ABSTRACT

PROBABILISTIC RECOMMENDATION SYSTEM

A recommendations system (100) uses probabilistic methods to select, from a candidate set of items, a set of items to recommend to a target user. Some embodiments of the methods effectively introduce noise into the recommendations process, causing the recommendations presented to the target user to vary in a controlled manner from one visit to the next. The methods may increase the likelihood that at least some of the items recommended over a sequence of visits will be useful to the target user The methods may be implemented by using a probabilistic scorer (110) to probabilistically vary the rankings of candidate items selected by a recommendation engine (106). and by using a filter (114) to filter the probabilistically varied item set.

Figure 1