

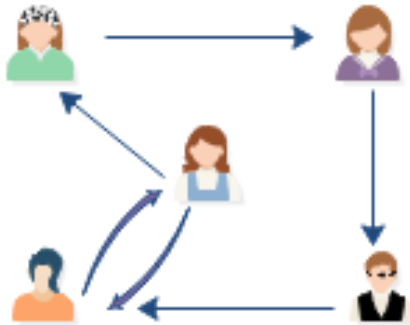
Multi-affect(ed): improving  
recommendation with similarity-enhanced  
user reliability and influence propagation

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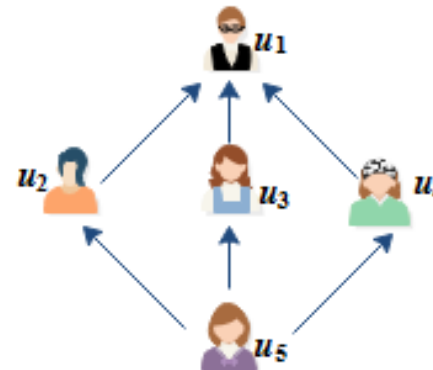
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# Problems & Ideas

- Problems: 1) ignoring the strength of trust between users.  
2) the factor of influence propagation between users are seldom concerned.
- Ideas: 1) we believe that the more reliable the user is, the more accurate the recommendation from him will be.  
2) users in social networks not only exist direct but also indirect relationships, which can be measured by user influence propagation.

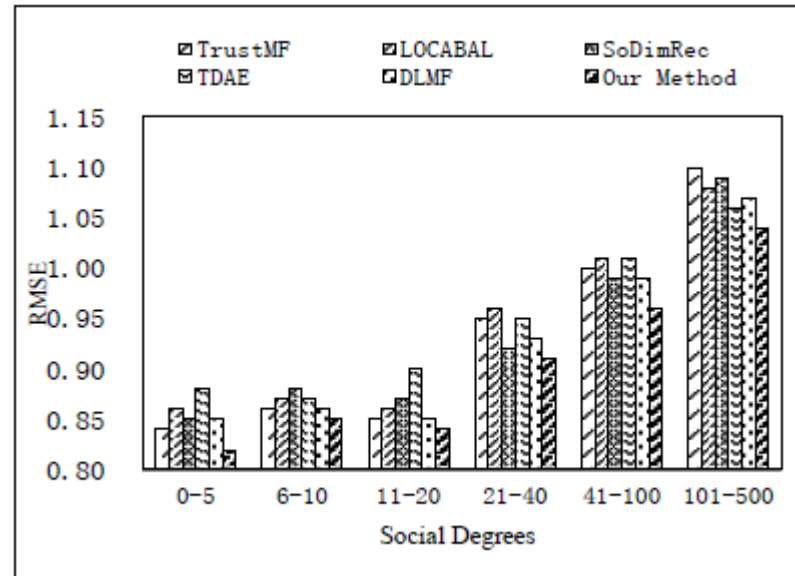
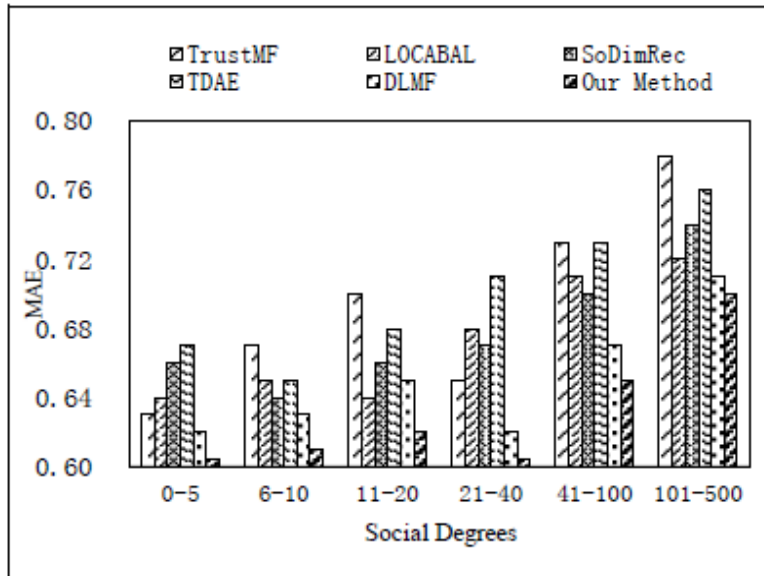


Users' reliability relationship



Users' influence propagation

# Main Contributions



- The exploitation of improved user reliability and implicit correlation between are crucial for capturing users' preference. All these factors jointly lead to the superior performance of our model is in the experiments
- It is more credible to perform matrix factorization based on user reliability (a number of 0 to 1) rather than trust value (either 0 or 1) as most existing methods do.