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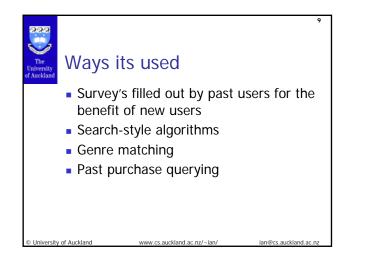
## **Further Motivation**

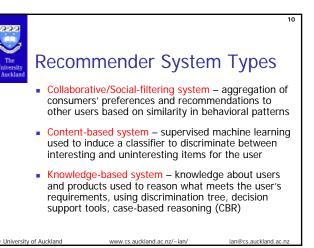
- Many of the top e-commerce sites use recommender systems to improve sales
- Users may find new books, music, or movies that were previously unknown to them
- Also can find the opposite e.g.: movies or music that will definitely not be enjoyed

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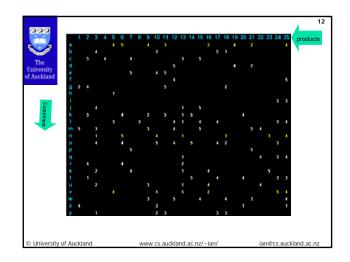
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## Content-based Collaborative Information Filtering

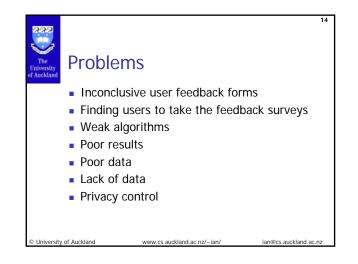
- Relevance feedback positive/negative prototypes.
- Feature selection removal of noninformative terms.
- Learning to recommend agent counts with 2 matrices; user vs. category matrix (for successful classification) and user's recommendation factor (1 to 5) or binary.

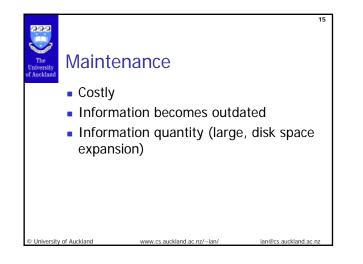
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	Amazon.com	Books, movies, music
	CDNOW.com	Music
	Ebay.com (feedback forms)	Anything
	Reel.com	Movies
	Barnes & Noble	Books
	Movielens	Movies









## Resources continued http://www.cs.umn.edu/Research/GroupLens/papers/pdf/ec-99.pdf http://www.rashmisinha.com/talks/Recommenders-SIGIR.pdf

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http://www.grouplens.org/papers/pdf/sl ides-1.pdf

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