# Plagiarism Scan Report

| Summary | |
|---|---|
| Report Genrated Date | 15 May, 2018 |
| Plagiarism Status | **100% Unique** |
| Total Words | 162 |
| Total Characters | 1216 |
| Any Ignore Url Used | |

## Content Checked For Plagiarism:

Zan Huang, Daniel Zeng and Hsinchun Chen [1] express a collaborative filtering is one of the a large amount widely adopted and successful commendation approaches. Unlike approaches based on intrinsic consumer and product characteristics, CF characterizes consumers and products implicitly by their previous interactions. The simplest example is to recommend the most popular products to all consumers. Researchers are advancing CF technologies in such areas as algorithm design, human computer interaction design, consumer incentive analysis, and privacy protection. Despite significant progress in CF research, three main problems limit CF's e-commerce applications. First, most research has focused multigraded rating data that explicitly indicate consumers' preferences. However, the available data about consumer-product interactions in e-commerce applications are typically binary transactional data (for example, whether or not someone purchased an item). They can apply CF algorithms for multigraded rating data to binary data, typically with some modest modifications. But these algorithms can't exploit the special characteristics of binary transactional data to achieve more effective recommendation.