

A Recommender System Fusing Collaborative Filtering and User's Review Mining

Authors : Seulbi Choi, Hyunchul Ahn

Abstract : Collaborative filtering (CF) algorithm has been popularly used for recommender systems in both academic and practical applications. It basically generates recommendation results using users' numeric ratings. However, the additional use of the information other than user ratings may lead to better accuracy of CF. Considering that a lot of people are likely to share their honest opinion on the items they purchased recently due to the advent of the Web 2.0, user's review can be regarded as the new informative source for identifying user's preference with accuracy. Under this background, this study presents a hybrid recommender system that fuses CF and user's review mining. Our system adopts conventional memory-based CF, but it is designed to use both user's numeric ratings and his/her text reviews on the items when calculating similarities between users.

Keywords : Recommender system, Collaborative filtering, Text mining, Review mining

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