

2-3: Predictions and Recommendations

Introduction to Recommender Systems

Predictions

- Estimates of how much you'll like an item
 - Often scaled to match some rating scale
 - Often tied to search or browsing for specific products

Introduction to Recommender Systems

Learning Objectives

- To understand the ways in which recommender output can be used
- To understand the distinction between predictions and recommendations
- To understand the distinction between organic and explicit presentation
- To review examples and understand which presentation makes most sense in different applications.

Introduction to Recommender Systems

The screenshot shows the Zagat website interface for the restaurant 'La Belle Vie' in Minneapolis. The page includes a search bar, navigation tabs (LISTS, VOTE, EVENTS, STORE, MOBILE), and a detailed review section. The review section features a 'ZAGAT RATINGS & REVIEW' table with scores for Food (29), Decor (27), Service (29), and Cost (\$84). It also includes a 'STATS' section with review counts and a 'MEMBER REVIEWS' section with a user review by Steve E. The page is cluttered with various advertisements and navigation elements.

FOOD	DECOR	SERVICE	COST
29	27	29	\$84

Metric	Value
# OF REVIEWS	264
FRENCH (NEW) RANK	1 of 2
LORING PARK RANK	1 of 4
MEMBERS BEEN HERE	15
MEMBER FAVORITES	8

Review Text	User	Rating
My wife and I treated ourselves to dinner at La Belle Vie for our wedding anniversary and it was a treat. We went with one of the tasting menus and it was a memorable meal!	Steve E	5

The Camera Never Lies | C X

https://www.coursera.org/course/lyingcamera

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The Camera Never Lies

Dr Emmett Sullivan

Film, images & historical interpretation in the 20th century for those who have a general interest in photojournalism, and films based on historical events.

Workload: 5-10 hours/week

Sessions:

Jun 24th 2013 (6 weeks long) 536 202 3.6k

Future sessions


About the Course

This short course is an introduction to use of photographs as historical evidence in the twentieth century, issues of authenticity and manipulation, and the place of film and historical adoptions as public history.

Course Syllabus

Week 1: The Camera Never Lies - Introduction
 Week 2: Images and History in the Twentieth Century
 Week 3: The Air-Brushing of History: Stalin and Falsification
 Week 4: Photojournalism, Authenticity and Matters of Public Acceptability - The Battle of Mogadishu
 Week 5: The Power of the Image - Mount Suribachi, 1945
 Week 6: From Page to Screen - Film as Public History

About the Instructor

 **Emmett Sullivan**
 University of London International Program...

movieLens

helping you find the right movies

Welcome konstan@cs.umn.edu (Log Out)
 You've rated 59 movies.
 You're the 28th visitor in the past hour.

Home | Find Movies | Q&A (new) | Preferences | Help

There are 45 movies matching your search:
 Movies starring: **tom hanks**
 You've sorted by: **Titles**
[Show Printer-Friendly Page](#) | [Download Results](#) | [Permalink](#) | [Suggest a Title](#)

Tags Related to Your Search: **Tom Hanks (546)**, **Pixar (151)**, **World War II (85)**, **animation (84)**, **true story (74)**, (about tags)

Page 1 of 2 1 2 next Skip to page #: Go

Prediction or Rating	Your Rating	Movie Information	Wish List
★★★★	Not seen	'burbs, The (1989) DVD info imdb flag Movie Tunes Comedy	<input type="checkbox"/>
[add tag] Popular tags: suburbia thriller Tom Hanks			
★★★★	Not seen	Angels & Demons (2009) DVD info imdb flag Movie Tunes Crime, Drama, Mystery, Thriller - Italian, Latin, English	<input type="checkbox"/>
[add tag] Popular tags: based on a book action Tom Hanks			
★★★★	Not seen	Apollo 13 (1995) DVD info imdb flag Movie Tunes Adventure, Drama, IMAX	<input type="checkbox"/>
[add tag] Popular tags: based on a true story based on a book space			
★★★★	Not seen	Bachelor Party (1984) DVD info imdb flag Movie Tunes Comedy	<input type="checkbox"/>
[add tag] Popular tags: Nudity (Topless) Betamax Neal Israel			
★★★★	Not seen	Band of Brothers (HBO) (2001) DVD info imdb flag Movie Tunes Action, Adventure, Drama, War	<input type="checkbox"/>
[add/edit] Your tags: Tom Hanks, true story, based on a book Popular tags: friendship action World War II			
★★★★	Not seen	Beyond All Boundaries (2009) info imdb flag Movie Tunes Documentary, War	<input type="checkbox"/>
[add tag] Popular tags: 4d World War II short film			
★★★★	Not seen	Big (1988) DVD VHS info imdb flag Movie Tunes Comedy, Drama, Fantasy, Romance	<input type="checkbox"/>
[add tag] Popular tags: comedy coming of age Tom Hanks			
★★★★	Not seen	Bonfire of the Vanities (1990) DVD info imdb flag Movie Tunes Comedy, Crime, Drama	<input type="checkbox"/>
[add tag] Popular tags: Morgan Freeman Bruce Willis Tom Hanks			
★★★★	Not seen	Cast Away (2000) DVD VHS info imdb flag Movie Tunes Drama	<input type="checkbox"/>

Basic Search
 Title:
 All Genres All Dates
 Domain: All movies
 Tag:
☐ Use selected buddies!
☐ Exclude your ratings
☐ Exclude movies without predictions

Select Buddies
☐ Dan C.
☐ Yan Chen
☐ John
☐ herlocke@cs.umn.edu
[What are buddies?](#)

Advanced Search

Member Search

Saved Searches
 - **budy-new-comedy**
 - **complex-hanks**

Recommendations

- Recommendations are suggestions for items you might like (or might fit what you're doing)
 - Often presented in the form of "top-n lists"
 - Also sometimes just placed in front of you

konstan - Google Search

https://www.google.com/search?hl=en&site=imghp&tbm=isch&source=hp&biw=1233&bih=886&q=konstan&oq=konstan&gs_l=img.3.010.2416.3446.0.3621


+Joseph Search Images Mail Drive Calendar Sites Groups Contacts More

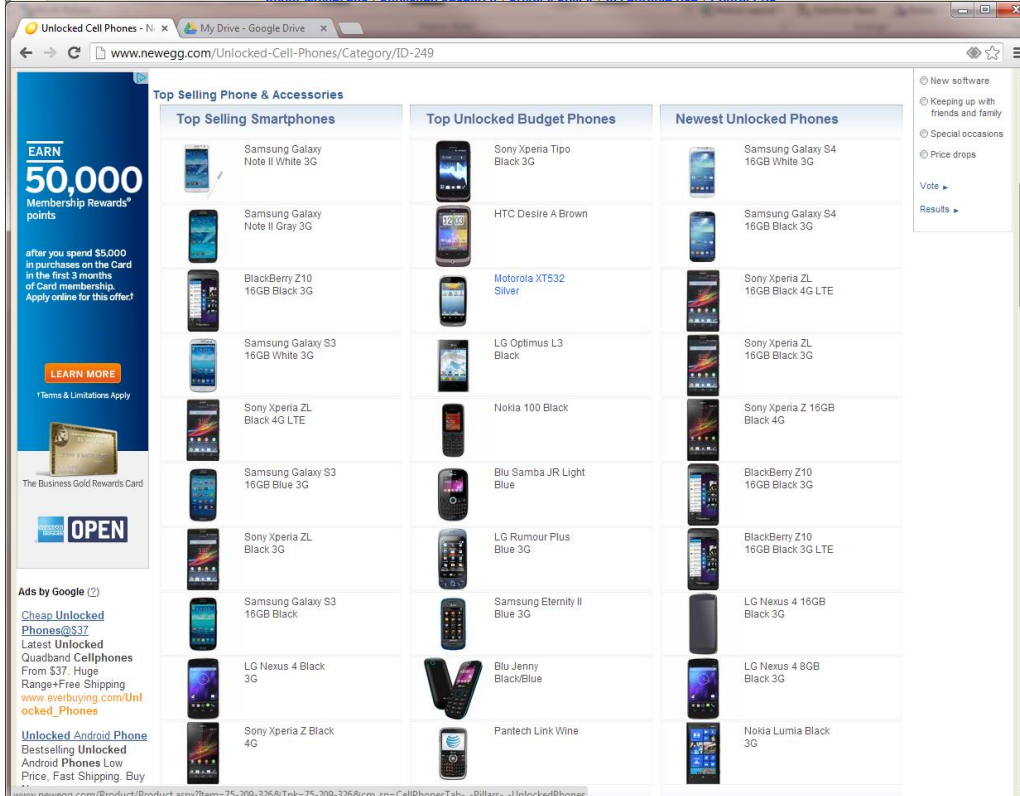
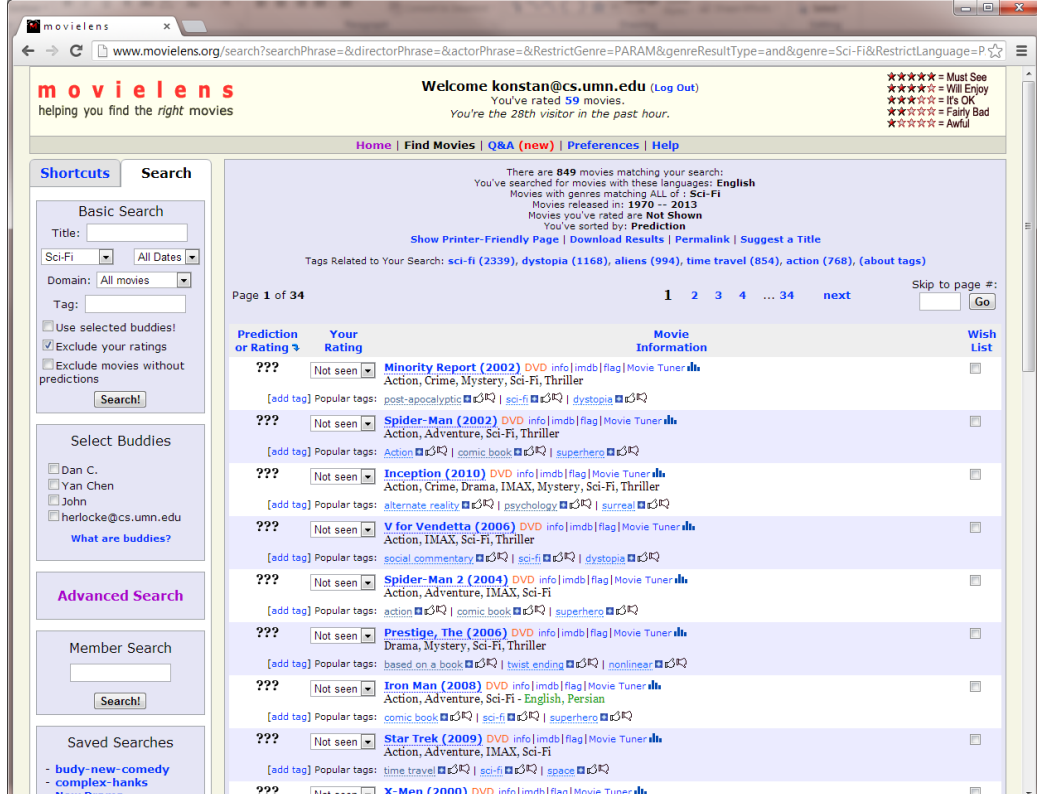
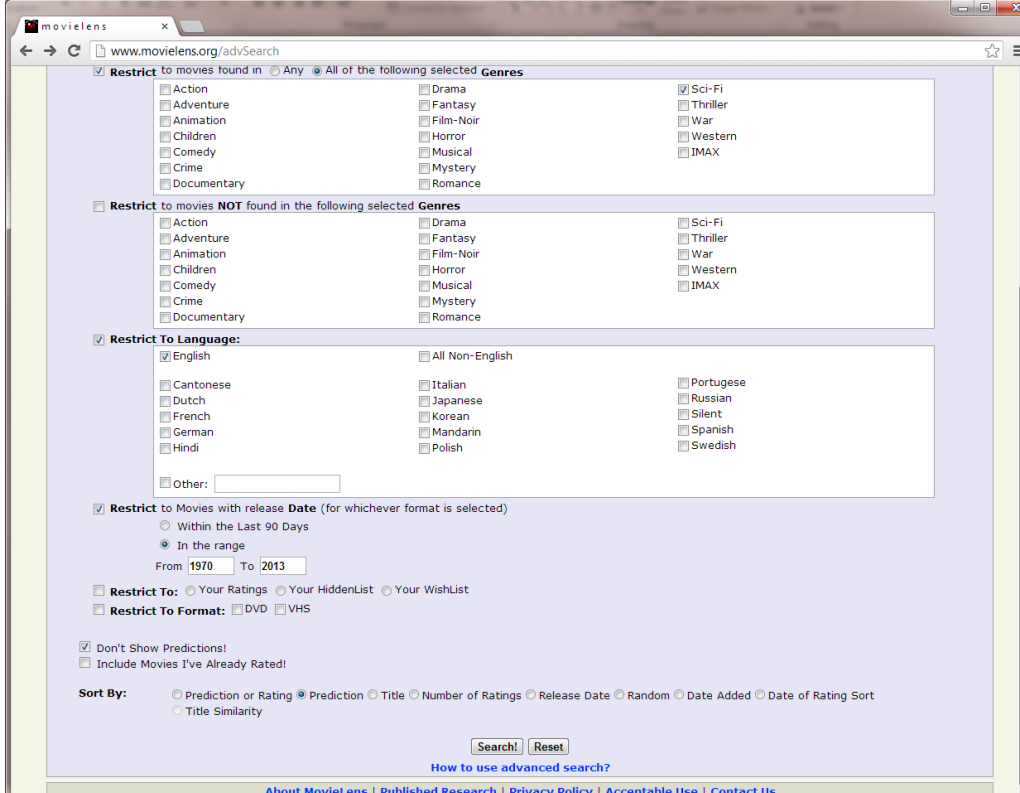
Google konstan

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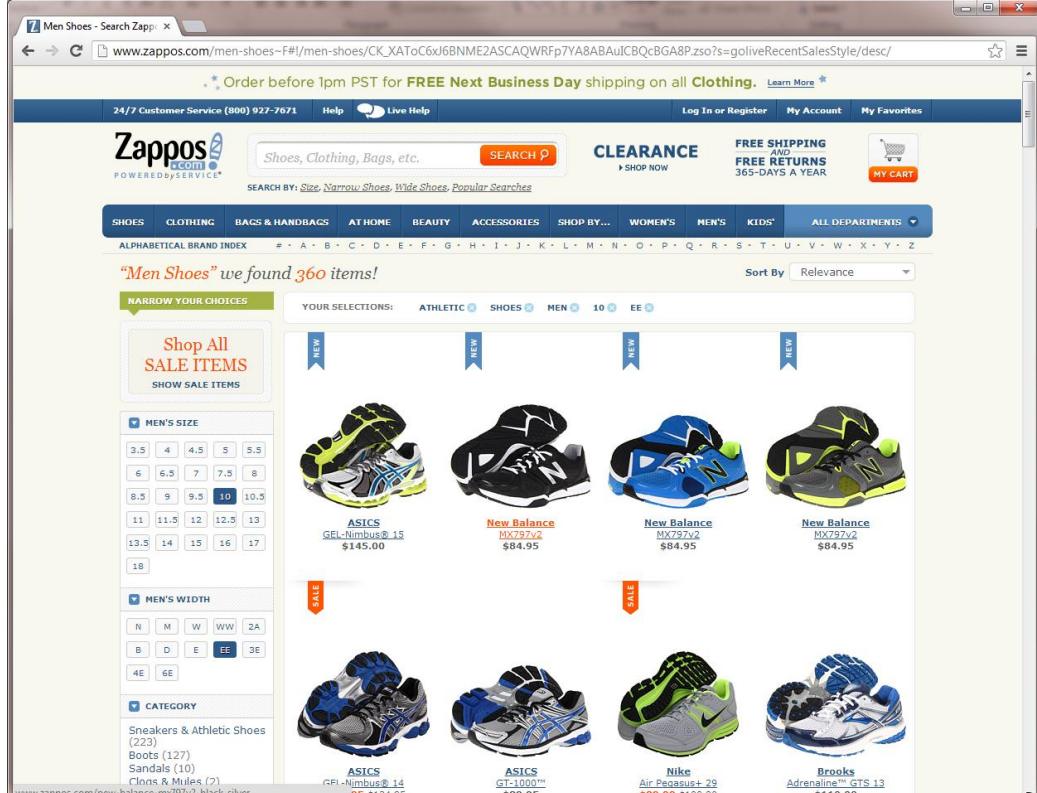
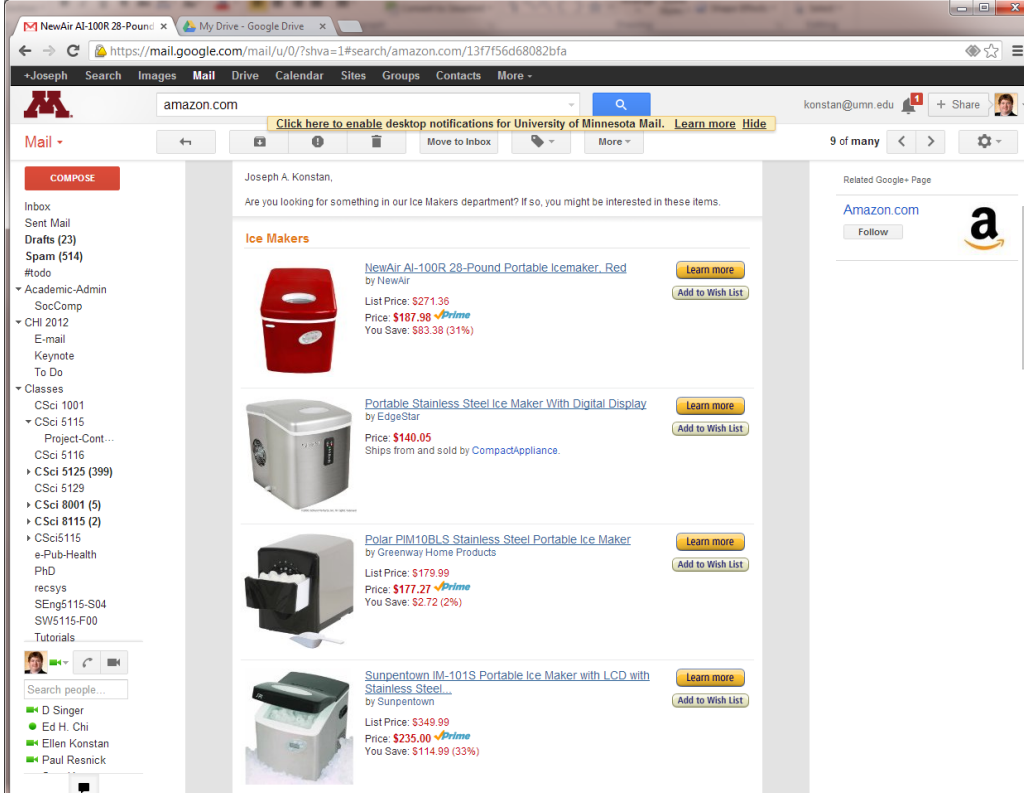
Safe Search





Prediction and Recommendation

- Often, the two come together
- Predictions:
 - Pro: helps quantify item
 - Con: provides something falsifiable
- Recommendations
 - Pro: provides good choices as a default
 - Con: if perceived as top-n, can result in failure to explore (if top few seem poor)



Another dimension to consider

- How explicit is the prediction or recommendation (vs. organic)?
 - Historical note: we paid for it, we'll let you know
 - Today: balance between explicit prediction (falsifiable) and coarser granularity (you might like this!)
 - Today: balance between theses are the best (top-n) and softer presentation (here are some that might be interesting)

You should now understand

- Difference between prediction and recommendation
- Range of explicit to organic for both predictions and recommendations
- Advantages and disadvantages in both dimensions.

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