授課老師  黃三益教授, 管4071, 分機: 4723
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上課時間  9:10am-12pm, Tue.
Office Hour  Fri, 1-2pm (me)

教科書  R. R. Korfhage, Information Storage and Retrieval, John Wiley and Sons, Inc. (全華圖書代理) and the attached paper list

Projects  There will be a final project. Each project will be conducted in a group basis. Each group is composed of 2 or 3 members.

Tests  There will be a mid-term exam and a final exam.

Grading  Mid-term exam: 30%, Project: 30%, Final: 30%, Class participation: 10%

Policy  There will be absolutely no late submission unless otherwise noticed. The score of a group project is judged by the quality of its outcome and your contribution toward the project.

Topics to be covered

Part 1: Documents, Queries, and their Mappings
   Chapter 2, 3, 4
Part 2: Text Analysis
   Chapter 5
Part 3: Modifying User Queries Based on Their Profiles
   Chapter 6, 7
Part 4: Effectiveness Measures
   Chapter 8
Part 5: Alternative IR Techniques
   Chapter 9, 10
Part 6: Content-based Recommendation
Part 7: Collaborative Recommendation
Part 8: Data mining based Recommendation

Comments

This course covers techniques related to information retrieval and recommendations. These techniques are essential for students who seek to develop more advanced features in e-commerce applications. In particular, many techniques introduced in this course can be used for personalization, an important component for maintaining better relationships with customers.

Paper List on Recommendation Techniques:
Overview

✓ B. Smyth and P. Cotter, “A Personalized Television Listings Service,” CACM, 43(8), 2000

Content-Based Approach


Collaborative Approach


Hybrid of two Approaches


Summarization/Extraction


Exemplar


Data Mining in Personalization


**Social Network**


More information can be searched via [http://citeseer.nj.nec.com](http://citeseer.nj.nec.com)