

# Recommendation Systems

A door to the future of service quality

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# What is a Recommender ?

- An algorithm that creates a user model based on his activity in a system ...
- Close relations to:
  - Machine Learning
  - Data Mining
  - Information Retrieval
  - ...

# Current needs on services.

- The field of Recommendation Systems aim to satisfy certain needs that came up in today's society:
  - Speed
  - Correlation
  - Information Overload
  - Evolution
  - Uncertainty

# Needs satisfied by RS

- **Speed:** In information retrieval, queries have to be explicitly stated. In RS, that is not required.
- **Correlation:** Information correlate but interests and users did not. RS covers that need, providing the missing connection.
- **Information Overload:** Too much data, yet very little time. Filtration is provided through what a user will probably like.

# Needs satisfied by RS

- **Evolution:** A user is not a static entity. A person changes and evolves. RS through correlation with other users and interests can predict and facilitate the evolution.
- **Uncertainty:** A user cannot always remember what he likes at any given moment. RS will however, providing him with appropriate recommendations.

# Examples of successful RS

- Video Recommendations
  - YouTube!
- Social Recommendations
  - LinkedIn
  - Facebook
- Item Recommendations
  - Amazon
- Movies Recommendations
- Music Recommendations
- ...

# A rapidly evolving and expanding field

- Recommenders evolve as internet spreads and enters our everyday activities.
- ACM RecSys, since 2005-2006. 5 years running in Europe and the United States of America.
- Ever increasing number of conference attendees and scientists of the field.

# RS in our chapter

- **Goals:**
  - Provide a source of information relevant with the field.
  - Encourage computer scientists to get involved with the field of Recommendation Systems.
  - Provide feedback on the latest advances.
  - Plan events centered on presenting ideas and future works on the field.
  - Organize and develop ideas inside the chapter.
  - And many more...



Thank you for watching !

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