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Abstract

Many applications of collaborative filtering (CF), such as large scale recommendation and bookmark recommendations, are most naturally thought of as matrix factorization filtering (MCF) problems. In these problems, the missing data usually consist simply of binary data representing user's actions or reactions, such as page visits or the case of user like recommendations. Thus an webpage bookmarking or the bookmarking activities. Usually this kind of data are extremely sparse. In small fraction are positive examples. Therefore user likely errors in the interpretation of the independent variables. Negative examples and unlabeled positive examples are mixed together and we are typically unable to distinguish them. For example, we cannot really attribute a user not bookmarking a page to a lack of interest or lack of awareness of the page. Previous research addressing this non-linear problem only considered it as an optimization task. In this paper, we consider the non-linear problem under the CF setting. We propose two frameworks for hybrid MCF. One is based on simplified linear approximation, the other is based on implicit matrix completion. The experimental results show that our approaches significantly outperform the baseline.

www.cmu.edu, HPDL at Netlib², News by Google³ etc. The central techniques used in these systems is collaborative matrix filtering (CF) which aims at predicting the preference of users for a particular user based on the users previously rated for all users. The rating is generated by different users (such as a 1-5 scale in Netlib) can be negatively given by users in some of these systems. However, in many user situations, it also can be implicitly represented by users' behaviors such as click or purchase and bookmark or not-bookmark. These kind of implicit ratings are more continuous and easier to obtain.

Although the advantages are clear, a drawback of implicit rating, especially in situations of data sparsity, is that it is hard to identify representative negative examples. All the negative examples and unlabeled positive examples are mixed together and cannot be distinguished. We solve for collaborative filtering with only positive examples given as Chao-Chuan Collaborative Filtering (CCCF). CCCF works in different connection with two examples as follows:

- **Social Bookmarks:** Social bookmarks are very popular in Web 2.0 services such as del.icio.us. In such a system, each user bookmarks a set of web pages which can be regarded as positive examples of the user's interests. This two possible explanation can be made for the behavior that a user did not bookmark a webpage. The first case is, this page is of the user's interest but she did not see the page before; the second case is that user had seen this page but it is not of her interest. We cannot prevent all the pages not in her bookmarks are negative examples. Similar examples include email newsletters, etc.

1 Introduction

Personalized services are becoming increasingly indispensable in the Web, ranging from providing search results to product recommendations. Examples of such systems include recommending products at Amazon

¹<http://www.cmu.edu>
²<http://www.netlib.com>
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