# Computational Communication Science 2

# Week 3

## *Lab session*

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2025-04-08

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# Today

1. Remarks
    - Guidelines Group Presentation
2. Q&A
3. Weekly MC-questions
4. Break
5. Weekly exercises
6. Group assignment

# Remarks

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- Who has difficulty reading in the group assignment datasets?
- Markdowns also available as Jupyter Notebooks
- Solution files added for lecture exercises (week 2)
- Programming level $\rightarrow$ focus primarily on understanding
  - You can modify and use code examples (acknowledge sources)
- Tutorial slides on GitHub
- Guidelines Group Presentation

# Group Presentation

- 15 — 20 minutes per group (including demo + Q&A)
- Introduce your recommender (10%)
  - "We built a recommender that takes ... and suggests ..."
- Describe your raw data and variables of interest (10%)
  - Variables? Data types? Transformations?
- Describe and substantiate your preprocessing steps (20%)
  - Normalizing? Tokenization? Stop-word removal? Stemming? Lemmatization? Embeddings?
- Describe your strategy for exploratory data analysis (20%)
  - Visualization? Summary statistics? Inductive techniques (e.g., Word-clouds)?
- Describe and substantiate your recommendation strategy (25%)
  - Type of recommender: Knowledge vs Content-based?
  - Type of analysis: Similarity scoring? Any rules, e.g., using a minimum filtering value?
- Live demo (10%)
- Q&A (5%)
- **10% of your grade**

# Group Presentation

- Submit slides on the day of the presentations (Tuesday, April 22nd)
- See Canvas $\rightarrow$ Modules $\rightarrow$ Week 4 $\rightarrow$ Group Presentation

# Q&A

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- Remaining questions about last week?

# Weekly MC-questions

# MC-questions Week 3

- Canvas $\rightarrow$ Modules $\rightarrow$ Week 3 $\rightarrow$ MC-questions
- 4 questions, 8 minutes (in silence)
- Afterwards we will discuss the questions

# Break

# 15 minute break

# Weekly exercises

# Weekly exercises: Week 3

- Form groups of 3
- Go through the weekly exercises (GitHub → week03 → exercise-tutorial → build_a_recommender_WALKTHROUGH.ipynb)
- Ask me for questions!

# Weekly exercises: Week 3

1. Explore and Preprocess the data (in class)
2. Knowledge-based recommender system (15 minutes)
3. Content-based recommender system (25 minutes)

# Next week

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- Any questions left?
  - Pose questions for next week via Google Docs
  - Sign up for the consultation hours
- Next week presentations
- See you next week!