
Contents

Introduction	vii
Chapter 1. A Few Important Details Before We Begin	1
1.1. Information systems	1
1.2. Decision support systems	2
1.3. Recommender systems	3
1.4. Comparisons	4
1.5. Recommendation versus personalization	5
1.5.1. Recommendation	5
1.5.2. Personalization	6
Chapter 2. Recommender Systems	7
2.1. Introduction	8
2.2. Classification of recommender systems	9
2.2.1. Classification by score estimation method	9
2.2.2. Classification by data exploitation	10
2.2.3. Classification by objective	11
2.3. User profiles	11
2.4. Data mining	12
2.5. Content-based approaches	14
2.6. Collaborative filtering approaches	17
2.7. Knowledge-based approaches	20
2.8. Hybrid approaches	23
2.9. Other approaches	25

Chapter 3. Key Concepts, Useful Measures and Techniques	29
3.1. Vector space model	31
3.2. Similarity measures	31
3.2.1. Cosine similarity	31
3.2.2. Pearson correlation coefficient	32
3.2.3. Euclidean distance	33
3.2.4. Dice index	33
3.3. Dimensionality reduction	34
3.3.1. Principal component analysis	34
3.3.2. Singular value decomposition	35
3.3.3. Latent semantic analysis	36
3.4. Classification/clustering	36
3.4.1. Classification	36
3.4.2. Clustering	37
3.5. Other techniques	39
3.5.1. Term frequency-inverse document frequency (TF-IDF)	39
3.5.2. Association rules	40
3.6. Comparisons	41
Chapter 4. Practical Implementations	43
4.1. Commercial applications	43
4.1.1. Amazon.com	43
4.1.2. Netflix	45
4.2. Databases	46
4.3. Collaborative environments	48
4.4. Smart cities	49
4.5. Early warning systems	54
Chapter 5. Evaluating the Quality of Recommender Systems	57
5.1. Data sets, sparsity and errors	57
5.2. Measures	59
5.2.1. Accuracy	59
5.2.2. Other measures	63
Conclusion	65
Bibliography	67
Index	77