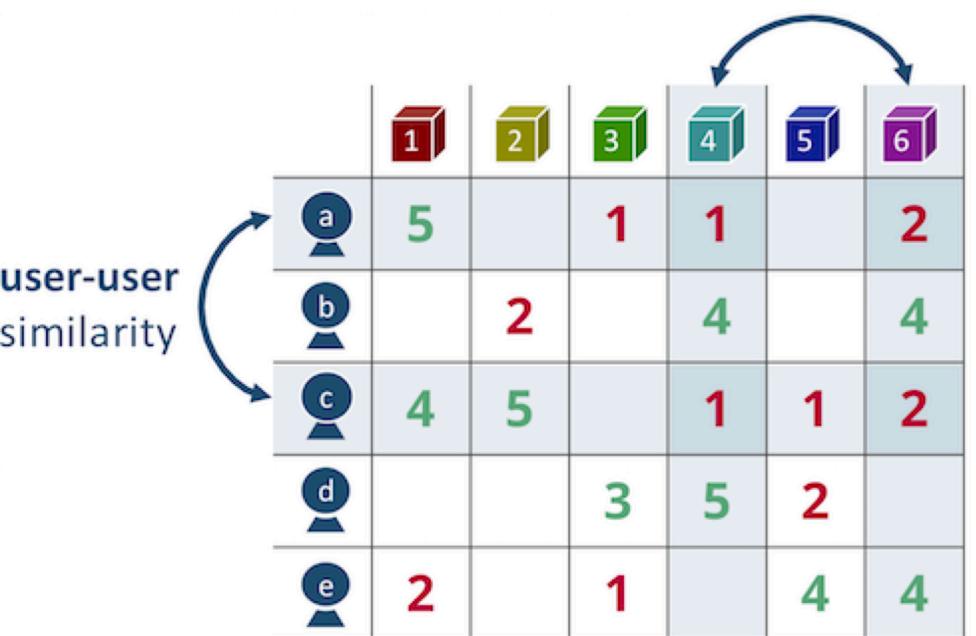
item-item similarity





recommend top-N items

prediction: $r_{u,i}$