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L-INJECTION: TOWARD EFFECTIVE COLLABORATIVE FILTERING USING UNINTERESTING ITEMS

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ABSTRACT:

We are developing a new framework, called L injection, to address the problem of the availability of recommendation systems. By carefully injecting low values into a specific set of pairs of user elements not classified in the user object matrix, we demonstrate that the accuracy of Recommendation N Recommendations to many collaborative filtering (CF) techniques can be significantly improved and consistent. First we adopt the idea of user preferences before using it for a large number of unclassified elements. Using this idea, we identify uninteresting elements that have not yet been evaluated but are likely to receive low user ratings, and we will selectively select them as low values. Since our proposed approach is an inappropriate method, it can be easily applied to a variety of CF algorithms. Through comprehensive experiences with three real data sets (such as Movielens, Ciao and Watcha), we demonstrate that our solution consistently and globally reinforces existing CF algorithms (such as CF based on CF elements, SVD based on CFD and SVD + +) 2.5 to 5 times On average In addition, the execution time of our CF methods improves from 1.2 to 2.3 times when your configuration produces the best accuracy.

Keywords: —E-commerce, product recommender, product demographic, microblogs, recurrent neural networks

1. INTRODUCTION:

In recent years, the boundaries between electronic commerce and social networks have become increasingly blurred. E-commerce sites such as eBay feature many social media features, including real-time status updates and interactions between buyers and sellers. Some e-commerce websites also support the social login mechanism, which allows new users to log in with their existing login information from social media services such as Facebook, Twitter or Google+. Facebook and Twitter introduced a new feature last year that allows users to buy products directly from their website by clicking the "buy" button to buy items in ads or other publications. In China, the ALIBABA e-commerce company has made a strategic investment in SINA WEIBO1, where ALIBABA product announcements can be delivered directly to SINA WEIBO users. With the new trend of conducting e-commerce activities on social

networking sites, it is important to take advantage of the knowledge extracted from social networking sites to develop systems of product providers. In this document, we study an interesting problem that is to recommend products from e-commerce sites to users on social networking sites that do not have historical purchase records, that is, in "cold start" situations. We call this recommendation a cold start product recommendation. Although the recommendation of the online product has been studied extensively before [1], [2], [3], most studies focus only on creating solutions in some e-commerce sites and mainly use historical transaction records for users. As far as we know, the recommendation of the cold product has rarely been studied on the site before. When configuring our problem here, social media information is only available to users and it is a difficult task to convert social media information into latent user roles that can be used effectively for product recommendation. To meet this challenge, we suggest using linked users through social networking sites and e-commerce sites (users who have social media accounts and who make purchases on e-commerce sites) as a bridge to establish social networking functions of Users as latency for product recommendation features. Specifically, we suggest learning representations of user and product characteristics (known as user implications and product distributions, respectively) of data collected from e-commerce sites using repetitive neural networks and then applying the modification method of the tree gradient to improve trees to transform users socially into network features in User Weddings. Then we develop a matrix operator approach based on features that can maximize user benefits for a cold start product recommendation. We have created our own data set of China's largest microblogging service SINA WEIBO2 and the largest Chinese B2C e-commerce site JINGDONG, 3 containing a total of 20,638 connected users. The experimental results in the data set demonstrated the relevance and effectiveness of our proposed framework. Our main contributions are summarized below:

We are formulating a new problem of recommending products from the e-commerce site to social network users in "cold start" situations. As far as we know, it has rarely been studied before.

We suggest applying frequent neural networks to learn representations related to user functions and products from data collected from an e-commerce site.

We suggest a way to modify the modified hierarchical tree to transform the functions of microblogging users into a hidden function that can be easily integrated into the product recommendation. We suggest and create a feature-based matrix operator approach incorporating user and product features to recommend a cold start product.

The proposed injection approach can improve the accuracy of the top-N recommendation based on two strategies: (1) avoid the inclusion of interest-free elements in the top-N recommendation, and (2) exploit both interest-free and classification

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elements to predict the relative preferences of unclassified elements with greater precision. With the first strategy, since users are aware of the presence of uninteresting elements

2. TERMINOLOGY AND PROBLEM STATEMENT

When looking at an e-commerce website, let U denote a group of its users, P a group of products and an array of purchase history RU jJ jPj, each entry ru; p of which is a binary value that indicates whether you bought a product p. Each u 2 U user is associated with a group of products purchased with timestamps for purchase. In addition, a small subset of U users can be linked to their microblogging accounts (or other social media accounts), called UL. As such, each u 2 UL user is also linked to the information of their microblogging function. Let A denotes a set of microblogging features, and for each microblogging user the miniature microblogging vector feature jAj, in which each input is au; i is the attribute value of the i-th characteristic of microblogging characteristic. Using the annotations provided above, we define our recommendation problem as follows. We consider a cold start scenario in all sites: a microblogging user u0 2 U = new to an e-commerce site, which has no historical purchase records. It is also easy to see u0 2 U = L, since we have UL U. Our goal is to create a personal rating for the products recommended for u0 based on the attributes of your au0 microblogging. Due to the heterogeneous nature of these two different data signals, the information extracted from microblogging services generally cannot be used directly to recommend the product on e-commerce sites. Therefore, one of the main challenges is how to convert the microblogging topic information from au0 to another function to represent vu0, which can be used more effectively for product recommendation. Here, we call the representation of the original or microblogging characteristic and the representation of the transformed (heterogeneous) characteristic, respectively. Next, we will study how to present microblogging features and transform them into a representation of distributed features before presenting the feature-based Matrix Factor approach, which includes representations of distributed features learned for a product recommendation

3. IMPLEMENTING DYNAMIC FACETED SEARCH

We compare several ways of applying low values for unimportant elements. The main method is to pump zero for uninterested elements, that is, vri = 0, which is suggested in our preliminary work [1]. Instead, we use the global average ratings and the average ratings for each user / item. Since articles are not likely to be interested in preference, their rankings should be set relatively low. We inject a value averaging the mean, vui = mean x δ × [0.25, 0.50, 0.75, 1.00]. Precision ICF and SVD with injection matrix L. To construct the matrix L injected L, different calculation methods can be used. Gray indicates the best resolution for δ and θ. In both algorithms, the methods for calculating the use of averages exceed the

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use of zero. When δ = 0.5, it shows the best performance regardless of θ. Meanwhile, when δ <0.5 or 0.5> 0.5, the accuracy of ICF and SVD decreases. This means that users can rate items that are not interested in relatively low values, but will not hate them much if they are classified. We performed a sensitivity test to evaluate the effect that shows a greater precision of Recommendation N (N = 5) with ICF and SVD when varying. We increase θ with a 10% increase in the range of 10-90%, while increasing θ with a 1% increase for two extremes, 0-10% and 90-99.7%. Note that we do not report the result with θ = 100% because the CF methods with our approach do not recommend anything in this case. The result at θ = 0% indicates the accuracy of the original ICF and SVD methods without using our approach. Meanwhile, when setting up to 99.7%, we only leave the N main elements for which the pre-use preference scores are the highest for each user. In this case, all the remaining elements are chosen as the list of topN recommendations (that is, the top 5) for each user without using CF methods. We note that the precision results, called, nDCG and AUC show similar patterns. The accuracy of all cystic fibrosis methods increases with an increase of θ to approximately 95%. In addition, it grows very quickly to reach 10%. All results clearly show that our idea of using 1 injection significantly improved the accuracy of two original methods of cystic fibrosis. ICF using our approach with 96 = 96% shows better accuracy, 5.2 times greater than ICF without our approach. Similarly, when θ = 95%, our approach improves SVD accuracy by 3.4 times.

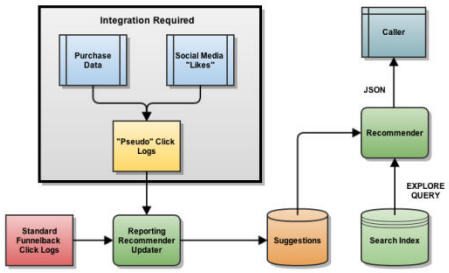

Figure 1: System Architecture

4. CONCLUSION:

We suggest a new approach, the L injection, for items that are not interested in using a new idea of pre-use preferences. This approach not only significantly reduces the problem of data asymmetry, but also prevents those elements of interest from being recommended. Since the proposed approach is not appropriate for the media, it can easily be applied to a wide range of existing CF methods. Through extensive trials, we have successfully demonstrated that the proposed approach is effective and practical, which greatly improves the accuracy of current CF methods (such as element-based CF, SVD-based CF and SVD + +) 2.5 to 5 times. In addition, our CF runtime approach improves from 1.2 to 2.3 times when your configuration produces the best accuracy.

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