CSCI 7000-IR Fall 2008 Quiz 3

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	my honor, as a University of Colorado at Boulder student, I have neither given nor ived unauthorized assistance on this work.
1. 2.	(5 points) True or False: It's gotten pretty cold out. (10 points) One of the main capabilities of information extraction systems is to be able to locate and analyze the entities of interest in a text. Describe a way that such ability might be used to improve the performance of an ad hoc information retrieval system.

3. (5 points) Describe *two* problems in information extraction and sentiment analysis that Microsoft had to solve to deploy the system shown on the screen.

- **4. (5 Points)** True or False: Basic techniques from text-based information retrieval (i.e. Lucene's functionality) can be adapted to build **content-based recommender** systems.
- **5. (10 Points)** Briefly describe the basic *User x Item* model used in **collaborative filtering** approaches to building recommender systems.
- **6.** Amazon frequently makes recommendations to Jim for travel guides, intro programming texts, and child-rearing books where he's already purchased adequate books in those categories and doesn't need new ones.
 - a) (5 points) Briefly describe why it's likely that this happening.
 - **b)** (15 points) Briefly describe (1) what kind of information would be needed to avoid this problem and (2) how you might deploy it.