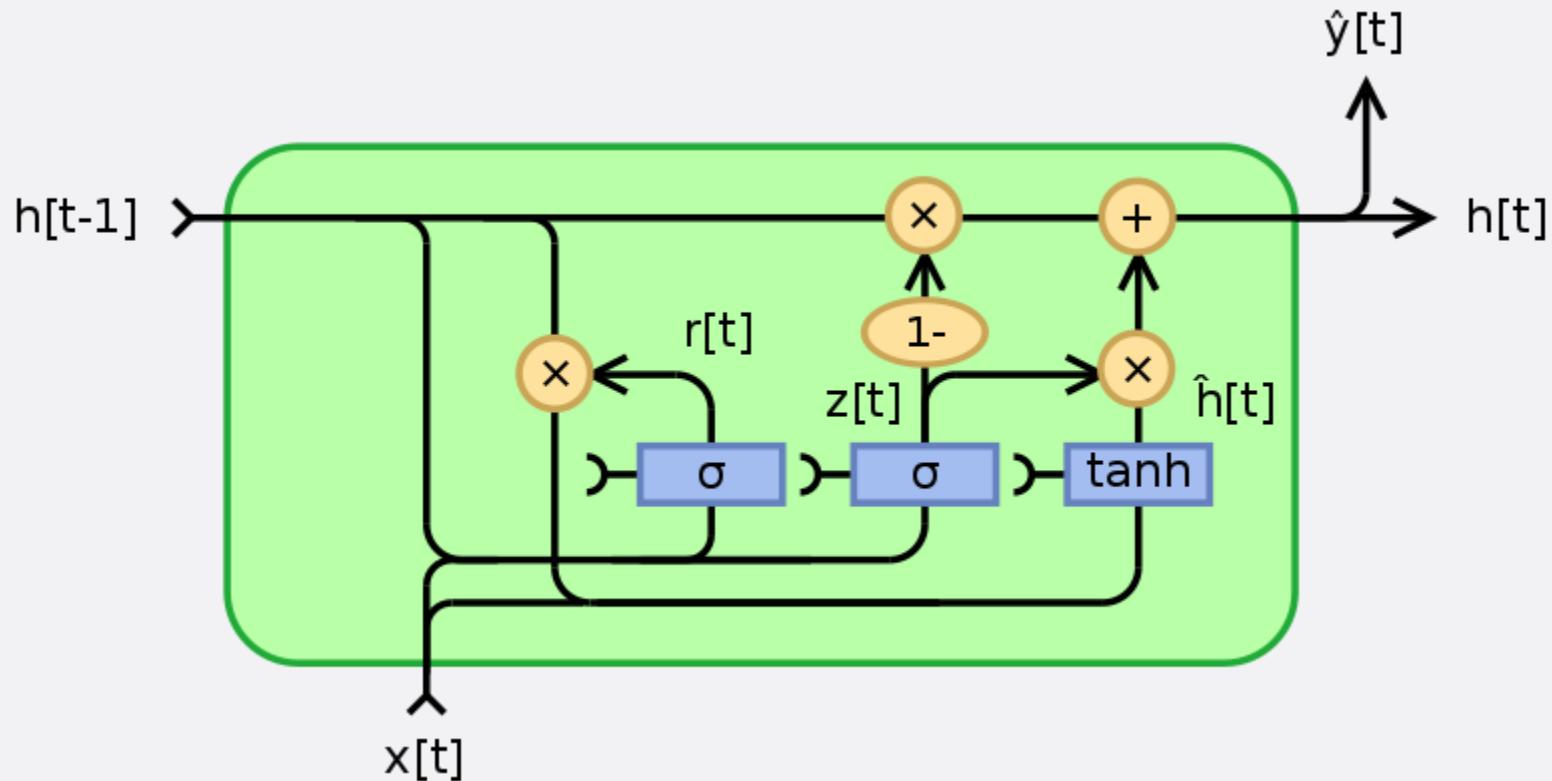


Image: Jeblad / CC BY-SA 4.0

GRU4Rec

output scores on items

feedforward layers

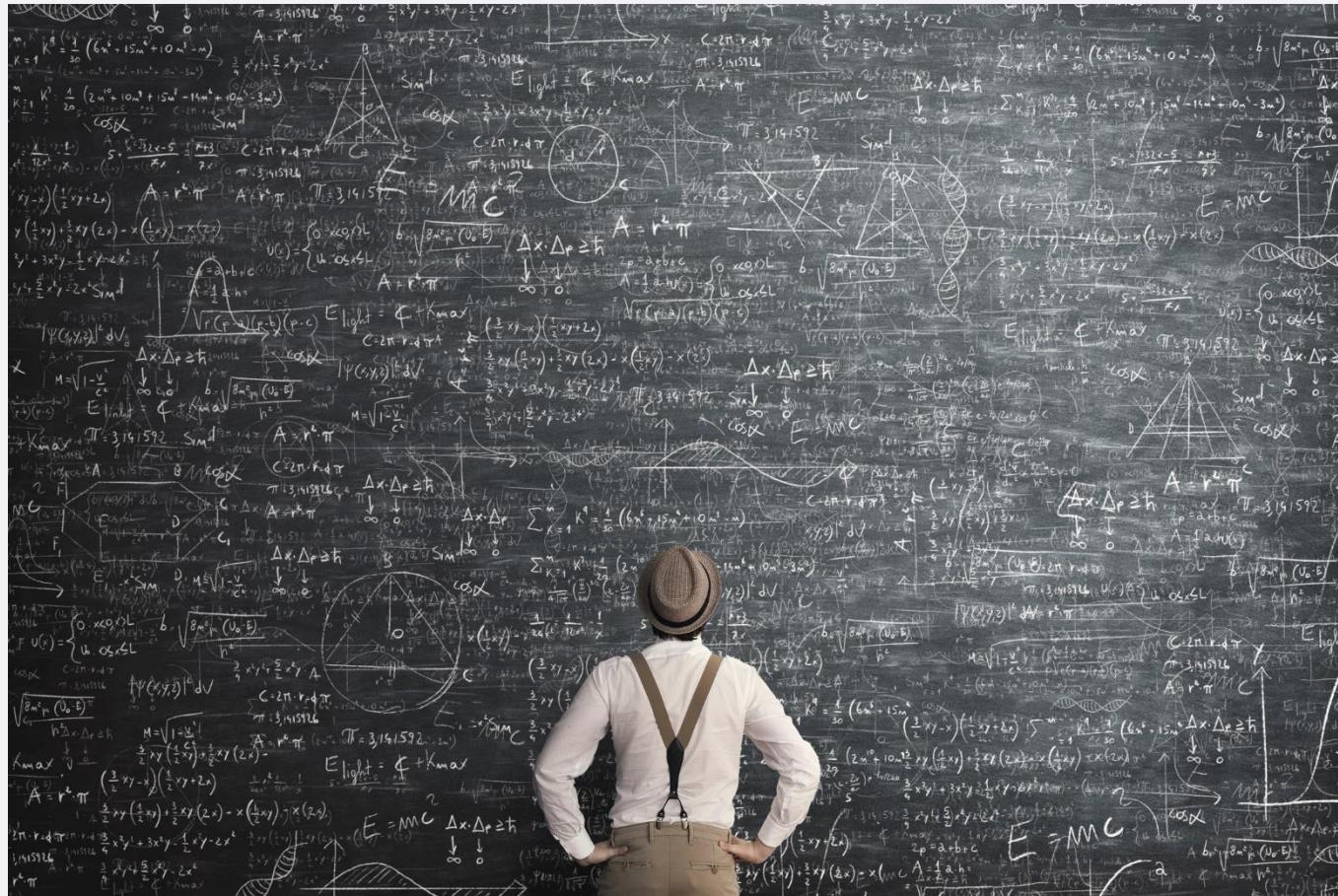
gru layers

embedding layer

input layer (one-hot encoded item)

- session-parallel mini-batches
- sampling the output
- ranking loss

is it overly complex?



exercise

<https://bit.ly/2zsR6Lh>

convert to python 3 (xrange/range, sort/sort_values)

import pandas and scikit-learn

adapt to the new data set format

create a train/test split

always run with a fresh kernel

my solution

<http://tinyurl.com/y9ducpag>

code walkthrough

| bleeding edge alert!



deep factorization machines

DeepFM: A Factorization-Machine based Neural Network for CTR Prediction

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Abstract

Learning sophisticated feature interactions behind user behaviors is critical in maximizing CTR for recommender systems. Despite great progress, existing methods seem to have a strong bias towards low- or high-order interactions, or require expertise feature engineering. In this paper, we show that it is possible to derive an end-to-end learning model that emphasizes both low- and high-order feature interactions. The proposed model, DeepFM, combines the power of factorization machines for recommendation and deep learning for feature learning in a new neural network architecture. Compared to the latest Wide & Deep model

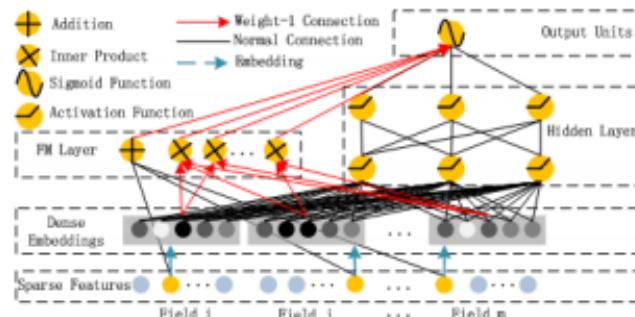


Figure 1: Wide & deep architecture of DeepFM. The wide and deep component share the same input raw feature vector, which enables DeepFM to learn low- and high-order feature interactions simultaneously from the input raw features.

higher-order feature interactions



- app category
- time



- app category
- gender
- age

deepfm architecture

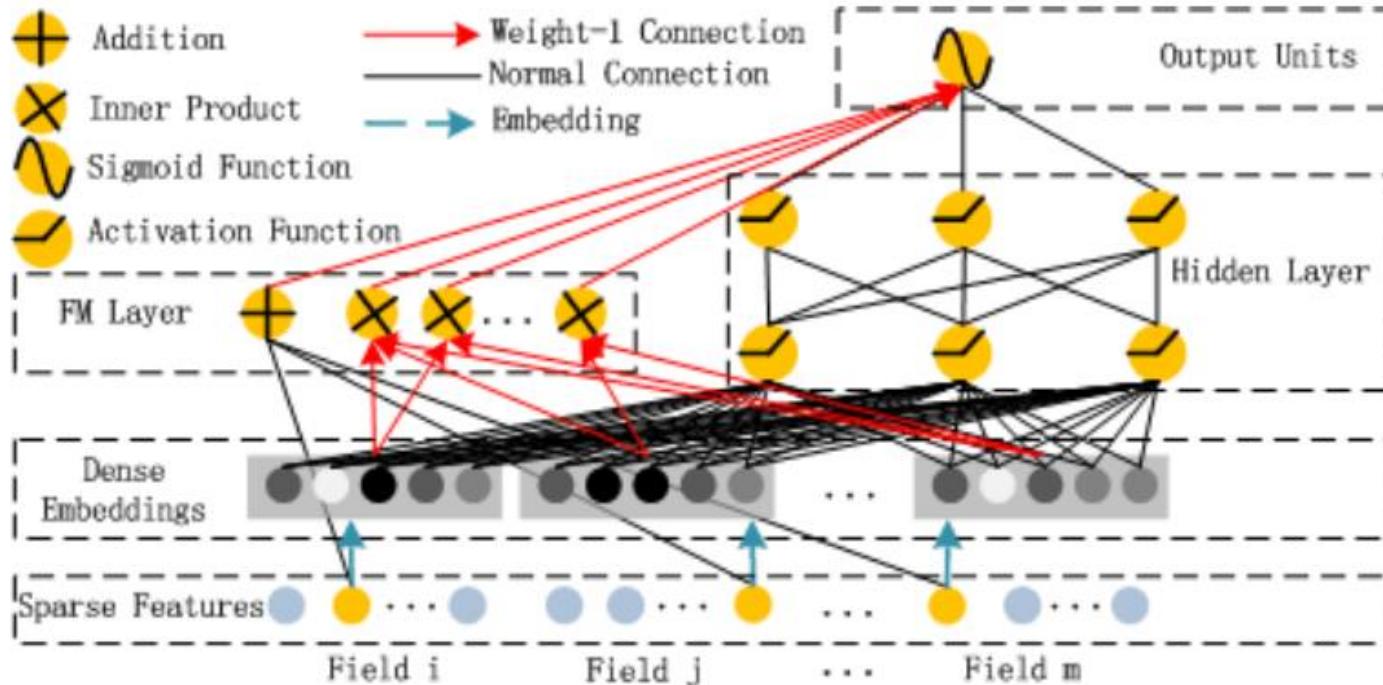


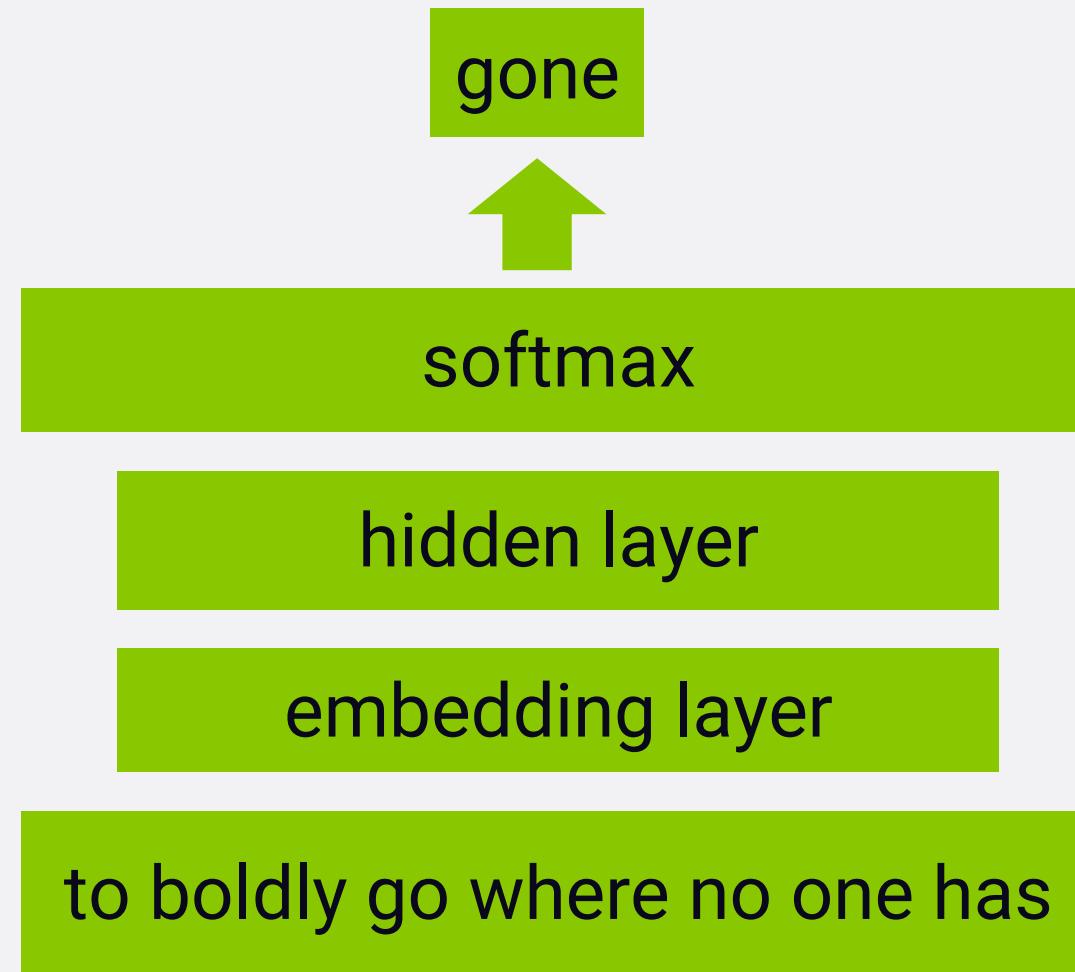
Figure 1: Wide & deep architecture of DeepFM. The wide and deep component share the same input raw feature vector, which enables DeepFM to learn low- and high-order feature interactions simultaneously from the input raw features.

an ensemble approach

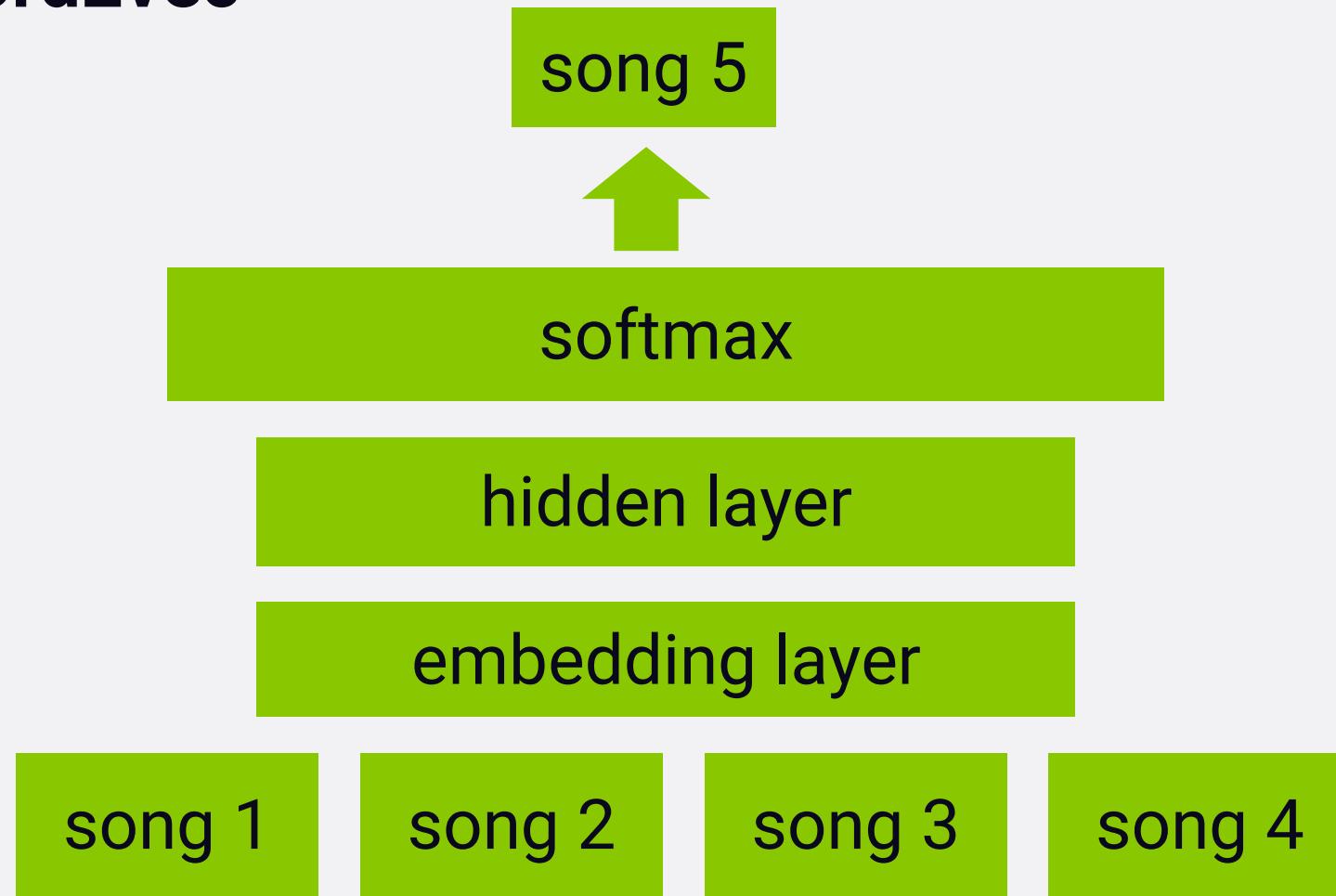


more technologies
to watch

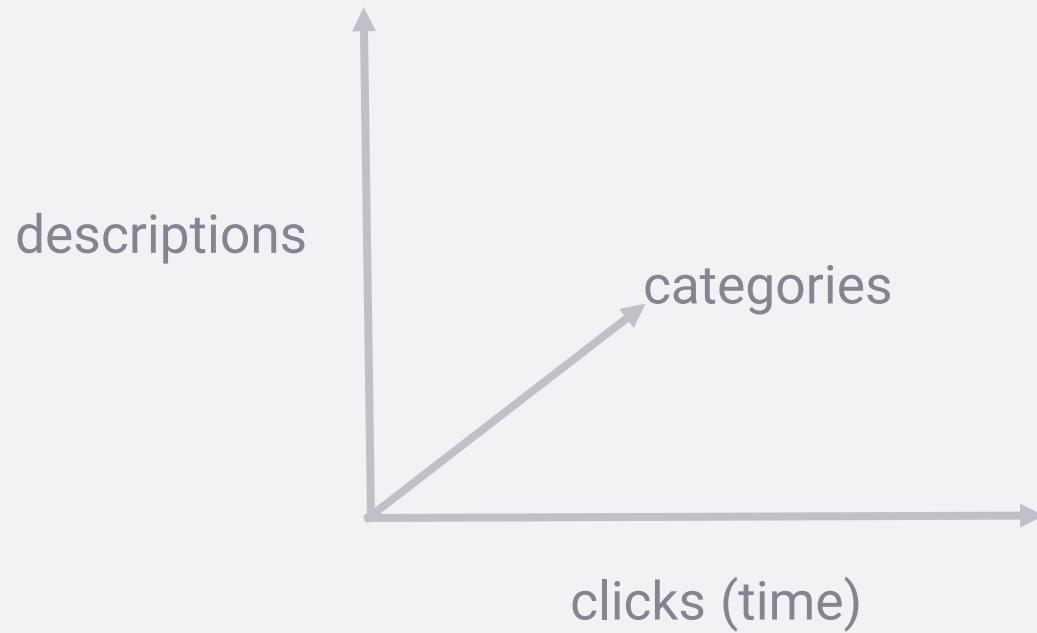
word2vec



extending word2vec



3D cnn's for session-based recs



3D cnn's for session-based recs

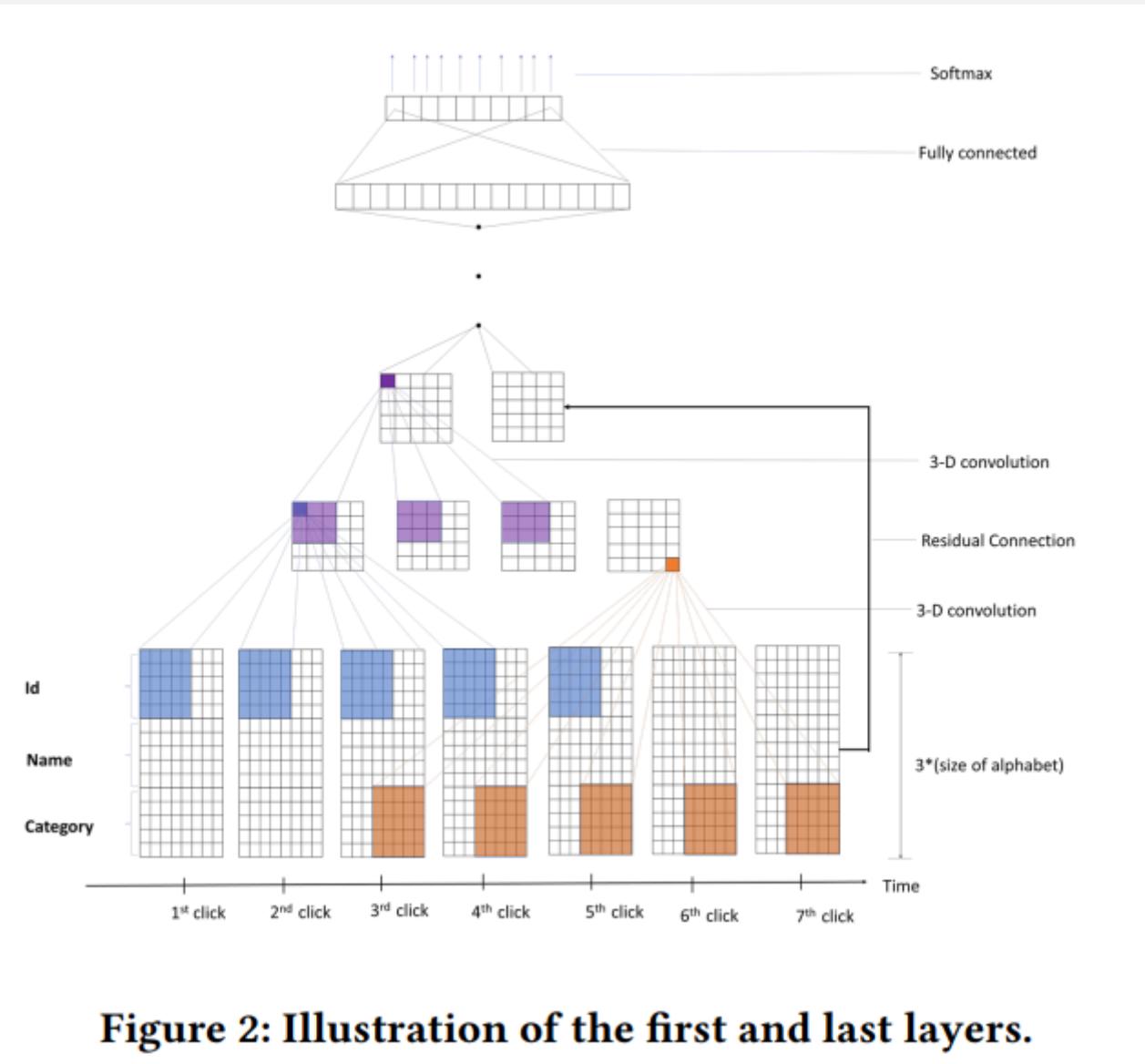


Figure 2: Illustration of the first and last layers.

Session-Based Recommender Systems

RecSys'17, August 27–31, 2017, Como, Italy

3D Convolutional Networks for Session-based Recommendation with Content Features

Trinh Xuan Tuan

NextSmarty R&D

Hanoi, Vietnam

tuantx@nextsmarty.com

Tu Minh Phuong*

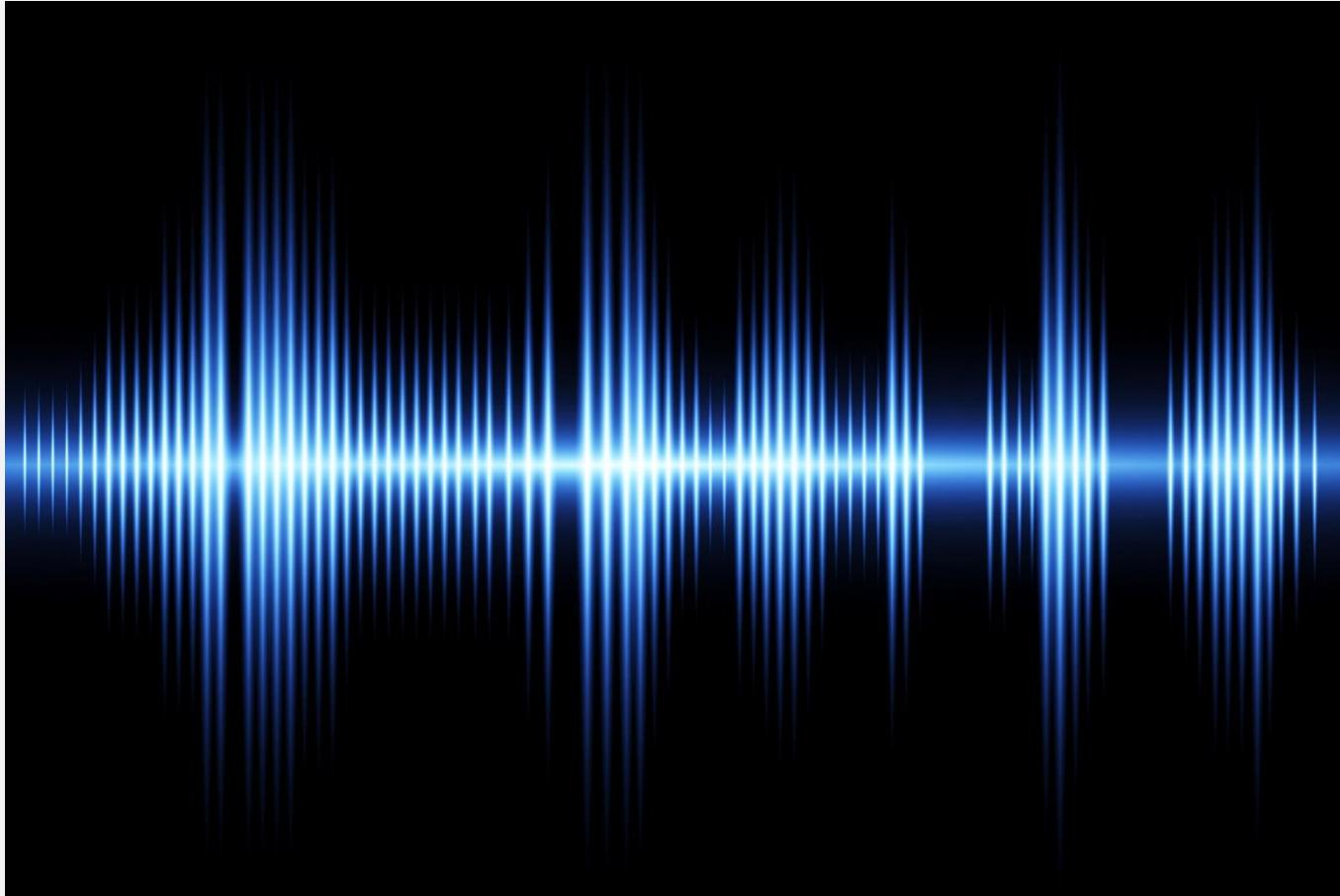
Department of Computer Science

Posts and Telecommunications Institute of Technology

Hanoi, Vietnam

phuongtm@ptit.edu.vn

deep feature extraction with cnn's



classical

scaling it up

apache spark

installing spark (if you're brave)

Install Java **8** SDK from Oracle to **c:\jdk**

Add **JAVA_HOME** environment variable to where you installed it

Unix: `export JAVA_HOME=/usr/lib/jvm/java-1.8.0-openjdk-amd64`

Windows: Use the system control panel, and set **JAVA_HOME** to **c:\jdk**

Windows only:

Create **C:\winutils\bin** and copy the **winutils.exe** file from the ScalingUp folder into it

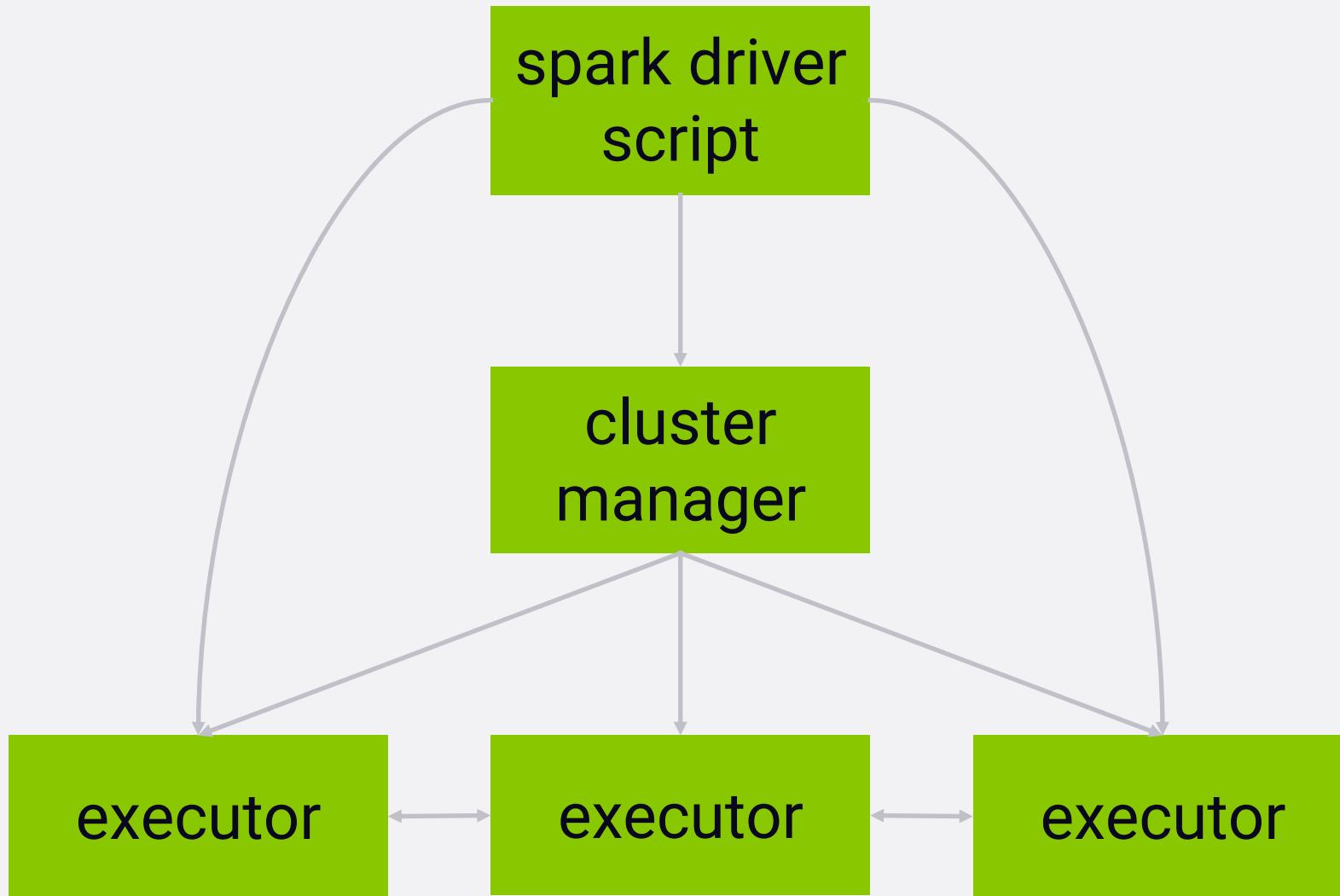
Set **HADOOP_HOME** environment variable to **c:\winutils**

Add **%HADOOP_HOME%\bin** to your PATH environment variable

Restart your PC.

Install **pyspark** using Anaconda Navigator into your RecSys environment.

spark in a nutshell



spark software architecture

Spark Streaming

Spark SQL

MLLib

GraphX

SPARK CORE

| rdd's

resilient

distributed

dataset

evolution of the spark api

RDD

jvm objects

DataFrame

row objects

DataSet

internally rows,
externally jvm objects

code walkthrough

code walkthrough

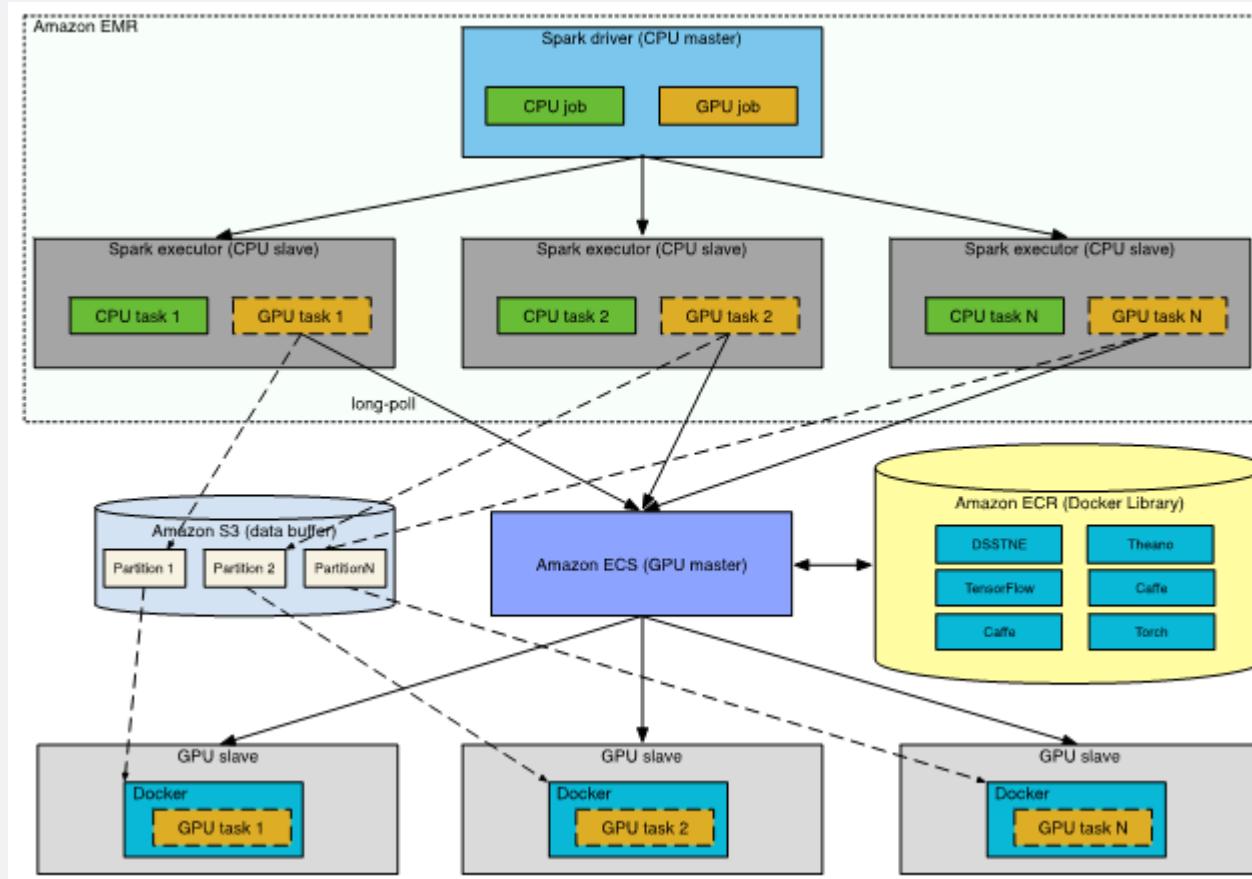
amazon dsstne

a sample config file

```
{  
    "Version" : 0.7,  
    "Name" : "AE",  
    "Kind" : "FeedForward",  
    "SparsenessPenalty" : {  
        "p" : 0.5,  
        "beta" : 2.0  
    },  
  
    "ShuffleIndices" : false,  
  
    "Denoising" : {  
        "p" : 0.2  
    },  
  
    "ScaledMarginalCrossEntropy" : {  
        "oneTarget" : 1.0,  
        "zeroTarget" : 0.0,  
        "oneScale" : 1.0,  
        "zeroScale" : 1.0  
    },  
    "Layers" : [  
        { "Name" : "Input", "Kind" : "Input", "N" : "auto", "DataSet" : "gl_input", "Sparse" : true },  
        { "Name" : "Hidden", "Kind" : "Hidden", "Type" : "FullyConnected", "N" : 128, "Activation" : "Sigmoid", "Sparse" : true },  
        { "Name" : "Output", "Kind" : "Output", "Type" : "FullyConnected", "DataSet" : "gl_output", "N" : "auto", "Activation" : "Sigmoid", "Sparse" : true }  
    ],  
  
    "ErrorFunction" : "ScaledMarginalCrossEntropy"  
}
```

code walkthrough

scaling up dsstne

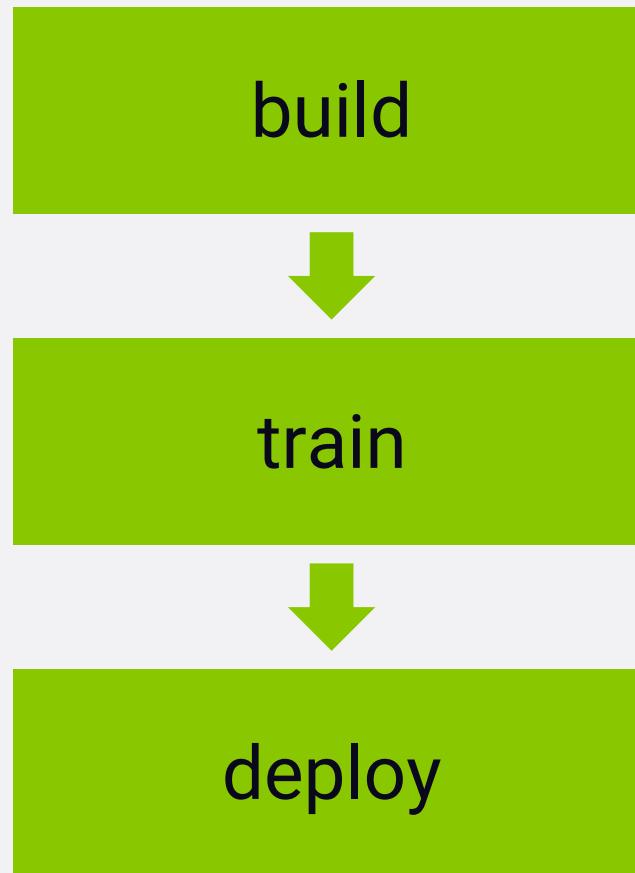


learning more

<https://amzn.to/2I69kAw>

amazon sagemaker

sagemaker



movielens + sagemaker

load ml-1m ratings

one-hot encode user
& movie

build binary label
vector

convert to protobuf &
write to s3

train, deploy, predict

code walkthrough

the cold-start problem



cold-start: new user solutions

- use implicit data
- use cookies (carefully)
- geo-ip
- recommend top-sellers or promotions
- interview the user

cold-start: new item solutions

- just don't worry about it
- use content-based attributes
- map attributes to latent features (see LearnAROMA)
- random exploration

exercise: random exploration

code walkthrough

stoplists



things you might stoplist

- adult-oriented content
- vulgarity
- legally prohibited topics (i.e. Mein Kampf)
- terrorism / political extremism
- bereavement / medical
- competing products
- drug use
- religion

「exercise: implement a stoplist」

code walkthrough

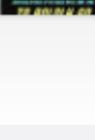
filter bubbles



transparency and trust

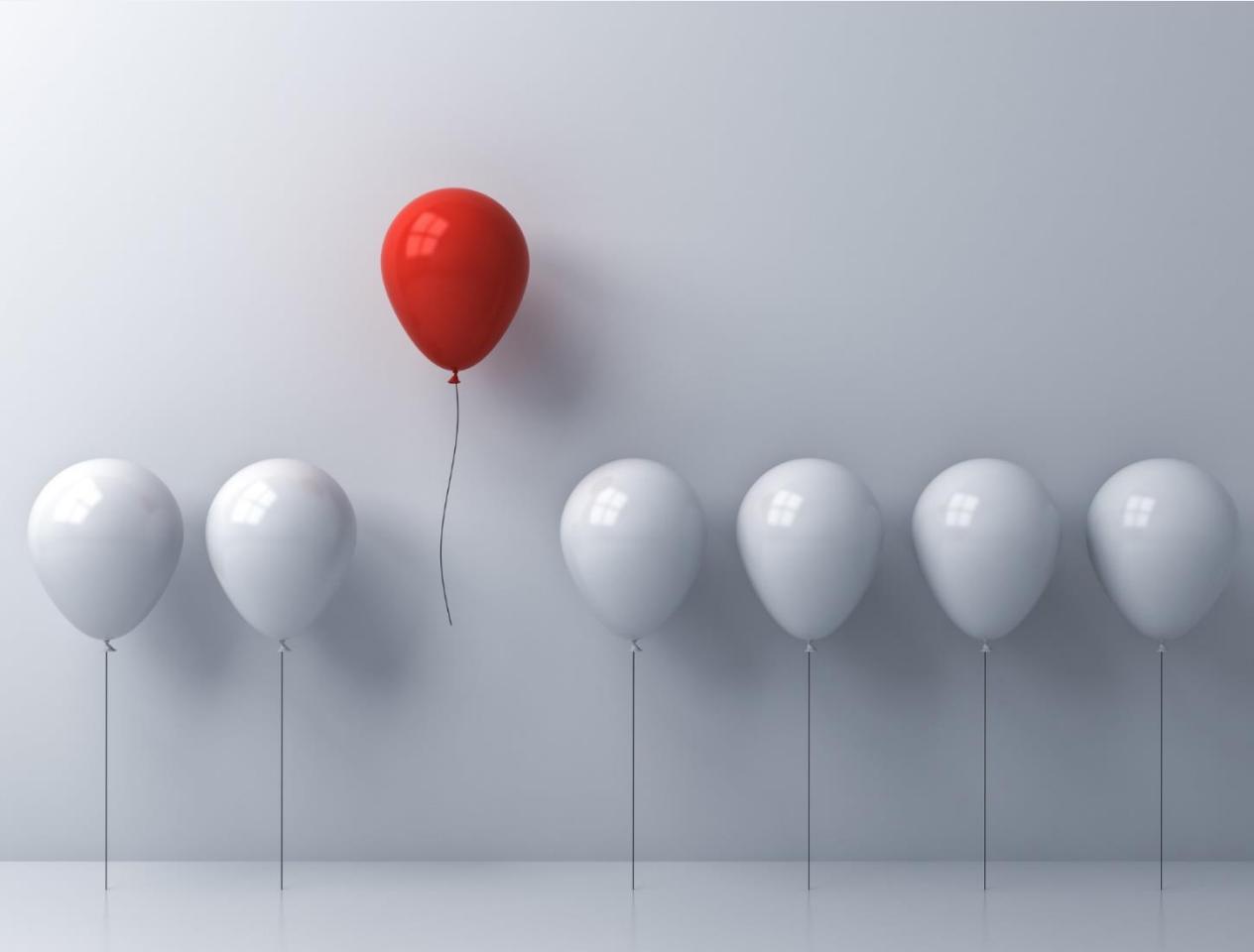
We're recommending **Science Fiction & Fantasy Books** because X

YOU PURCHASED

	Star Trek: The Next Generation - Mirror Broken Scott Tipton	<input type="checkbox"/> Don't use for recommendations
	The World of The Orville Jeff Bond	<input type="checkbox"/> Don't use for recommendations
	Star Trek Phaser Remote Control Replica - Universal TV Remote Prop...	<input type="checkbox"/> Don't use for recommendations
	To Boldly Go: Rare Photos from the TOS Soundstage - Season Three Gerald Gurian	<input type="checkbox"/> Don't use for recommendations
	To Boldly Go: Rare Photos from	<input type="checkbox"/> Don't use for recommendations

Cancel Save Changes

outliers



exercise: filtering outliers

code walkthrough

| gaming the system



implicit data, explicit problems.



international markets and laws



dealing with time



value-aware recommendations



case studies



Deep Neural Networks for YouTube Recommendations

Paul Covington, Jay Adams, Emre Sargin
Google
Mountain View, CA
{pcovington,jka,msargin}@google.com

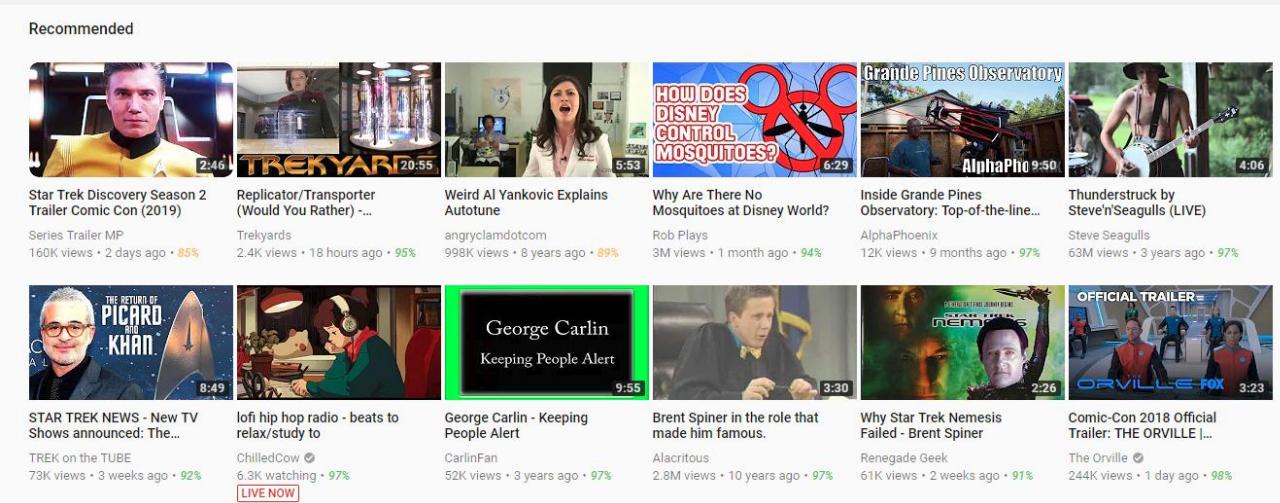
ABSTRACT

YouTube represents one of the largest scale and most sophisticated industrial recommendation systems in existence. In this paper, we describe the system at a high level and focus on the dramatic performance improvements brought by deep learning. The paper is split according to the classic two-stage information retrieval dichotomy: first, we detail a deep candidate generation model and then describe a separate deep ranking model. We also provide practical lessons and insights derived from designing, iterating and maintaining a massive recommendation system with enormous user-facing impact.

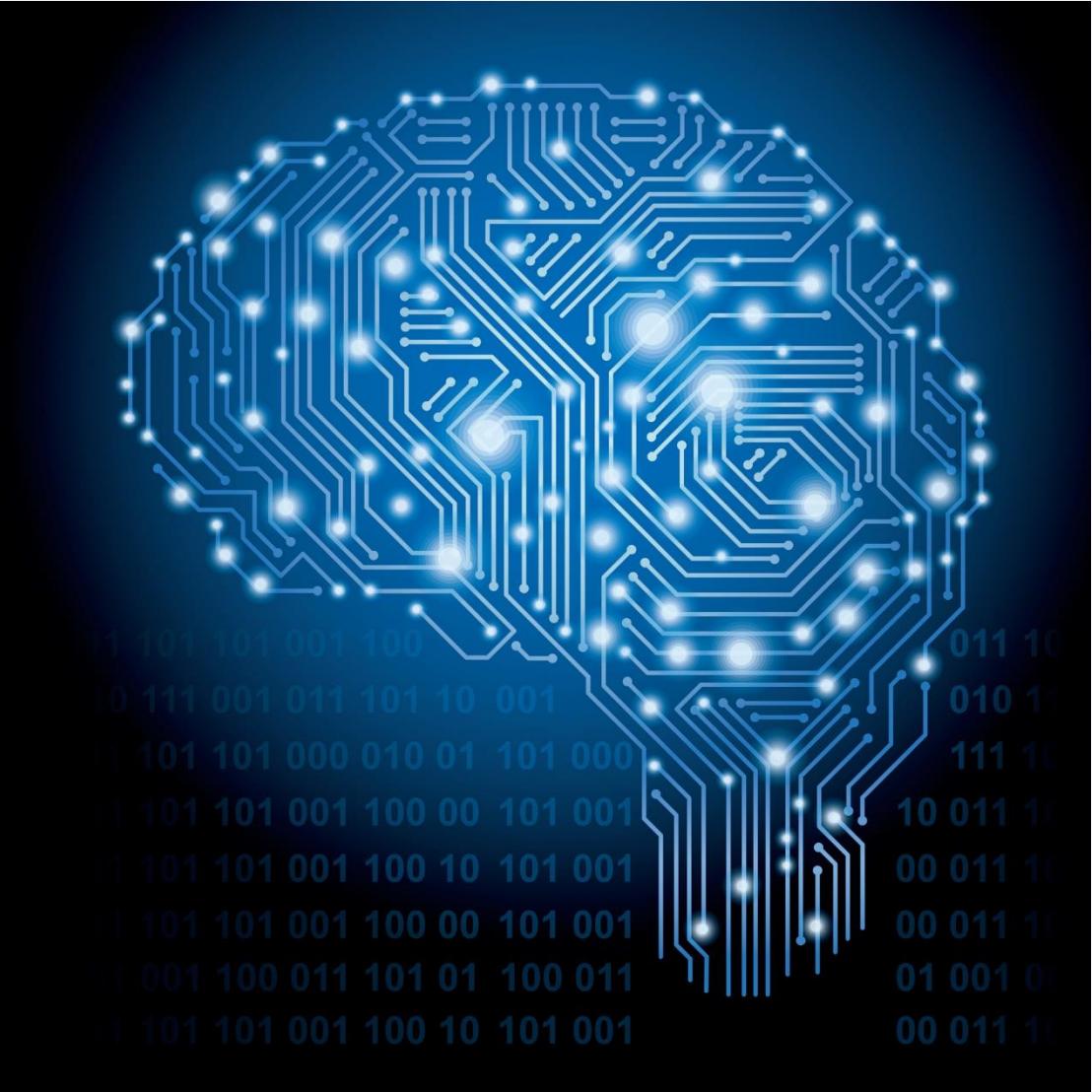


youtube's challenges

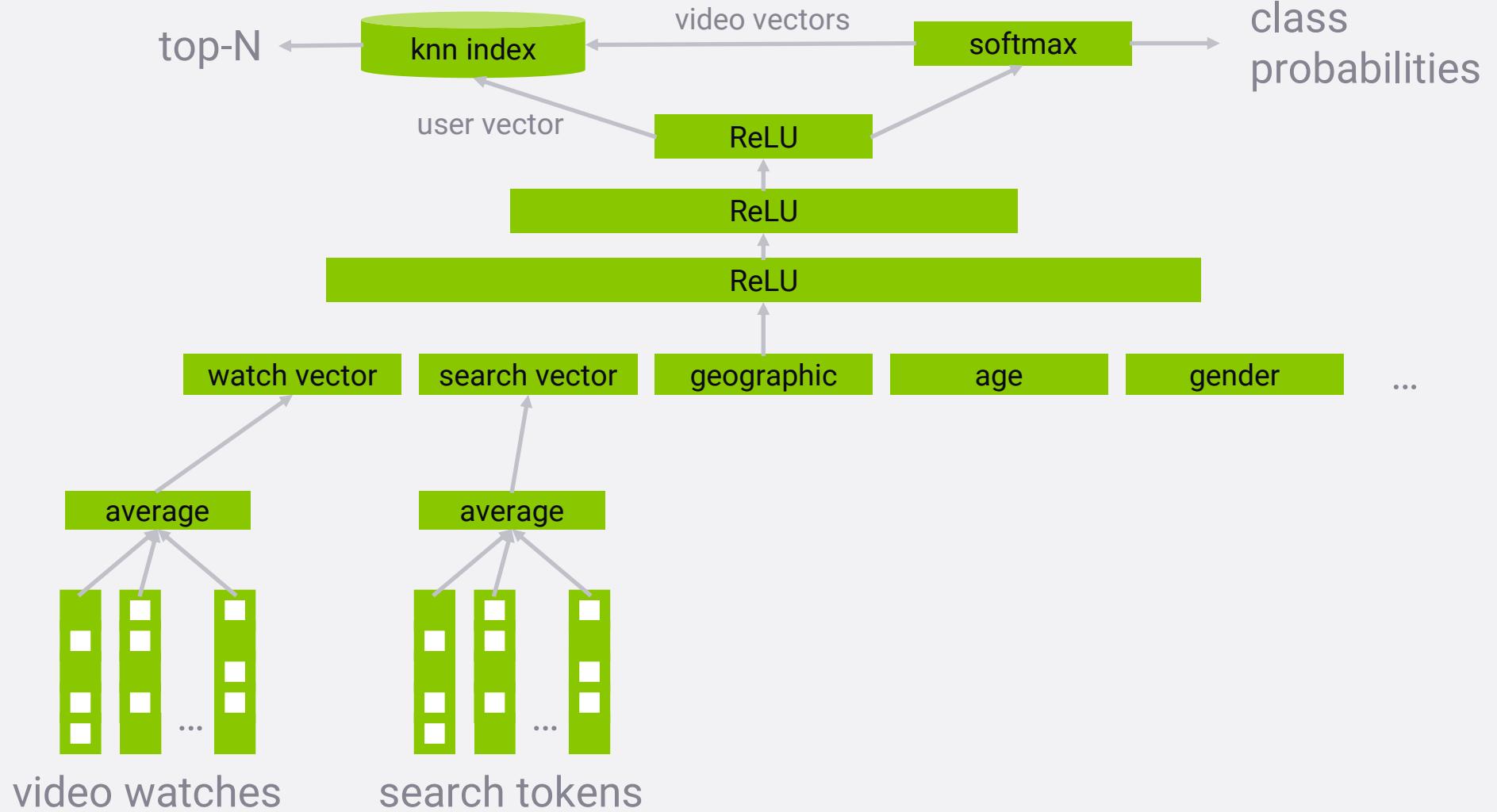
- scale
- freshness
- noise



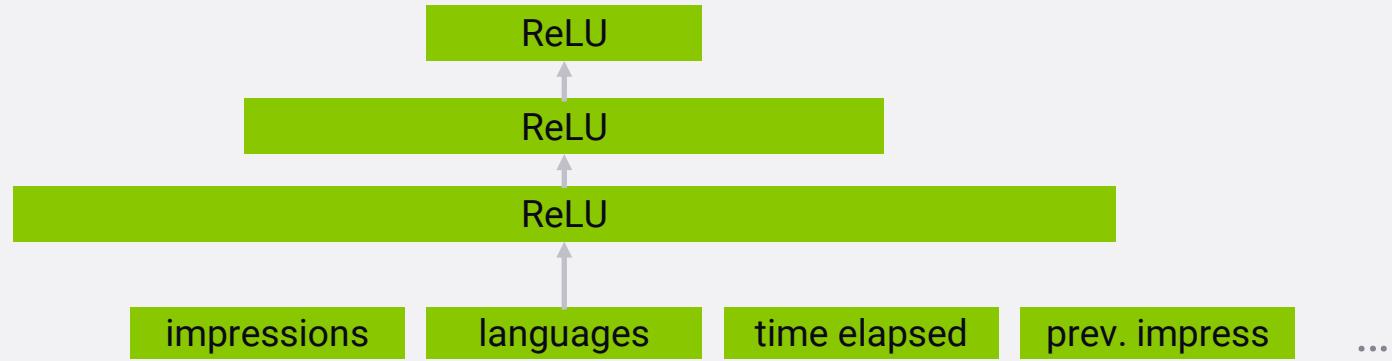
youtube's (and google's) answer to everything



youtube's candidate generation



learning to rank



learnings from youtube

- don't train just on views
- withhold information
- dealing with series
- rank by consumption, not clicks
- learning-to-rank



netflix



Francesco Ricci · Lior Rokach
Bracha Shapira *Editors*

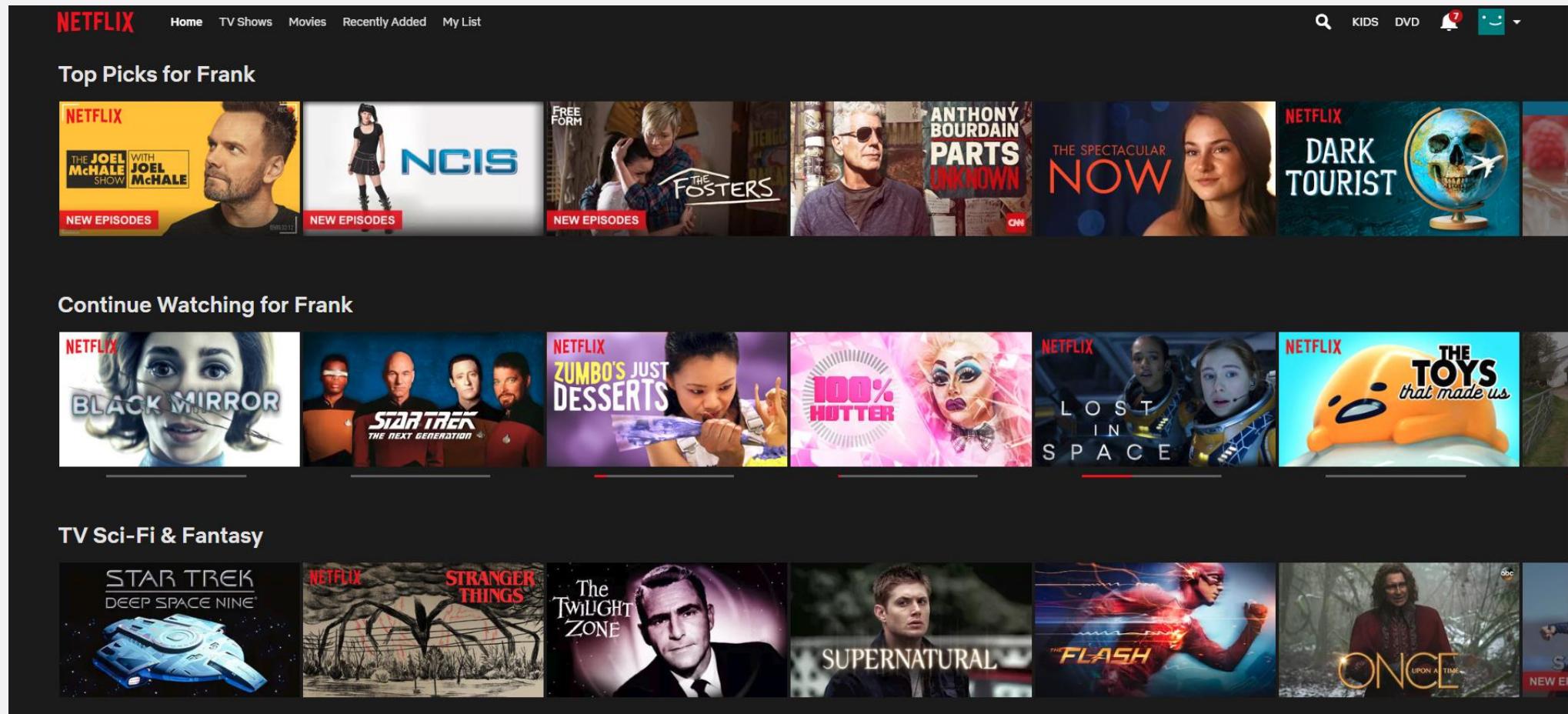
Recommender Systems Handbook

Second Edition

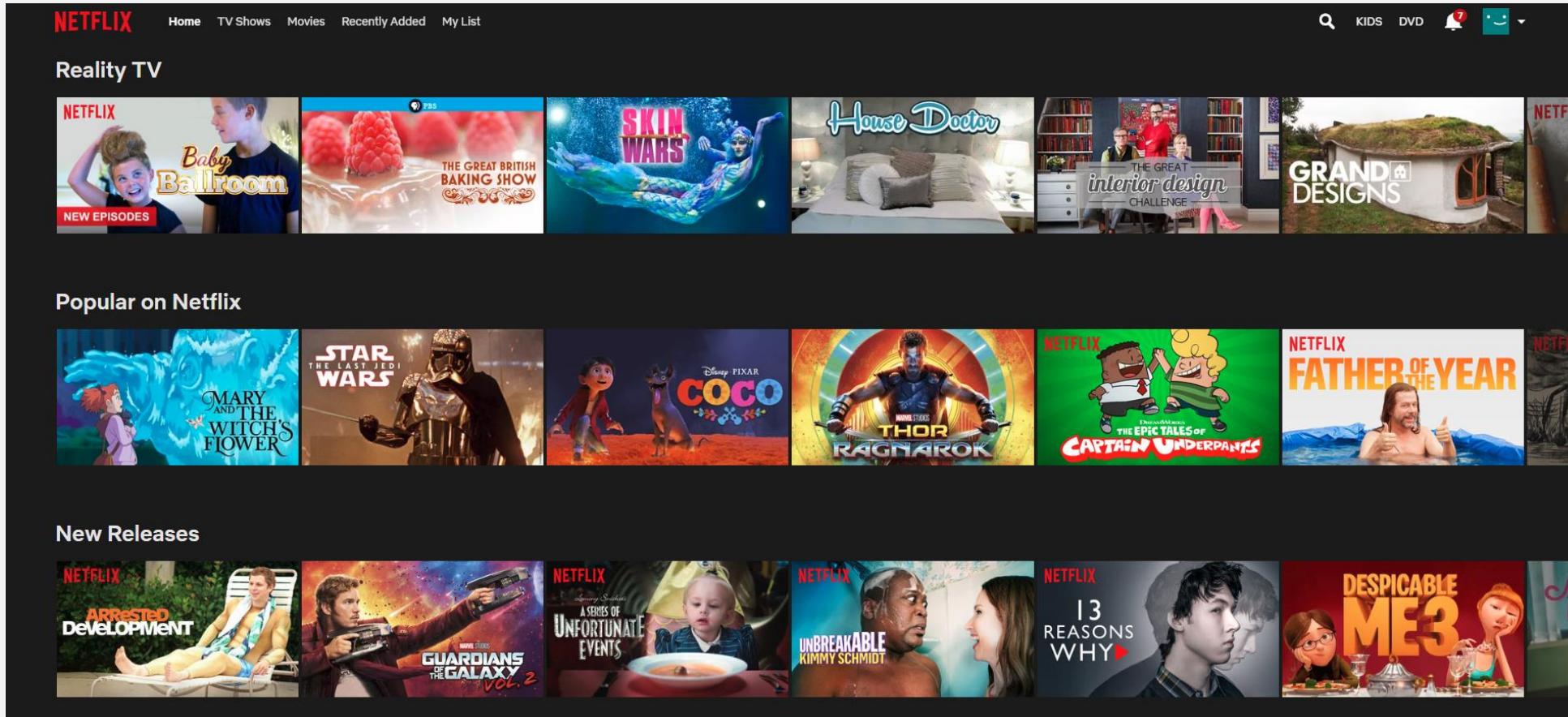
what model does
netflix use?

all of them!

everything is a recommendation



whole-page optimization



I don't predict
ratings



personalized ranking



context-aware

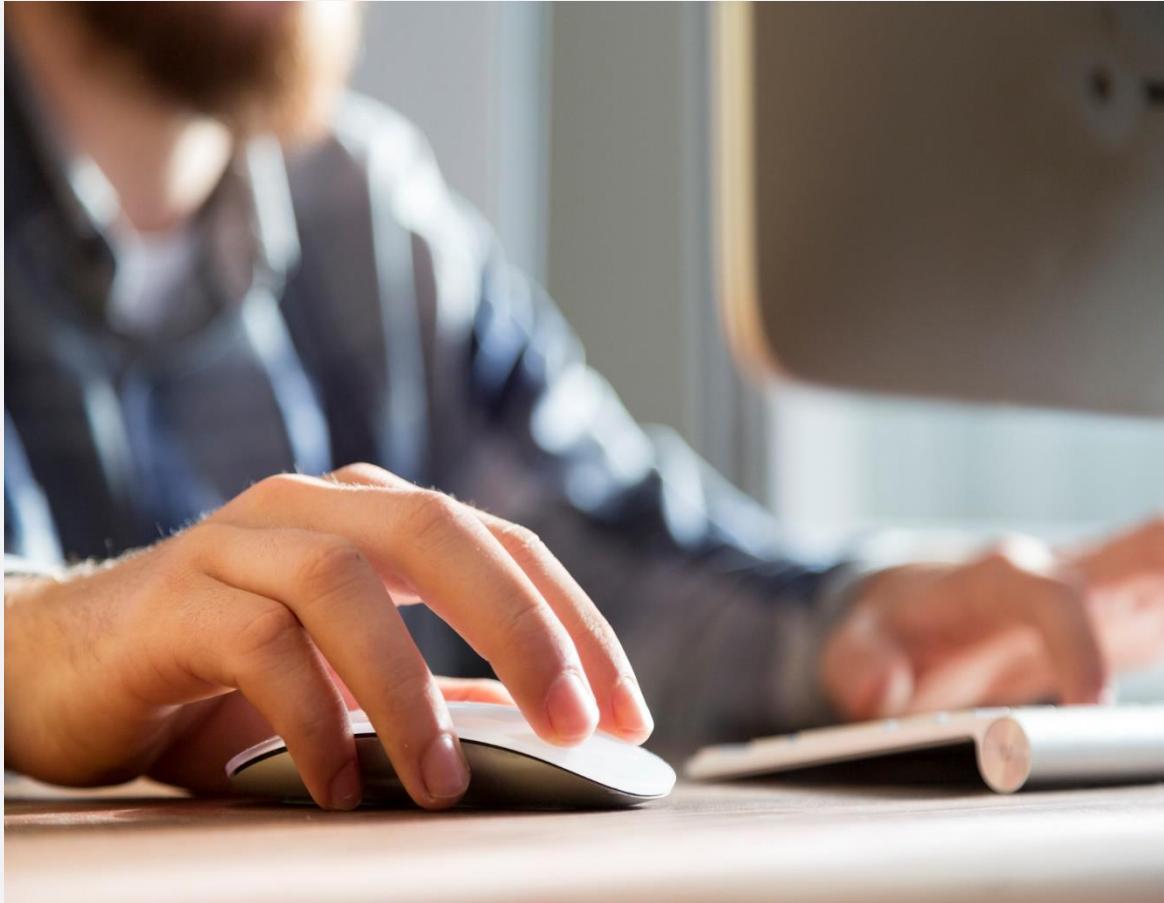


hybrid approaches

ensemble approaches



combining behavior and semantic data



exercise: build a hybrid recommender

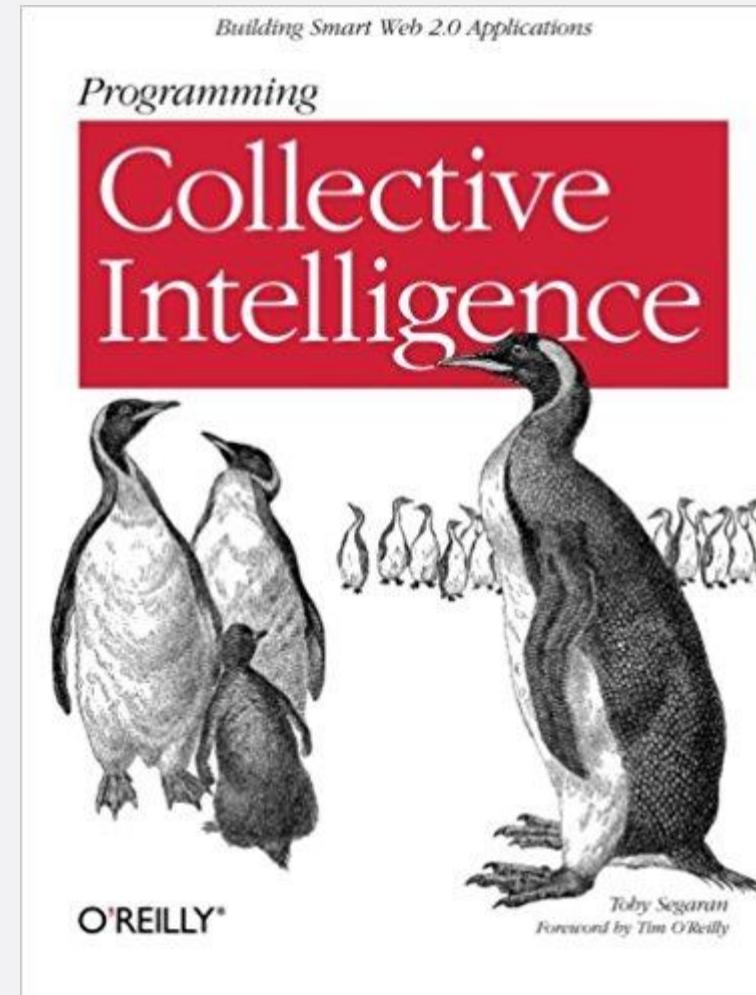
code walkthrough

learning more

current research: acm sigkdd

The screenshot shows the homepage of the ACM Conference Series on Recommender Systems. At the top, there is a logo of a globe with blue and white dots, followed by the text "The ACM Conference Series on Recommender Systems". Below the logo is a navigation bar with links to "HOME", "RECSYS 2018", "PAST CONFERENCES", "HONORS", and "CONTACT". To the right of the navigation bar is a search bar with a magnifying glass icon. The main content area features a large, scenic photograph of a city skyline across a body of water, with many sailboats in the foreground. Below the photo, the text "12th ACM Conference on Recommender Systems" is displayed, followed by "Vancouver, Canada, 2nd-7th October 2018". A detailed description of the conference follows, mentioning it is the premier international forum for presenting new research results, systems, and techniques in recommender systems. To the right of this text is a small graphic featuring a stylized city skyline with the text "RECSYS | Vancouver, BC | 2018". To the right of the main content area is a sidebar with links to "RECSYS 2018 (VANCOUVER)", "About the Conference", "Call for Contributions", "Registration", and "Program".

collaborative filtering



going all-in

