

Induction of user preferences

Alan Eckhardt

Department of Software Engineering
Faculty of Mathematics and Physics
Charles University, Prague

User preferences are in the center of many applications, especially of e-shops. Helping user to find what he looks for may represent a difference between buying and not buying a product. In this paper, we present some methods for construction of user preference model from user's ratings. This model allows to order all products according to user preferences and thus to present the user with the (possibly) most preferred ones. On the other hand user ratings represent a non-intrusive and simple way for the user to represent his preferences with many inherent complexity - there are many factors when the user decide what rating to give and these all are hidden inside the rating. Our task is to discover these factors.