

Emotion-Aware Recommender Based on Genre Impact Analysis

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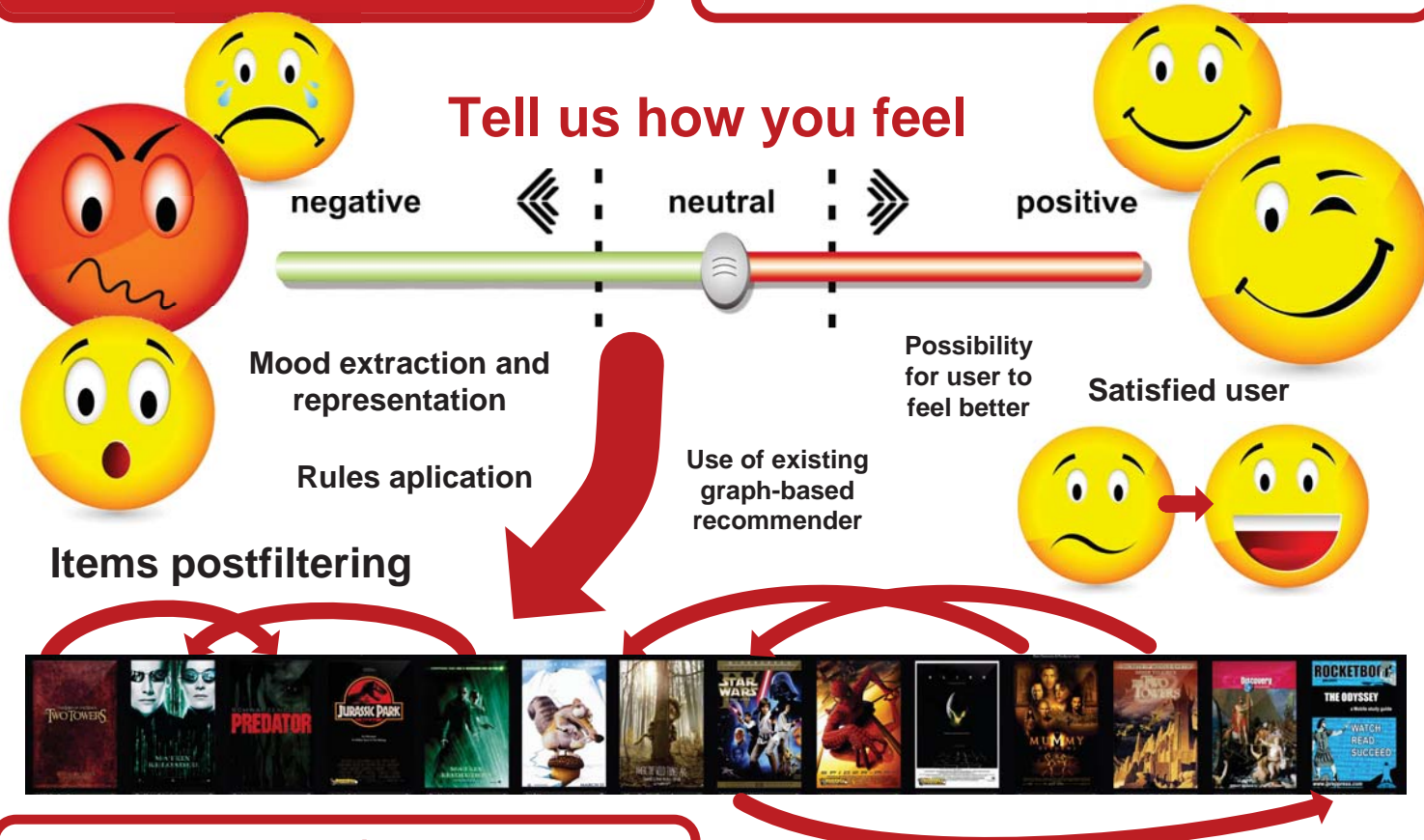
Goals

- recommending using context
- incorporating emotions
- help user to chose a movie
- improve users' mood
- associating genres and emotions

Recommendation

- using existing solution graph-based recommender
- explicitly expressed emotions
- postfiltering - reranking results using context of emotions and mood-genre relationship

Tell us how you feel



Rule-based recommending

- rules connecting genres and emotions
- **genre x emotion = relevance**
- fuzzy approach
- emotions: positive, neutral, negative
- + values between
- 12 genres binded to 3 main types of emotions
- example: Drama -1 -1 1
Comedy 1 -1 -1
- **2 emotion values from user, N genres**
- **=> desirability of each movie**
- reordering recommendations
- experiments: dataset - 585 ratings by 62 users,
- **possibility of improving negative mood**
- experiments with real users: in process

Recommending Movies

- relations among genres and emotions
- using COMODA dataset to extract rules
- 1612 movie evaluations by 102 users
- experiments by AB testing

Contributions

- extracting knowledge from existing ratings
- helping user to choose the best fitting movie for her at the moment
- possibility of users' mood improvement
- possibility to enhance existing solutions