

1-5: A Tour of Amazon.com (with notes on review assignment)

Learning Objectives

- To explore a wide range of recommender systems in the context of a large, professional site
- To understand how to review a recommender-enabled site

Analytical Framework

- Dimensions of Analysis
 - Domain
 - Purpose
 - Recommendation Context
 - Whose Opinions
 - Personalization Level
 - Privacy and Trustworthiness
 - Interfaces
 - Recommendation Algorithms

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Analytical Framework

- Dimensions of Analysis

- Domain products
- Purpose sales
- Recommendation Context time // product-associated
- Whose Opinions other customers (Phoaks) // people who looked at/bought x
- Personalization Level NONE // ephemeral
- Privacy and Trustworthiness low risk
- Interfaces explain + products
- Recommendation Algorithms aggregation / product assoc. + business rules

Analytical Framework

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Analytical Framework

- Dimensions of Analysis
 - Domain
 - Purpose
 - Recommendation Context
 - Whose Opinions
 - Personalization Level
 - Privacy and Trustworthiness
 - Interfaces – transparent
 - Recommendation Algorithms

unKnown

persistent // based on historical purchases

& ratings

Non-pers
summary
item-item
c.f.

&
browsing



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Kindle

Cloud Drive

Appstore
for AndroidDigital Games
& SoftwareAudible
Audiobooks

kindle fire HD

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Limited-time offer



A Good Night's Sleep

Clothing Trends

Fast Free Shipping

Amazon Fashion Summer Dresses

The latest sunny styles from
Plenty by Tracy Reese and more.

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What Other Customers Are Looking At Right Now

Philips AS140/37 Fidelio
Bluetooth...

(126)
\$109.99 **\$54.49**

Kindle Fire HD 7", Dolby
Audio...

(14,015)
\$149.00 **\$169.00**

Xbox One Console - Day One
Edition

Microsoft
Xbox One
\$499.96

Canon PowerShot SX260 HS
12.1 MP CMOS...

(847)
\$349.00 **\$231.95**

Pilot [HD]
Amazon Instant Video

(130)
\$2.99

DC Cupcakes

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★★★★★ (126)
\$100.99 \$54.49

★★★★★ (14,015)
\$100.00 \$169.00

MICROSOFT
Xbox One
\$499.96

★★★★★ (847)
\$340.00 \$231.95

★★★★★ (130)
\$2.99

Digital Cameras Best Sellers



Canon PowerShot A2300
16.0 MP Digital...

★★★★★ (695)
\$139.00 \$79.95



Canon PowerShot SX500 IS
16.0 MP...

★★★★★ (194)
\$299.00 Click for details



Foscam FI8910W Pan & Tilt
IP/Network...

★★★★★ (2,758)
\$100.95 \$84.95



Canon PowerShot SX50 HS
12MP Digital...

★★★★★ (327)
\$449.00 Click for details



Canon EOS Rebel T3i 18 MP
CMOS...

★★★★★ (812)
\$649.00 Click for details



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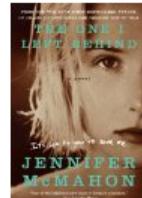
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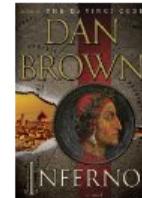
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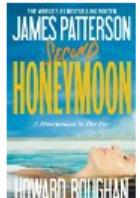
Continue Shopping: Top Sellers



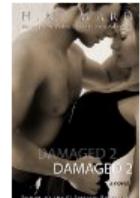
The One I Left Behind
Jennifer McMahon



Inferno: A Novel (Robert Langdon)



Second Honeymoon
James Patterson



Damaged 2
H.M. Ward



Surrender Your Love
J.C. Reed

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a Amazon.com

www.amazon.com/s/ref=nb_sb_noss_1?url=search-alias%3Daps&field-keywords=ice+20maker&sprefix=ice+m%2Caps&rh=i%3Aaps%2Ck%3Aice%20maker

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Appliances

Refrigerator Replacement Ice Makers

Ice Makers

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Kitchen & Dining

Ice Cream Machines

Kitchen Small Appliances

+ See more...

Patio, Lawn & Garden

Outdoor Ice Machines

Industrial & Scientific

Lab Ice Makers

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Shipping Option (What's this?)

Free Super Saver Shipping

Brand

NewAir

EdgeStar

Sunpentown

Whirlpool

Magic Chef

Supco

U-Line

+ See more...

Avg. Customer Review

★★★★★ & Up

★★★★★ & Up

★★★★★ & Up

★★★★★ & Up

International Shipping (What's this?)

AmazonGlobal Eligible

Condition

New

Used

"ice maker"

Related Searches: [ice cream maker](#), [ice machine](#), [portable ice maker](#).

Showing 1 - 16 of 18,871 Results Choose a Department to enable sorting

NewAir AI-100R 28-Pound Portable Icemaker, Red

\$271.36 **\$187.98** Prime

Order in the next **6 hours** and get it by **Tuesday, Jul 2**.

More Buying Choices
\$182.95 new (14 offers)



EdgeStar Titanium Portable Ice Maker - Titanium

\$114.00

In Stock

More Buying Choices
\$114.00 new (2 offers)



NewAir AI-100BK 28-Pound Portable Ice Maker, Black

\$271.36 **\$189.99** Prime

Only 18 left in stock - order soon.

More Buying Choices
\$189.95 new (10 offers)



NewAir AI-100SS 28-Pound Portable Ice Maker, Stainless Steel

\$200.93 **\$206.98** Prime

In Stock

More Buying Choices
\$202.45 new (12 offers)



★★★★★ (116)

Eligible for FREE Super Saver Shipping.

Appliances: See all 6,188 items

★★★★★ (72)

Home & Kitchen: See all 4,125 items

★★★★★ (56)

Eligible for FREE Super Saver Shipping.

Appliances: See all 6,188 items

★★★★★ (48)

Eligible for FREE Super Saver Shipping.

Appliances: See all 6,188 items

www.amazon.com/NewAir-AI-100R-28-Pound-Portable-Icemaker/dp/B0017V3GGI/ref=sr_1_1?ie=UTF8&qid=1372682708&sr=8-1&keywords=ice+maker

Amazon.com

www.amazon.com/s/ref=nb_sb_noss_1?url=search-alias%3Daps&field-keywords=ice%20maker&sprefix=ice+m%2Caps&rh=i%3Aaps%2Ck%3Aice%20maker

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Departments Appliances Refrigerator Replacement Ice Makers Ice Makers + See more... Kitchen & Dining Ice Cream Machines Kitchen Small Appliances + See more... Patio, Lawn & Garden Outdoor Ice Machines Industrial & Scientific Lab Ice Makers + See All 29 Departments Shipping Option (What's this?) Free Super Saver Shipping Brand NewAir EdgeStar Sunpentown Whirlpool Magic Chef Supco U-Line + See more... Avg. Customer Review ★★★★☆ & Up ★★★☆☆ & Up ★★☆☆☆ & Up ★☆☆☆☆ & Up International Shipping (What's this?) AmazonGlobal Eligible Condition New Used

"ice maker"

Related Searches: ice cream maker, ice machine, portable ice maker.

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EdgeStar Titanium Portable Ice Maker - Titanium
\$114.00 In Stock More Buying Choices \$114.00 new (2 offers)



NewAir AI-100BK 28-Pound Portable Ice Maker, Black
\$274.36 \$189.99 Prime Only 18 left in stock - order soon. More Buying Choices \$189.95 new (10 offers)



NewAir AI-100SS 28-Pound Portable Ice Maker, Stainless Steel
\$299.93 \$206.98 Prime In Stock More Buying Choices \$202.45 new (12 offers)



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Product Features

- Convenient, compact design is ideal for use in small kitchens & other compact spaces like RVs, boats & more
 - Produces 28 pounds of ice a day - never run to the store for a bag of ice again
 - Offers an easy-to-use LED control panel that allows you to choose from three ice size settings
 - Portable ice maker requires no installation - just plug in unit, add water & wait up to 15 minutes to enjoy fresh ice
 - Flawless design boasts an excellent reputation, offering consistent & dependable ice production that has been continually perfected
- [See more product details](#)

Frequently Bought Together



Price for both: \$193.94

These items are shipped from and sold by different sellers. Show details

 This item: NewAir AI-100BK 28-Pound Portable Ice Maker, Black by NewAir \$189.99 Ice Scoop, Stainless Steel by Ice Scoop \$3.95

Quantity: 1

or

[Sign in](#) to turn on 1-Click ordering. 2-Year Warranty
\$16.99

More Buying Choices

Wayfair
\$189.95 Beach Camera
\$189.95 Air & Water Inc
\$189.95 10 new from \$189.95
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Price for both: \$193.94
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 This item: NewAir AI-100BK 28-Pound Portable Ice Maker, Black by NewAir \$189.99

 Ice Scoop, Stainless Steel by Ice Scoop \$3.95

Product Information

Technical Details

Brand Name	NewAir
Model Info	AI-100BK
Item Weight	24.3 pounds
Product Dimensions	14.5 x 11.8 x 15 inches
Item model number	AI-100BK
Installation Type	counter top
Part Number	AI-100BK
Color	Black
Voltage	120 volts
Ice storage	28

Additional Information

ASIN	B0017Y8X3O
Customer Reviews	56 reviews 3.8 out of 5 stars
Best Sellers Rank	#6,955 in Appliances (See top 100) #7 in Appliances > Ice Makers
Shipping Weight	28.6 pounds (View shipping rates and policies)
Shipping	This item can only be shipped to the 48 contiguous states. We regret it cannot be shipped to APO/FPO, Hawaii, Alaska, or Puerto Rico.
Date First Available	October 2, 2003

Feedback

Did we miss any relevant features for this product? Tell us what we missed.

[Would you like to give feedback on images or tell us about a lower price?](#)

Customers Who Bought This Item Also Bought

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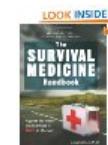

[Ice Scoop, Stainless Steel](#)

(44)

\$3.95


[Duracell 813-0807 800 Watt DC to AC Digital Power Inverter](#)

(16)


[The Survival Medicine Handbook: A guide for ...](#)
[Joseph Alton M.D.](#)

(2)


[Powerex MH-C800S Eight Cell Smart Charger](#)

(81)

\$54.95


[3/8" Fuel Primer Bulb](#)

(6)

\$15.33


[Fuel Line Hose, 3/8" x 25'](#)

(13)

\$21.03



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✓ 1 item added to Cart

[NewAir AI-100BK 28-Pound Portable Ice Maker, Black](#)

\$189.99

Only 18 left in stock.

 Protect this product with a 2-year warranty \$16.99 This will be a gift

Order subtotal: \$189.99

1 item in your Cart

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NewAir AI-100BK 28-Pound Portable Ice Maker, Black

Your order qualifies for free shipping!

Select FREE Super Saver Shipping at checkout. (Some restrictions apply)

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Recommended for You Based on NewAir AI-100BK 28-Pound Portable Ice Maker, Black

**NewAir AI-100R 28-Pound Portable Icemaker, Red**

(116)

\$271.36 **\$187.98**

14 New from \$182.95

[Add to Cart](#)**Ice Scoop, Stainless Steel**

(44)

\$3.95

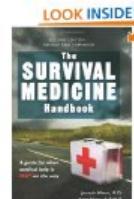
13 New from \$0.01

[Add to Cart](#)**NewAir AI-100S 28-Pound Portable Ice Maker, Silver**

(105)

\$271.36 **\$187.98**

14 New from \$179.95

[Add to Cart](#)**The Survival Medicine Handbook**by Joseph Alton M.D.
Paperback

(2)

\$39.99 **\$33.67**[Add to Cart](#)

Customers Who Shopped for NewAir AI-100BK 28-Pound Portable Ice Maker, Black Also Shopped For





Customers Also Bought these Highly Rated Items



[Duracell 813-0807 800 Watt DC to AC...](#)

★★★★★ (16)

\$59.99 **\$47.00**
37 New from \$47.00

[Add to Cart](#)



[Powerex MH-C800S Eight Cell Smart Charger](#)

★★★★★ (81)

\$64.95 **\$54.95**
11 New from \$54.00

[Add to Cart](#)



[Fuel Line Hose, 3/8" x 25'](#)

★★★★★ (13)

\$26.99 **\$21.03**
8 New from \$16.41

[Add to Cart](#)



[OXO Good Grips Scoop, Translucent White](#)

★★★★★ (44)

\$5.99
7 New from \$5.89

[Add to Cart](#)

Customers Who Bought *NewAir AI-100BK 28-Pound Portable Ice Maker, Black* Also Bought These Items from Other Categories



[3/8" Fuel Primer Bulb](#)

★★★★★ (6)

\$15.33
6 New from \$8.25

[Add to Cart](#)



[Lights of America 2326LED-LF4-24 2-Watt Power LED...](#)

★★★★★ (67)

\$10.99 **\$5.50**
7 New from \$5.25

[Add to Cart](#)



[PRI Fuel Stabilizer- For Gasoline 32oz](#)

★★★★★ (7)

\$35.49
4 New from \$30.95

[Add to Cart](#)



[SANYO NEW 1500 eneloop 8 batteries AAA...](#)

★★★★★ (130)

\$19.96
7 New from \$12.99

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Recently Viewed Items



NewAir AI-100BK 28-Pound...
NewAir

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NewAir AI-100S 28-Pound Portable



NewAir AI-100R 28-Pound Portable



Ice Scoop, Stainless Steel



Duracell 813-0807 800 Watt DC to...

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Electronics

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SANOXY MINI USB FEMALE...
 (99)
\$1.70
[Why recommended?](#)



StarTech.com 6 Inch M...
 (131)
\$25.48 **\$4.75**
[Why recommended?](#)



Monoprice 3ft USB 2.0...
 (4)
\$19.99 **\$3.77**
[Why recommended?](#)



StarTech 1ft Micro US...
 (286)
\$13.00 **\$3.74**
[Why recommended?](#)



Simran SMF-200 Deluxe...
 (496)
\$14.99 **\$13.49**
[Why recommended?](#)



Tripp Lite U050-003 3...
 (117)
\$16.00 **\$3.39**
[Why recommended?](#)

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1.

[Beyblades #BB106 JAPANESE Metal Fusion Starter Set Fang Leone 130W2D](#)

by Takaratomy (March 28, 2011)

Average Customer Review: ★★★★☆ (49)

In Stock

List Price: \$15.99**Price:** \$8.73

69 new from \$5.99

[Add to Cart](#)[Add to Wish List](#) I own it Not interested Rate this itemRecommended because you added [Beyblades JAPANESE Metal Fusion Starter Set #BB105 Big Ba...](#) to your Wishlist and more ([Fix this](#))

2.

[Beyblades JAPANESE Metal Fusion Starter Set #BB108 LDrago Destroy F:S](#)

by Takaratomy (April 23, 2011)

Average Customer Review: ★★★★☆ (43)

In Stock

List Price: \$15.99**Price:** \$7.37

69 new from \$5.99

[Add to Cart](#)[Add to Wish List](#) I own it Not interested Rate this itemRecommended because you added [Beyblades JAPANESE Metal Fusion Starter Set #BB105 Big Ba...](#) to your Wishlist and more ([Fix this](#))

3.

[eForCity USB 2.0 A to Micro B Female / Male Adaptor](#)

by Generic (May 10, 2004)

Average Customer Review: ★★★★☆ (96)

In Stock

List Price: \$7.99**Price:** \$1.02

41 used & new from \$0.01

Offered by [ExquisiteGadgetsWorld](#)[Add to Cart](#)[Add to Wish List](#) I own it Not interested Rate this itemRecommended because you purchased [eForCity Micro USB OTG to USB 2.0 Adapter](#) and more ([Fix this](#))

4.

[Google Nexus 4 \(LG E960\) Bumper Case - Black](#)

by Abacus24-7 (January 15, 2013)

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by Geo F. Trumper

Your tags: [Add](#) (What's this?)
[Click to Add: geo f trumper, mens, healthy living](#)

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 Don't use for recommendations

2.  [Maxell LR6 AA Cell 48 Pack Box Battery \(723443\)](#)
by Maxell

Your tags: [Add](#) (What's this?)
[Click to Add: alkaline batteries, aa batteries, alkaline, good value, cheap, value pack, aa](#)

This was a gift
 Don't use for recommendations

3.  [Hasty-Bake Gourmet 257 Stainless Steel Charcoal Grill](#)
by Hasty-Bake

Your tags: [Add](#) (What's this?)
[Click to Add: hasty-bake, freestanding_grills](#)

This was a gift
 Don't use for recommendations

4.  [3M Compact Mouse Pad with Gel Wrist Rest, Black Leatherette, Antimicrobial Product Protection \(MW309LE\)](#)
by 3M

Your tags: [Add](#) (What's this?)
[Click to Add: wrist rest, mousepad, mouse pad, ergonomic, laser mouse, mousepads, mouse, wrist rests](#)

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45% Off Puma BioWeb Elite Running Shoes



Save 45% on Puma BioWeb Elite Running Shoes for women and men. This running and training shoe is engineered to deliver maximum cushioning and stability—plus it comes in a wide range of sporty colors.

List Price: \$100.00

Yesterday's Price: \$77.98

Today's Discount: - \$23.03

Gold Box Price: \$54.95 (45% off)

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Lightning Deals

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Philips Fidelio Bluetooth Speaker with Micro-USB Dock



List Price: \$109.99

Amazon's Price: \$54.49

Gold Box Discount: -\$4.50

Deal Price: \$49.99 (55% off)

Comments | (126)

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00:08:11 remaining

Prime
Restrictions apply.[+] 6:00 AM PDT - Musical Instruments Deal [Coming Soon!](#)[+] 8:00 AM PDT - Upcoming Deal [Coming Soon!](#)Celebrate 4th of July [Shop now](#)kindle fire HD
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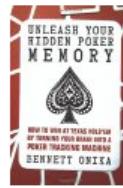
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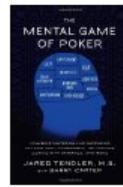
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1-5: A Tour of Amazon.com (with notes on review assignment)