

Interpretácia spätnej väzby



Peter Gašpar

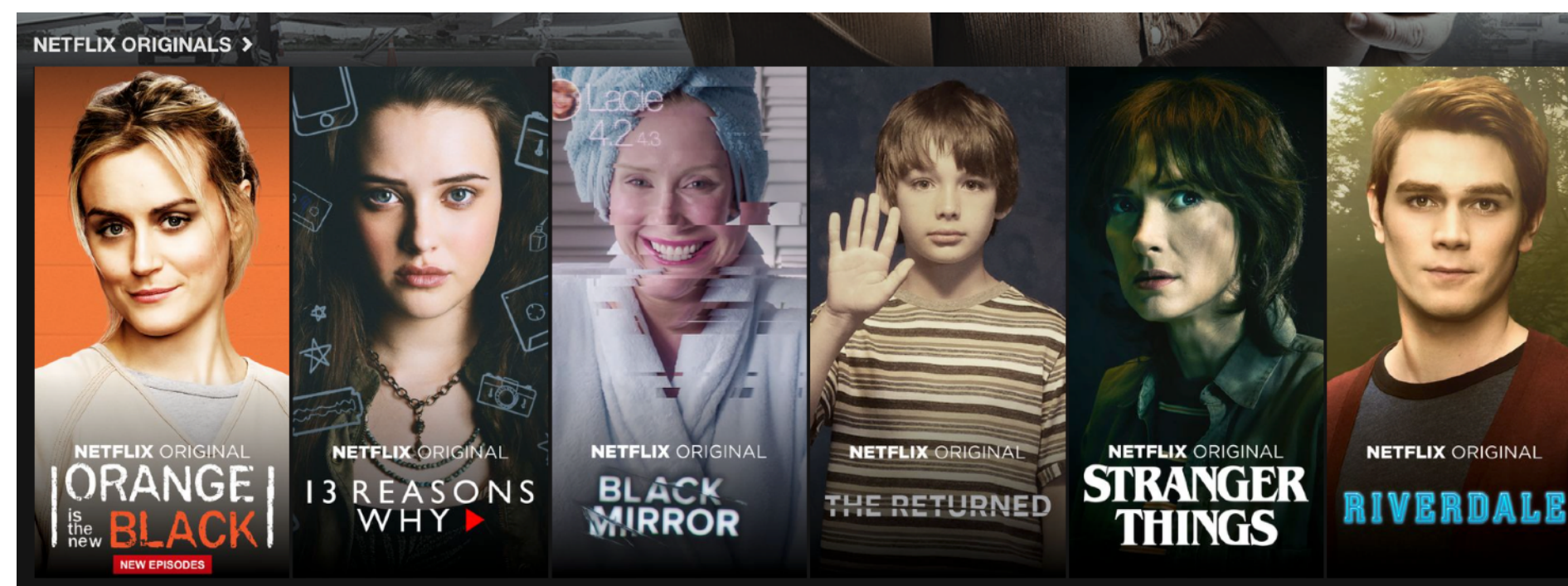
Pewe@FIIT

29.2.2018

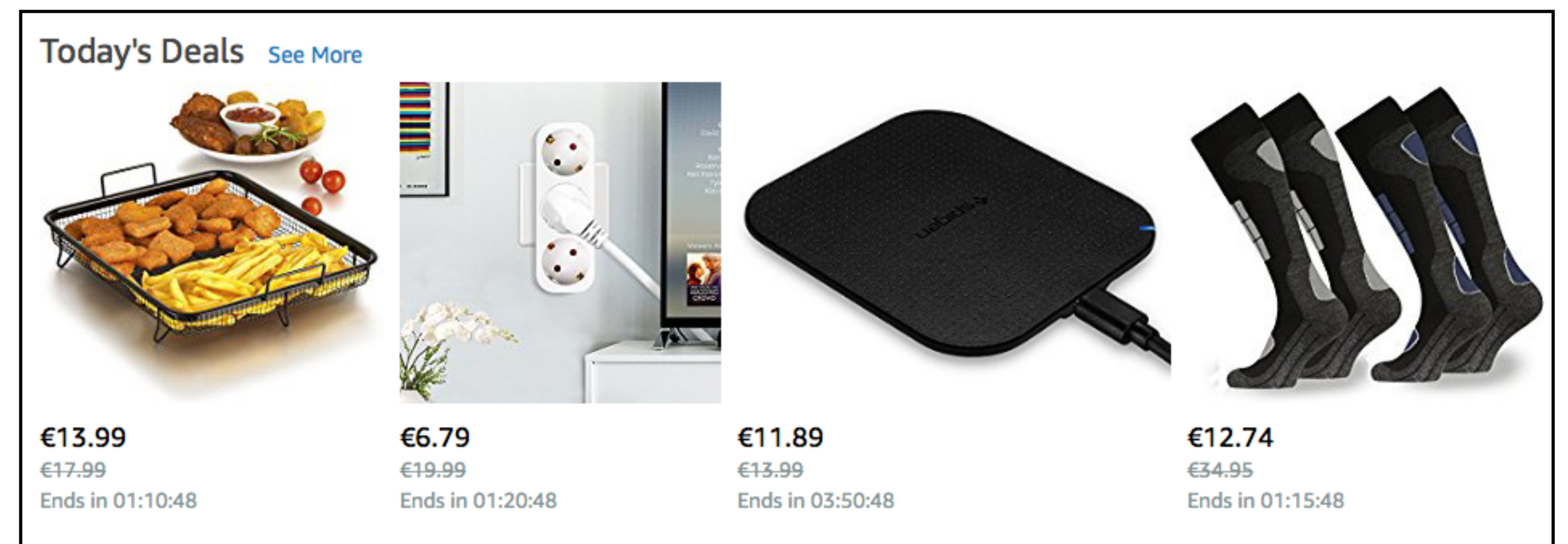
Interpretácia spätnej väzby

Interpretácia spätnej väzby v odporúčaní pri zohľadnení:

- > **pozície položiek** (problém: pozičné skreslenie),
- > **vzhľadu položiek** (problém: vizuálne skreslenie).



Zdroj: netflix.com



Zdroj: amazon.de

which tea is stronger black or green

Všetko

Obrázky

Videa

Správy

Viac

Nastavenia

Nástroje

Približný počet výsledkov: 11 200 000 (0,36 sekúnd)

Which is Better : Green Tea Vs Black tea - Times of India

<https://timesofindia.indiatimes.com> > ... > Green tea vs black tea > Preložiť túto stránku

15. 5. 2017 - -Green tea leaves is good for afternoon breaks and meditation in the evening. -It is less acidic and so, washes off acidic waste. -Pure organic green tea creates a detoxifying effect, giving you glowing skin, boosted metabolism and **stronger** immunity. Make the perfect green tea Blng 220ml water to 80°C.

What Are the Benefits of Green Tea Vs. Black Tea? | LIVESTRONG.COM

<https://www.livestrong.com> > Food and Drink > Preložiť túto stránku

While both **black** and **green** teas are made from the same plant, **green** tea leaves undergo minimal processing, while **black** tea has gone through an oxidation process, called fermentation. Both types of tea make a healthful addition to your diet, but, because of the variation in their nutrient content, they offer slightly different ...

Green Tea or Black Tea, Which One Is best? - The Spruce

<https://www.thespruce.com> > ... > Culinary Glossary > Preložiť túto stránku

3. 10. 2017 - **Green** tea contains caffeine, which is a known stimulant that has been shown to improve brain function including better moods and more focus. While the caffeine content isn't as **strong** as coffee, **green** tea also contains the amino acid L- theanine which can also improve brain function and reduce anxiety.

Green Tea vs. Black Tea: Which Is Best? | SELF

<https://www.self.com/story/green-tea-vs-black-tea-which-is-best> > Preložiť túto stránku

29. 3. 2011 - You know how much I love tea, so even I am curious to know - is **black** or **green** better for you? I drink a lot of black but not much green - hopefully I am making the right choice!...

What's the Difference Between Green and Black Tea? | Kitchn

<https://www.thekitchn.com/whats-the-difference-between-black-a...> > Preložiť túto stránku

27. 2. 2014 - **Black** tea. To produce **black** tea, leaves are harvested and withered and then crushed, torn, curled, or rolled and allowed to oxidize before being dried. As a result the leaves darken and develop a **stronger** flavor and aroma.

Q. What's the difference between green and black tea? What about ...

foodwatch.com.au > Energy Boosters > Preložiť túto stránku

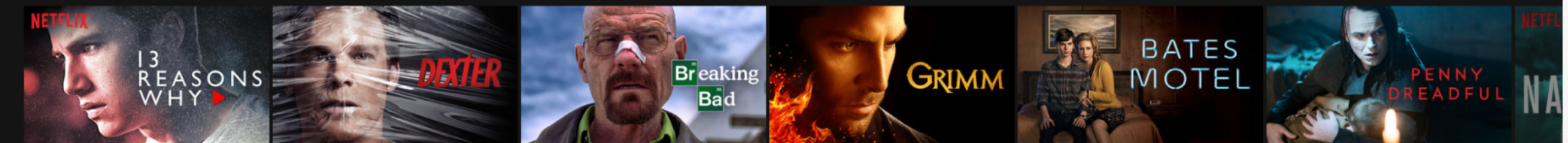
16. 4. 2013 - **Black** tea is dried and crushed which allows the action of enzymes (which occur naturally

NETFLIX

Home TV Shows Movies Originals Recently Added My List

Q 26

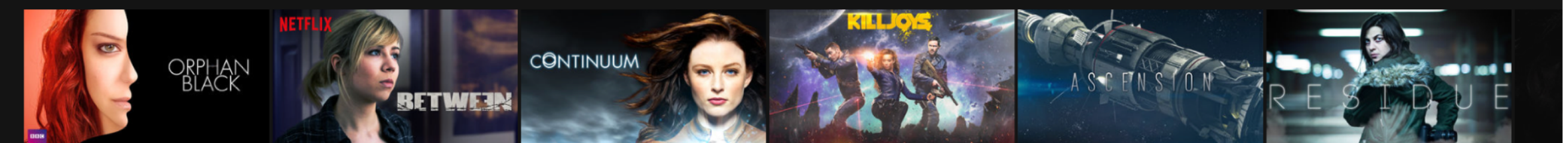
Dark US TV Dramas



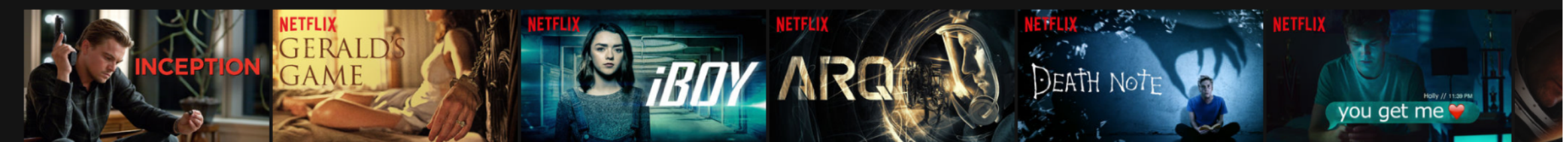
Comedies



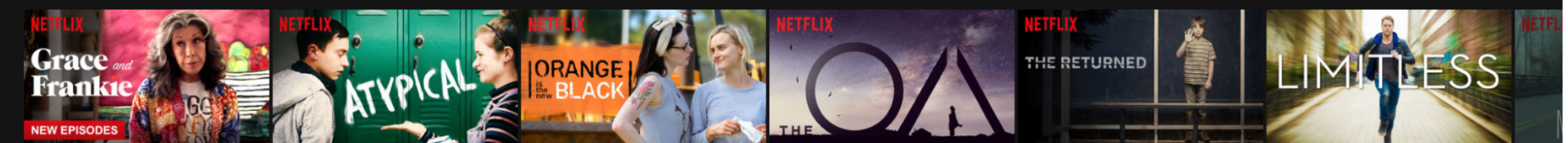
Sci-Fi Thriller TV Shows



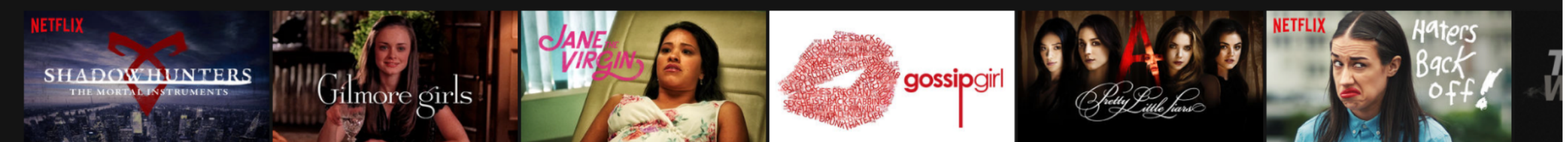
Thrillers



US TV Dramas



Teen TV Shows



Documentaries >



Zdroj: Google, Netflix

Vizuálne skreslenie

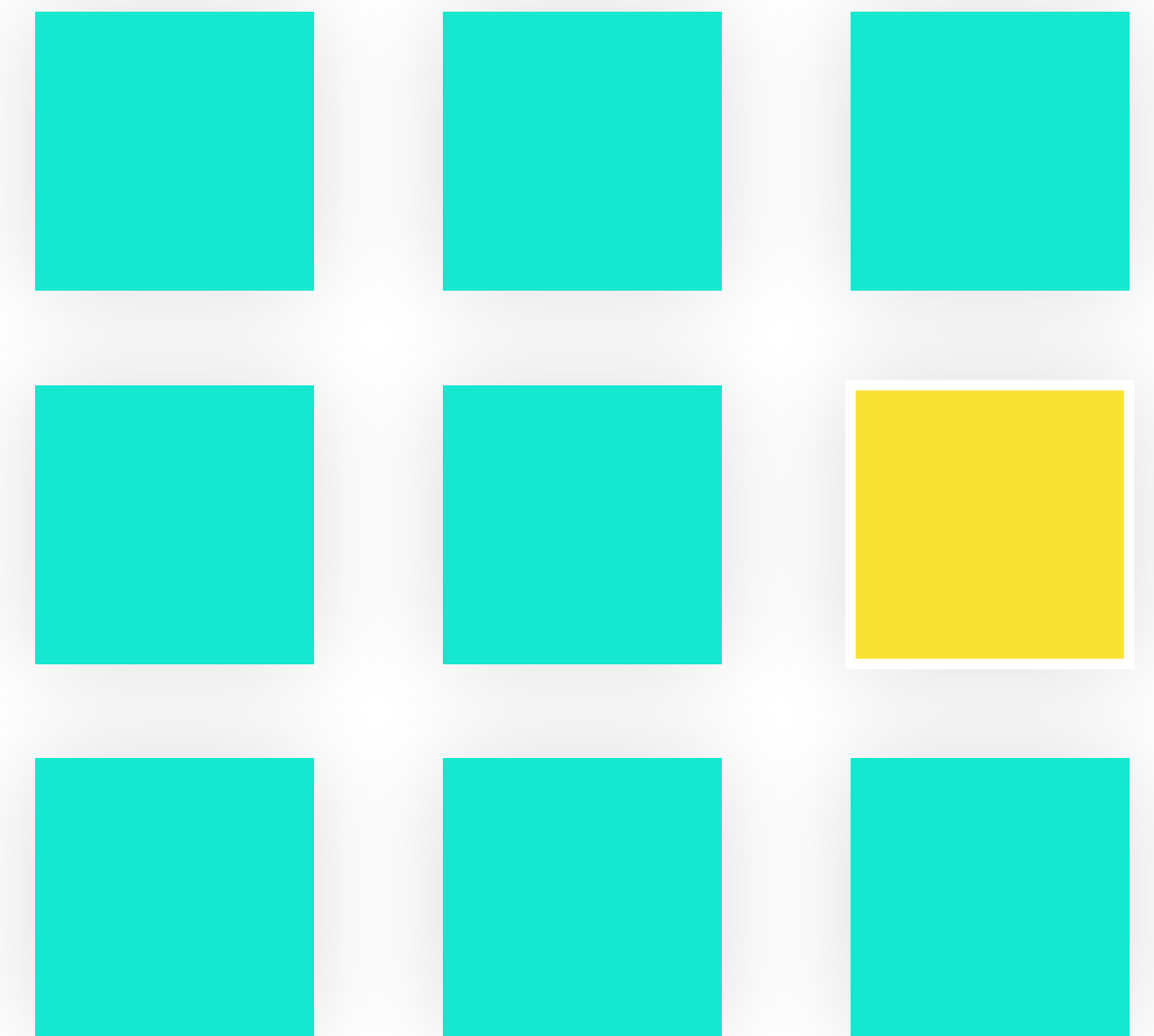
Problém: používateľ môže vizuálne zaujať položka, ktorá by však nespĺnila jeho preferencie.

Čo môžeme skúmať:

identifikáciu (miery) vizuálneho skreslenia,

zmenu správania používateľa,

ako zohľadniť skreslenie v modeloch učenia poradia (learning-to-rank).



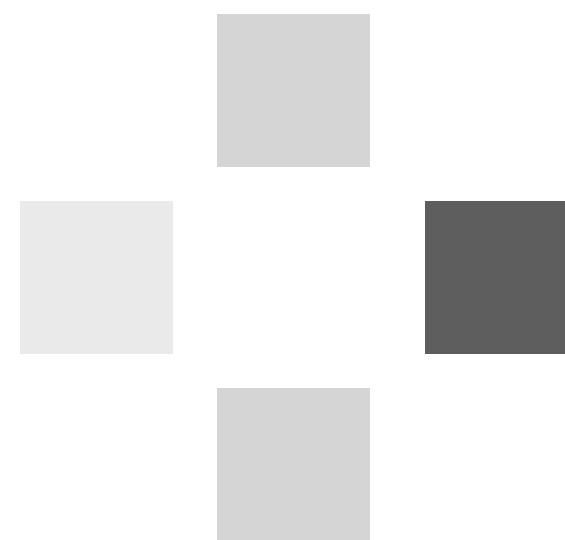
Vizuálne skreslenie - experiment

Cieľ: porovnanie správania používateľa v rozhraní obsahujúcom položky reprezentovaného textami a obrázkami.

Úloha: zvoliť si film, ktorý by si účastník pozrel.



3 žánre
(získanie preferencií)



8 filmov
(usporiadaných v kruhu)



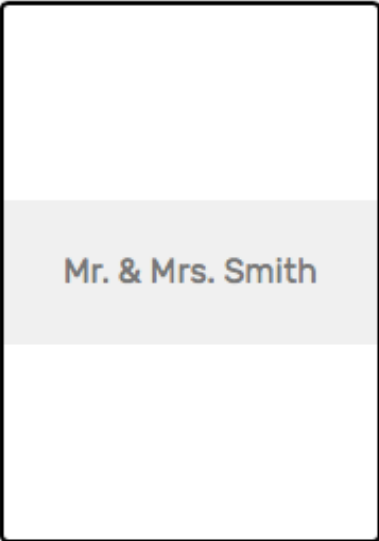
24 obrazoviek

Aktuálny stav: 41 účastníkov (+ 3 pilot)



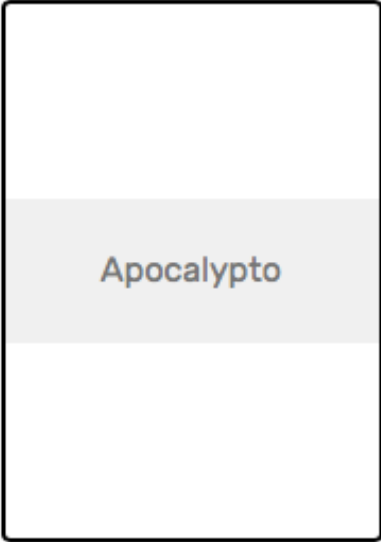
Harold and Kumar
Go to White Castle

✓ Vybrat' 🔍 Detail



Mr. & Mrs. Smith

✓ Vybrat' 🔍 Detail



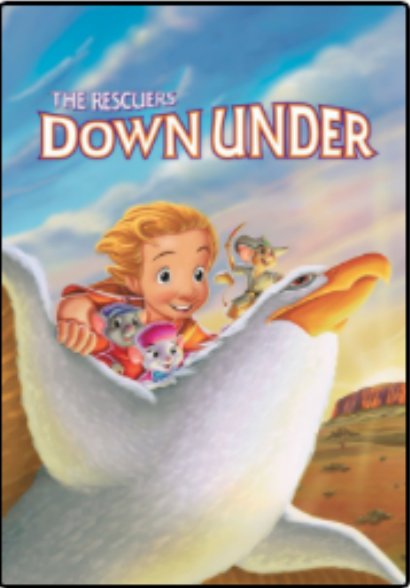
Apocalypse

✓ Vybrat' 🔍 Detail



Brave

✓ Vybrat' 🔍 Detail



✓ Vybrat' 🔍 Detail



✓ Vybrat' 🔍 Detail



Mission:
Impossible II

✓ Vybrat' 🔍 Detail



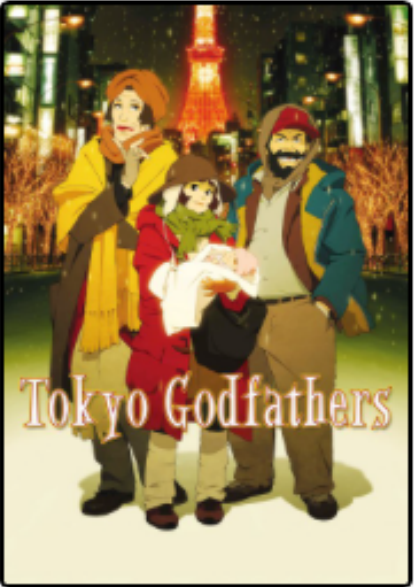
Life of Pi

✓ Vybrat' 🔍 Detail



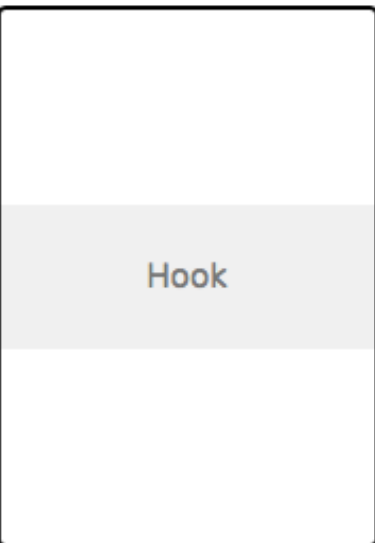
BATMAN
MASK OF THE PHANTASM

✓ Vybrat' 🔍 Detail



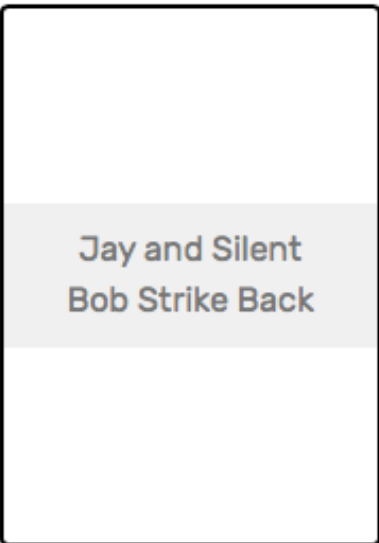
Tokyo Godfathers

✓ Vybrat' 🔍 Detail



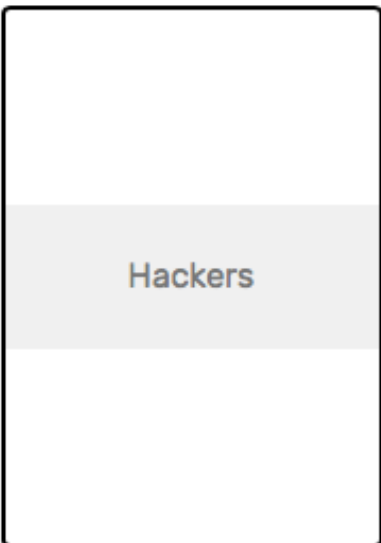
Hook

✓ Vybrat' 🔍 Detail



Jay and Silent
Bob Strike Back

✓ Vybrat' 🔍 Detail



Hackers

✓ Vybrat' 🔍 Detail



THE CAT
Returns

✓ Vybrat' 🔍 Detail



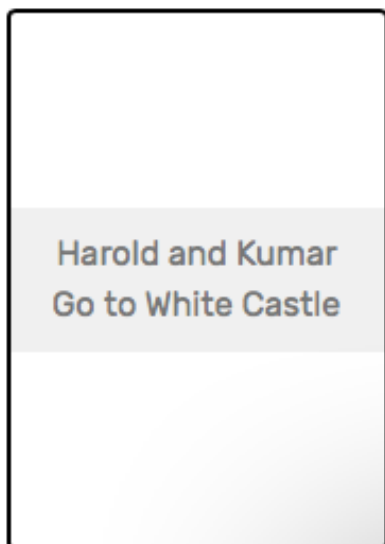
FUTURAMA
THE BEAST WITH A
BILLION BACKS

✓ Vybrat' 🔍 Detail



SOUTH PARK
IMAGINATIONLAND

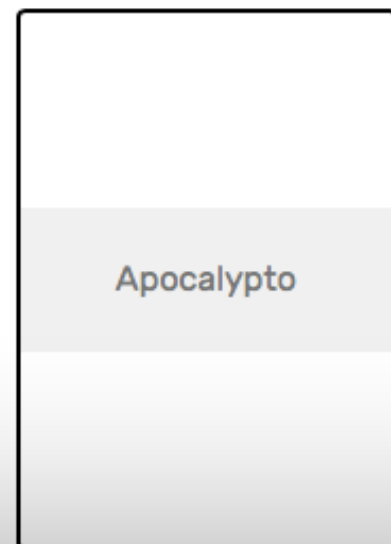
✓ Vybrat' 🔍 Detail



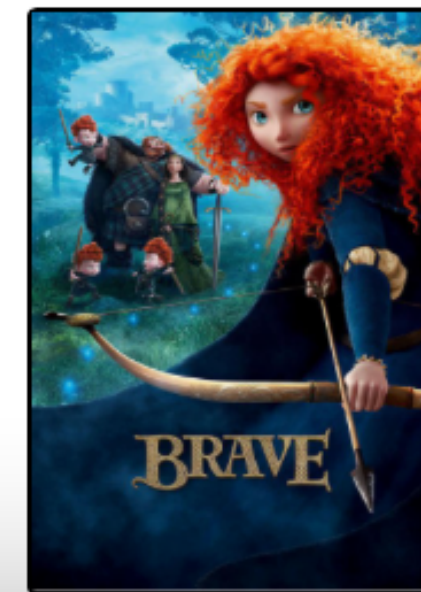
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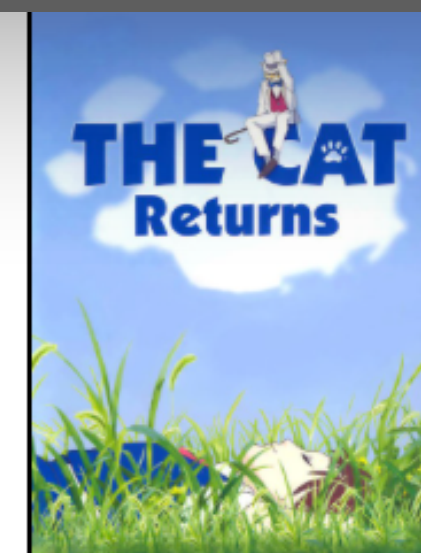
✓ Vybrat' 🔍 Detail



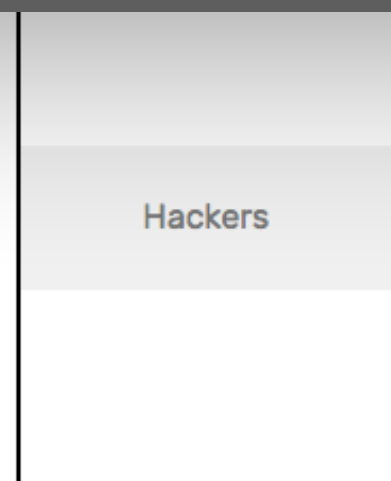
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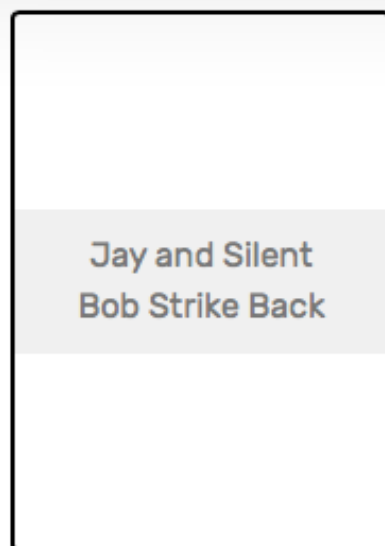
✓ Vybrat' 🔍 Detail



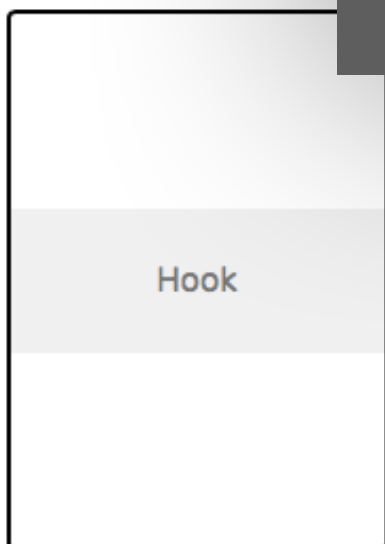
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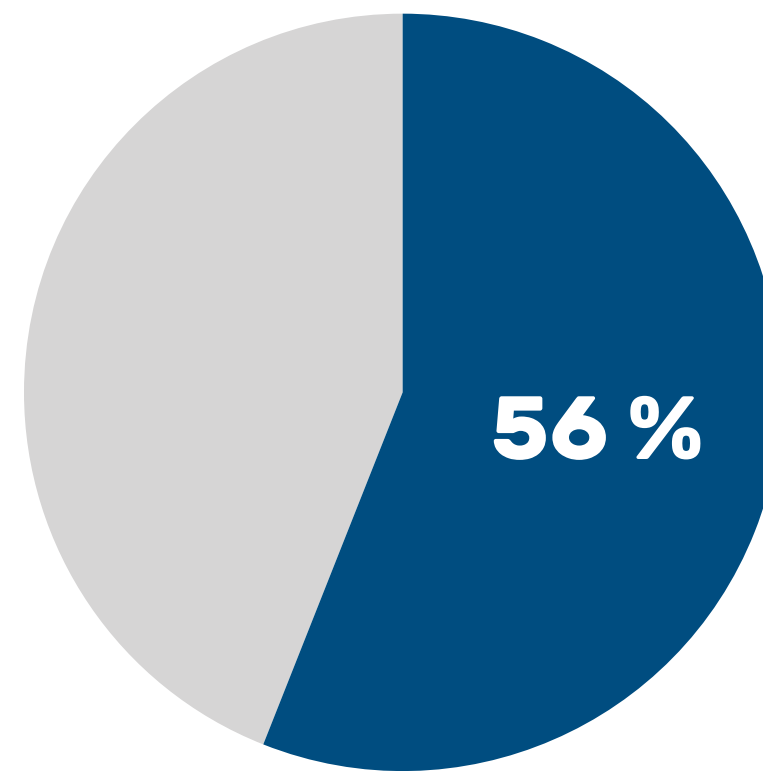
✓ Vybrat' 🔍 Detail

NEZABUDNÚŤ: Validácia kalibrácie

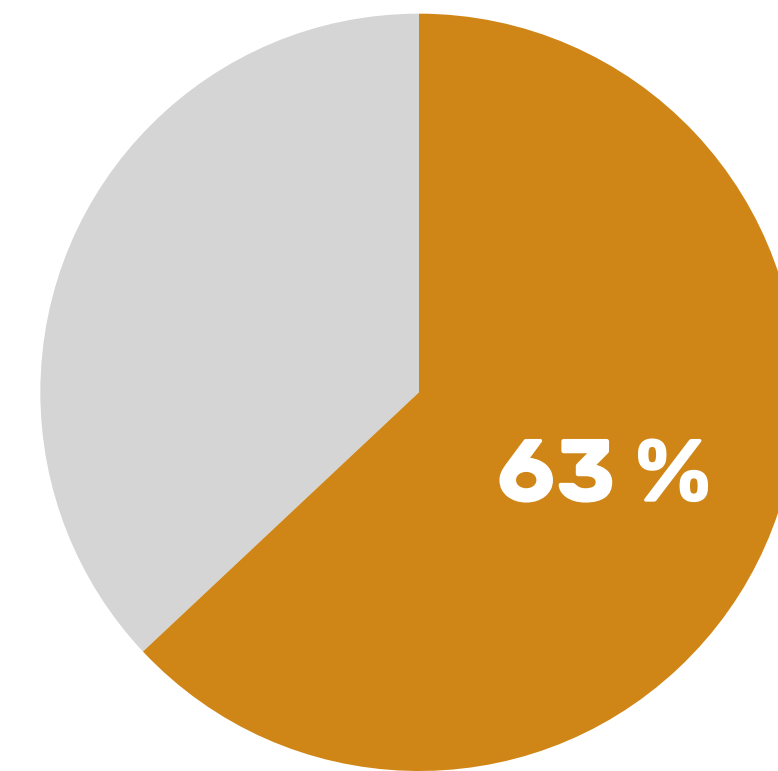
Prvé výsledky

Výber filmu, ktorý používateľ videl

Ako často si používateľ vybral film, ktorý pred tým už videl?



Text



Plagáty

212 obrazoviek s už videným filmom (s plagátmi)

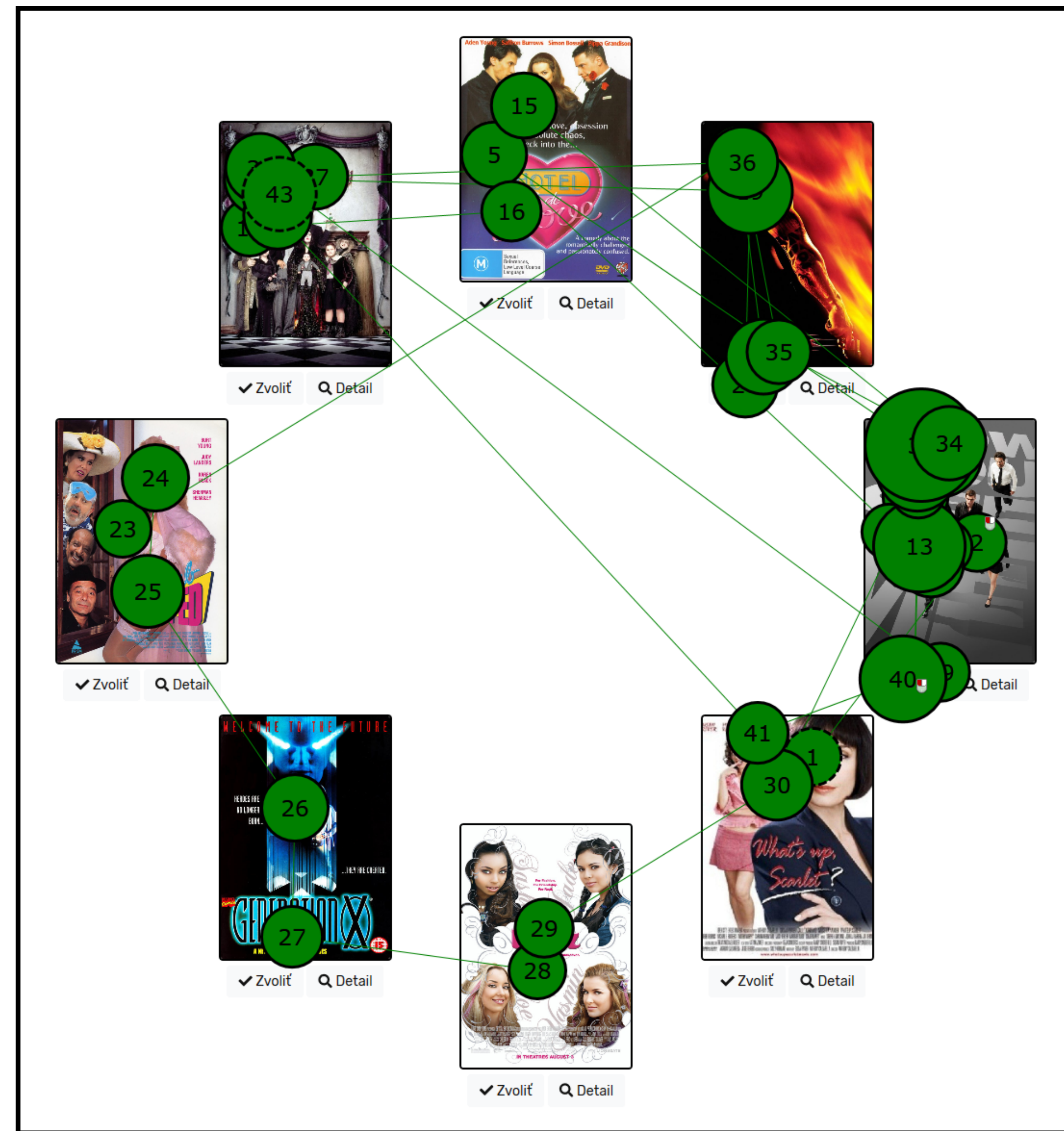
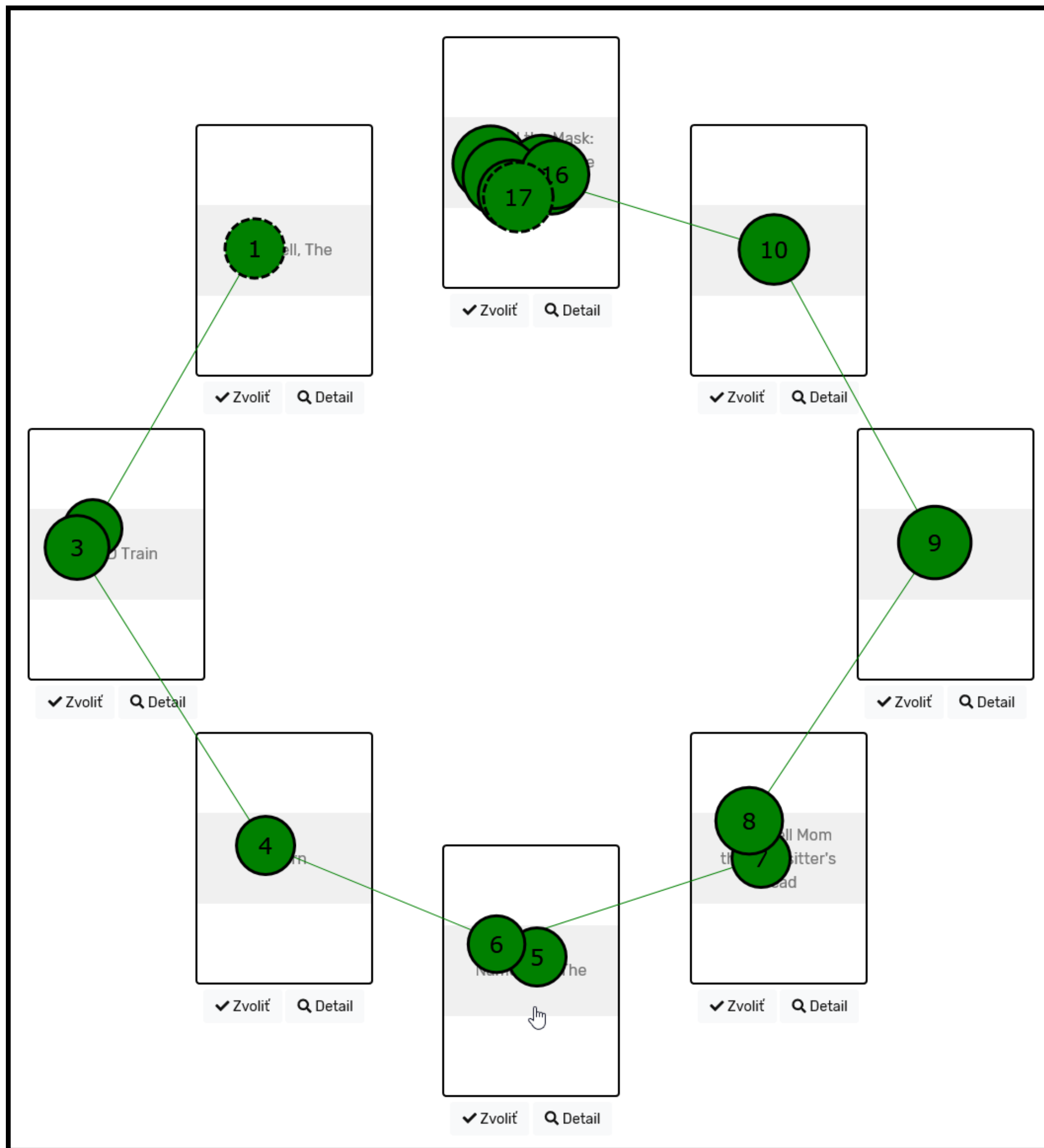
Prvá fixácia na videný film: **22,17%**

Prvá netypická fixácia na videný film: **12,74%**

Prvé výsledky

Počet otevření detailu filmu (z 8 zobrazených)

	Text	Obrázky
Náhodné filmy	4,772	2,712
Filmy z preferovaných žánrov	–	3,190
Filmy z nepreferovaných žánrov	3,821	2,886



Chcete to vidieť na vlastné oči?

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alebo 23.3.2018 @ Ontožúr