Recommender System

TOTAL POINTS 15

1. What is/are the advantage/s of Recommender Systems ? 3 points

- ( ) Recommender Systems provide a better experience for the users by giving them a broader exposure to many different products they might be interested in.
- ( ) Recommender Systems encourage users towards continual usage or purchase of their product
- ( ) Recommender Systems benefit the service provider by increasing potential revenue and better security for its consumers.
- (•) All of the above.

2. What is a **content-based recommendation system**? 3 points

- (•) Content-based recommendation system tries to recommend items to the users based on their profile built upon their preferences and taste.
- ( ) Content-based recommendation system tries to recommend items based on similarity among items.
- ( ) Content-based recommendation system tries to recommend items based on the similarity of users when buying, watching, or enjoying something.
- ( ) All of above.

3. What is the meaning of "**Cold start**" in collaborative filtering? 3 points

- ( ) The difficulty in recommendation when we do not have enough ratings in the user-item dataset.
- (•) The difficulty in recommendation when we have new user, and we cannot make a profile for him, or when we have a new item, which has not got any rating yet.
- ( ) The difficulty in recommendation when the number of users or items increases and the amount of data expands, so algorithms will begin to suffer drops in performance.

4. What is a "**Memory-based**" recommender system? 3 points

- (•) In memory based approach, we use the entire user-item dataset to generate a recommendation system.
- ( ) In memory based approach, a model of users is developed in attempt to learn their preferences.
- ( ) In memory based approach, a recommender system is created using machine learning techniques such as regression, clustering, classification, etc.

5. What is the shortcoming of content-based recommender systems? 3 points

- ( ) As it is based on similarity among items and users, it is not easy to find the neighbour users.
- ( ) It needs to find similar group of users, so suffers from drops in performance, simply due to growth in the similarity computation.
- (•) Users will only get recommendations related to their preferences in their profile, and recommender engine may never recommend any item with other characteristics.

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