

How can we introduce a
“probable” interesting page
to a user based on information in
the fan pages .

Group 8

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Background and Problem

- **Why it is important ?**

- Relevant information matching the interests of user.
- More profits for “fan page” owners (economic factor)
- The overwhelming amount of data necessitates mechanisms for efficient information filtering.

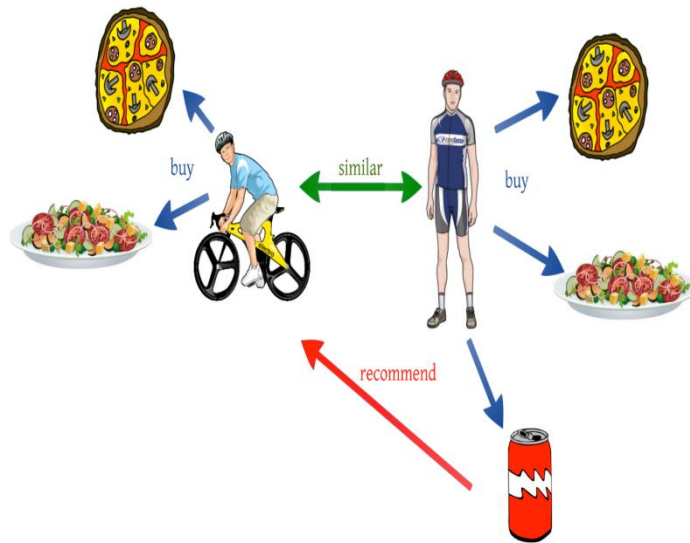
- **Why it is still unsolved ?**

- In practice, the user-item matrix used could be extremely large and sparse, which brings about the challenges in the performances of the recommendation.
- Disadvantages of existing method

Methodology

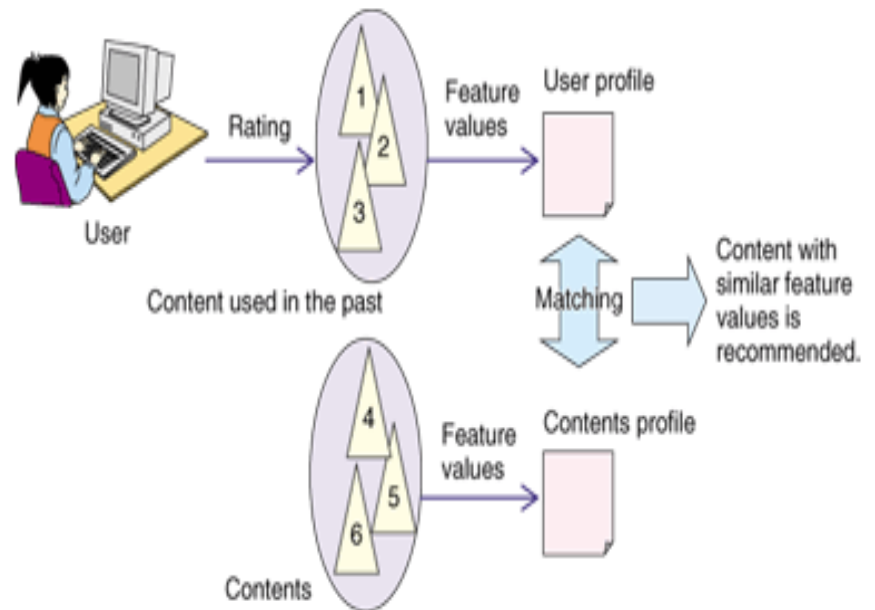
Collaborative filtering

(Extract from other users)



Content-based filtering

(Extract from user itself)



Disadvantages

Collaborative filtering

- Cold start
- Scalability(large computation)

Example

Amazon.com,
Last.fm, Facebook,
MySpace

K-NN , Pearson
Correlation

Content-based filtering

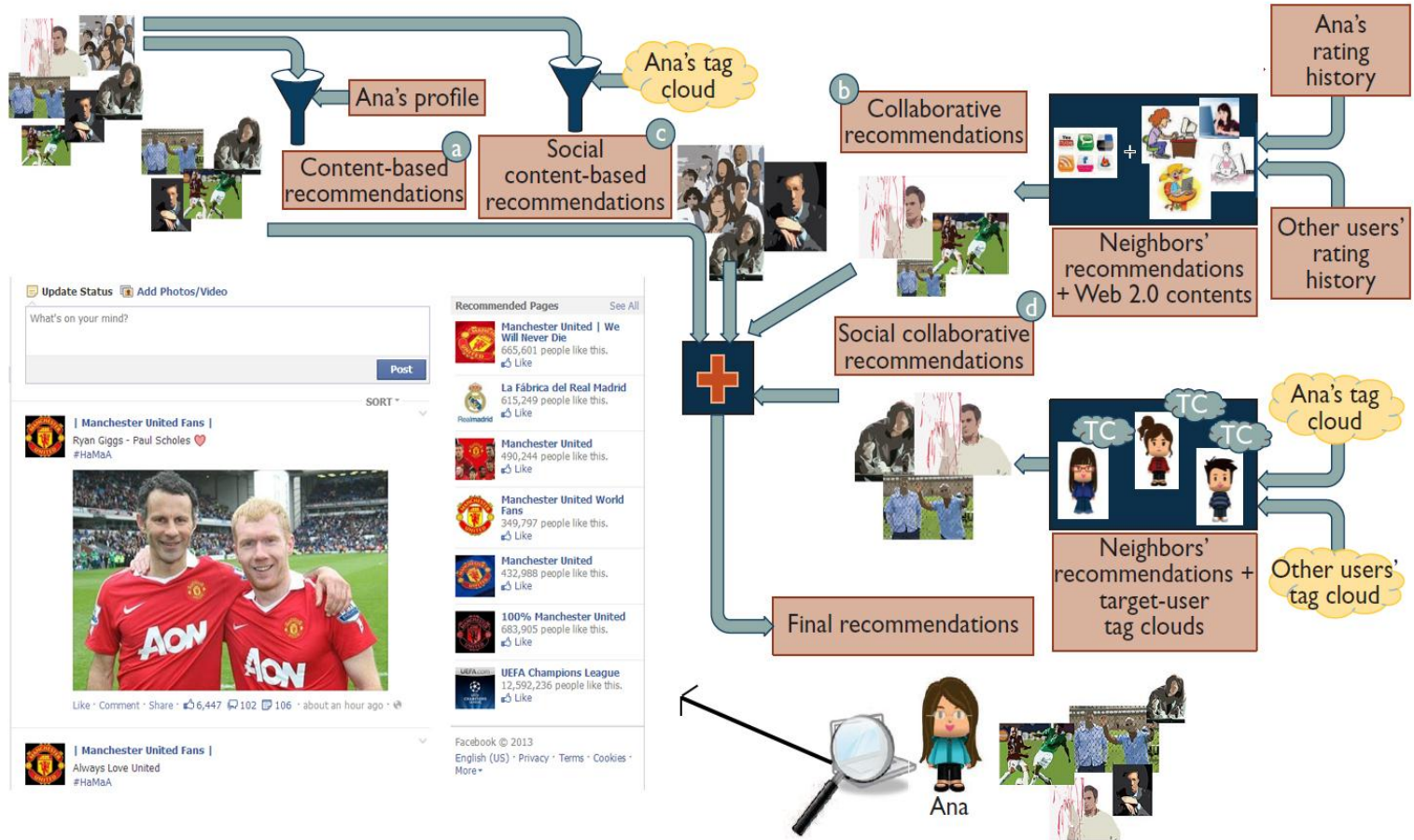
- Seed based(Explicit data collection)
- Can not predict items from different category, limited scope.

Example

Pandora radio, RottenTomatoes.com

Neural network, Decision trees .

Hybrid Example



Example:

Netflix



Q & A

References

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- [5] R. J. Mooney and L. Roy (1999). "Content-based book recommendation using learning for text categorization". In Workshop Recom. Sys.: Algo. and Evaluation.
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Thanks