

ABSTRACT

Bachelor thesis contains 124 p., 24 fig., 21 tabl., 2 appendixes, 13 sources.

The purpose of this work is to analyze and compare different methods for detecting common user preferences, to implement group recommender system based on research methods.

The paper analyzes the methods to identify individual and group preferences and conducts a review of the existing group recommender systems.

The results achieved:

- methods to identify common user preferences are formalized;
- a new method of model quality evaluation based on ranking metrics is proposed;
- methods for detecting common user preferences are evaluated with precision and ranking metrics;
- the group recommender system is implemented.

The novelty of the work:

- group decision making theory is applied to the problem of identifying common user preferences;
- a new method of model quality evaluation based on metrics ranking is proposed;

The results of this study is recommended to use when creating a group recommender system when it is necessary to form a recommendation that best meets the tastes of all members of the user group.

For further research in this area, it is advisable to pay attention to the problem of pre-normalization of data and method of estimating a model by obtaining explicit feedback from users.

RECOMMENDER SYSTEM, GROUP RECOMMENDER SYSTEM, COLLABORATIVE FILTERING, SOCIAL CHOICE STRATEGY, DECISION THEORY, USER PROFILE.