

Contents

1	Introduction	1
1.1	Recommender Systems	1
1.2	Scientific and Technical Information	4
1.3	Motivation and Focus	6
1.4	Chapter Guide	8
2	The Market of Scientific and Technical Information	9
2.1	Information Providers in the Digital Age	9
2.2	The 2-3-6-Value-Chain for STI Markets	14
2.3	The Strategic Positions of the Market Players	16
2.3.1	Authors in STI Markets	16
2.3.2	Publishers in STI Markets	17
2.3.3	Bookstores in STI Markets	18
2.3.4	Scientific Libraries in STI Markets	19
2.3.5	Scientific Associations in STI Markets	20
2.4	Recommender Systems in the Business Profile of Information Providers	21
3	Classification and Mechanism Design of Recommender Systems	23
3.1	Classifications of Recommender Systems	23
3.2	Mechanism Design	26
4	A Survey of Recommender Systems at Major STI Providers	31
4.1	Scientific Libraries	31
4.1.1	ACM Portal	32
4.1.2	IEEE Xplore	32
4.1.3	CiteSeer	33

4.1.4	Google Scholar	34
4.2	Scientific Projects	35
4.2.1	TechLens	35
4.2.2	The Melvyl Recommender Project	36
4.3	E-Commerce: Amazon.com	36
4.4	Social Tagging	39
4.4.1	BibSonomy and CiteULike	39
4.4.2	LibraryThing	41
5	Case Study: Explicit Recommender Services for Scientific Libraries	43
5.1	General Setup	43
5.2	Rating Service	47
5.3	Review Service	48
5.4	Usage Statistics	50
5.5	Discussion	51
5.5.1	Usage and Mechanism Design	51
5.5.2	Technical Issues	52
5.5.3	Extensions	54
6	General Concepts of Behavior-Based Recommender Services	57
6.1	Revealed Preference Theory and Choice Sets	57
6.2	Self-Selection	59
6.3	Prices, Transaction Costs, Market Baskets, Lending Data, and Browser Sessions	59
6.4	Knowledge Discovery and Data Mining	61
6.5	Observed Users vs. Target Group of Recommendations ..	61
6.6	Factors for the Diffusion of Recommendations	62
7	Algorithms for Behavior-Based Recommender Systems	65
7.1	Purchase Noise Filtering by Means of the Logarithmic Series Distribution	65
7.1.1	Ehrenberg's Repeat-Buying Theory	66
7.1.2	Repeat-Buying Theory for Consumer Panel Analysis	67
7.1.3	Repeat-Buying Theory for Anonymous Market Basket Data	71
7.1.4	The LSD-Algorithm for the Generation of Recommendations	73

7.2	POSICI and POMICI: Recommendations from Small Samples	76
7.2.1	A Motivational Example: Statistical Properties of Market Baskets in Library Meta Catalogs	78
7.2.2	Mathematical Setup	79
7.2.3	POSICI: Probability of Single Item Co-Inspections	80
7.2.4	POMICI: Probability of Multiple Items Co-Inspections	82
7.2.5	POSICI vs. POMICI—Differences, Similarities, and Improvements	85
7.3	Related Methods	87
7.3.1	Collaborative Filtering	88
7.3.2	Regression Models	88
7.3.3	Association Rules	88
7.3.4	Clustering	89
8	Case Study: Behavior-Based Recommender Services for Scientific Libraries	91
8.1	Service Description	91
8.1.1	Input Data	92
8.1.2	User Interface	95
8.2	Implementation	97
8.2.1	System Architecture	97
8.2.2	Advantages of the Distributed Design	103
8.2.3	System Operator Control Interface	104
8.3	Evaluation	106
8.3.1	Recommendation Statistics	107
8.3.2	Usage	109
8.3.3	User Surveys	110
8.3.4	Diffusion of Recommendations	112
8.4	BibTip: Commercial Implicit Recommendation Services for Libraries	115
8.5	Extensions, Improvements, and Further Applications	116
8.5.1	Push E-Mail Notification Service	116
8.5.2	Higher Order Recommendations	117
8.5.3	Non-Stationary Regime	117
9	Visualizing and Exploring Information Spaces	121
9.1	A Survey of Visual Interfaces to Information Providers	122
9.2	RecoDiver: A Graph-Based User Interface to Recommendations	124
9.2.1	The User Interface Design of RecoDiver	125

9.2.2	Radial Tree Layout	126
9.2.3	Dynamic Visual Filtering	127
9.2.4	Implementation	128
9.3	Evaluation	130
9.3.1	Usability Evaluation of RecoDiver	130
9.3.2	Comparative Interface Survey	131
9.4	Discussion and Outlook	132
10	Discussion	135
	List of Figures	139
	List of Tables	143
	References	145