سیستم های توصیه گر

ارایه: زهرا پویافر
دانشجوی کارشناسی ارشد
مدیریت فناوری اطلاعات گرایش کسب و کار الکترونیک

Recommendation techniques

Recommender system

A recommender system aims to provide users with personalized online product or service recommendations to handle the increasing online information overload problem and improve customer relationship management.

Recommender systems can be defined as programs which attempt to recommend the most suitable items (products or services) to particular users (individuals or businesses) by predicting a user's interest in an item based on related information about the items, the users and the interactions between items and users.

The aim of developing recommender systems is to reduce information overload by retrieving the most relevant information and services from a huge amount of data, thereby providing personalized services. The most important feature of a recommender system is its ability to “guess” a user's preferences and interests by analyzing the behavior of this user and/or the behavior of other users to generate personalized recommendations.

سیستم توصیه گر چیست؟

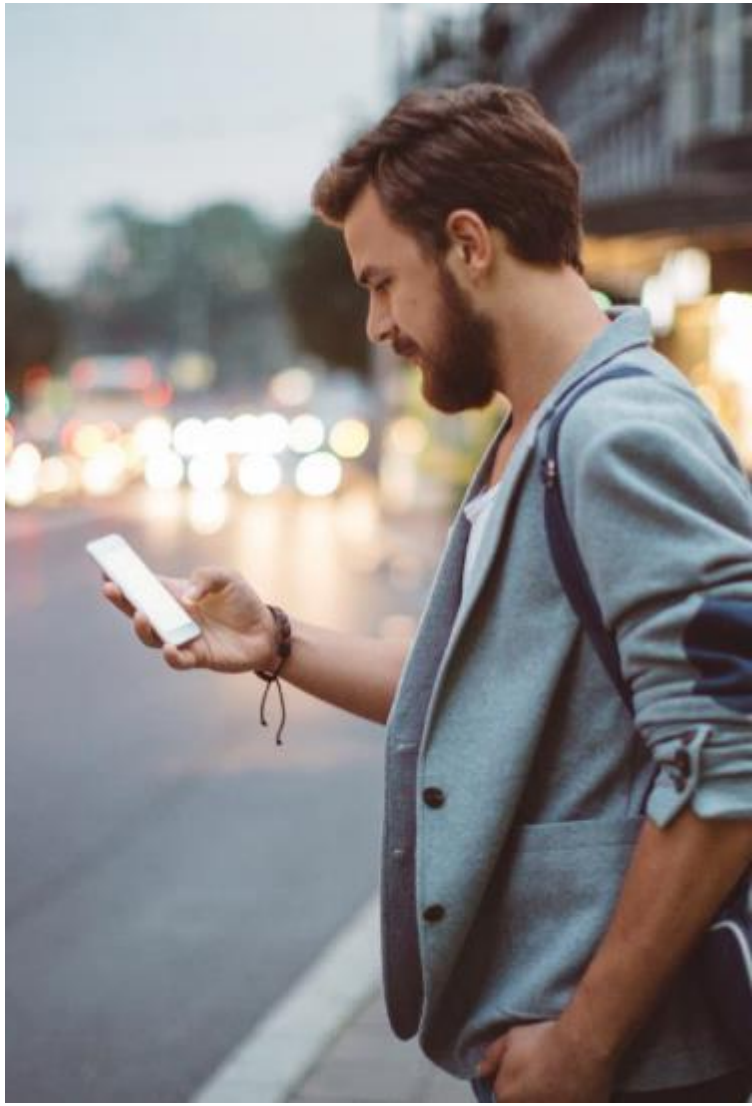
برنامه ای که محصول و یا سرویس را به مخاطب پیشنهاد می دهد.

پیشنهاد بر اساس:

سرچ هایی که مخاطب انجام داده است

تخمین علایق مصرف کننده

تبادل و تعاملی که بین آیتم (محصول و یا سرویس) صورت گرفته است



اهداف سیستم های توصیه گر

_ کمک به مخاطب جهت دسترسی راحت تر به هدف

_ تجزیه و تحلیل علایق مشتری بر اساس رفتار او

و در نهایت

_ ارایه پیشنهادات شخصی سازی شده

Recommendation Techniques

Content-based recommendation techniques

Collaborative filtering-based recommendation techniques

Knowledge-based recommendation techniques

تکنیک های سنتی

تکنیک مبتنی بر تعامل

تکنیک مبتنی بر محتوا

تکنیک مبتنی بر اطلاعات

تکنیک های پیشرفته

advanced techniques

Computational intelligence-based recommendation techniques

تکنیکهای توصیه گر مبتنی بر هوش کامپیوتری

Social network-based recommendation techniques

تکنیک های توصیه گر مبتنی بر شبکه های اجتماعی

Context awareness-based recommendation techniques

تکنیک های توصیه گر مبتنی بر آگاهی متن

Group recommendation techniques

تکنیک های توصیه گر مبتنی بر گروه

Eight application domains of recommender systems

هشت حوزه کاربردی سیستم های توصیه گر

E-government recommender systems

1-G2C service recommendation

2-G2B service recommendation

E-business recommender systems

E-commerce/e-shopping recommender systems

E-library recommender systems

Eight application domains of recommender systems

هشت حوزه کاربردی سیستم های توصیه گر

E-learning recommender systems

E-tourism recommender systems

E-resource service recommender systems

1-Tag recommendation

2-TVprogram recommendation

Webpage, news and document recommendation

4-Movie, video and music recommendation

E-group activity recommender systems

1-Book, document and webpage recommendations for groups

2-Movie and music recommendations for groups

3-Tourism recommendations for groups

4-TV program recommendation for groups

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سپاس از توجه شما