SNS COLLEGE OF ENGINEERING

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An Autonomous Institution

Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A' Grade

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DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND DATA SCIENCE

Recommender System

UNDERSTANDING RATINGS

- **How do we provide data for Recommender Systems?**

- Data can be provided in a variety of ways.

- There are two particularly important methods:

-     1.Explicit Rating

-     2.Implicit Rating

UNDERSTANDING RATINGS

Explicit Ratings:

- Explicit ratings are provided by the user.

- They infer the user's preference.

- **Examples** include star ratings,reviews,feedback,likes and following.

- Since users don't always rate products,explicit ratings are hard to get.

UNDERSTANDING RATINGS

Implicit Ratings:

- Implicit ratings are provided when users interact with the item.
- They infer a user's behavior and are easy to get as users are subconsciously clicking.
- Examples include clicks,views and purchases
- Views and purchases can be a better entity to recommend as users will have spent time and money on what is most crucial for them

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