

DISA SEMINAR

LEVERAGING CONTEXT-AWARENESS IN RECOMMENDER SYSTEMS

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Lunedì, 17 Ottobre 2011
Sala riunioni Disa – ore 15.00
Facoltà di Economia
Via Inama, 5 – Trento

Recommender Systems (RSs) are software tools and techniques providing suggestions for items to be of use to a user. The context of an item usage is providing information that can influence the user's perception of its usefulness. For this reason Recommender Systems should take into account this information to deliver more useful (perceived) recommendations. There are several examples motivating the importance of context for recommender systems. For instance, to suggest a meaningful car a RS must know if the car will be used for commuting on short distances or for making summer holidays with the family. Context modeling and context-dependent reasoning is a complex subject and still there are major technical and practical difficulties to solve: obtain sufficient and reliable data describing the user preferences in context; selecting the right context information, i.e., relevant in a particular personalization task; understanding the impact of the contextual dimensions on the personalization process; embedding the contextual dimensions in a recommendation computational model. These topics will be illustrated in the talk, making references to recommender systems that we have developed.