

## **Recommender Systems: Implicit vs. Explicit Feedback**

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9/16/2017

Recommender Systems are a quickly growing field of study with many applications. Think about companies like Amazon, Netflix, Dating Sites, etc., they always have 'products' or 'items' that their company specializes in selling/promoting which they want to connect their users to. There can be two goals: recommend an item to every user or make sure every item is recommended to at least one user. The first approach is more common, and the natural ways these companies try to replicate recommendations are (1) recommend a similar item to something they know you like, and (2) recommend an item liked by somebody similar to you. Given that the company does not know you personally and they are dealing with user data bases that are thousands to millions of people large, this can be a tedious task. The problem becomes even more difficult when a user does not provide explicit feedback saying: yes I liked this, no I did not, etc. The research discussed in this presentation will explore how to generate an automated recommendation system for some abstract object when there is no explicit feedback on a user's opinions of these objects.