

Large-Scale Recommendation

Tutorial by Mengli Hua

Abstract:

As users' demands for user experience become higher, the concept of "private customization" is gradually being put on the agenda. More accurate advertising and product promotion have become important factors influencing whether to occupy more market share and improve sales. On the other hand, for digital content products, accurate recommendations can retain new users while bringing new users.

However, because most of the data generated by these industries is huge, some traditional recommendation models are limited in their recommendation quality. Therefore, recommendation algorithms for large-scale data are beginning to attract more attention.

This tutorial will be carried out in two aspects: Why should we focus on large-scale recommendations? (The drawbacks of the traditional recommendation model in large-scale recommendation; The widespread application of large-scale recommendations) And how to build a large-scale recommendation system. We will also have an implementation with the R package, *recommenderlab*, to build a simple movie recommendation system in R.