Assignment - 5

1. What are the primary challenges faced by recommendation algorithms in social media platforms, and how do these challenges impact the effectiveness of content delivery to users?

2. Can you describe the differences between collaborative filtering and content-based filtering algorithms used in social media recommendation systems? Provide examples of scenarios where each algorithm might be more effective?

3. How does incorporating social context into recommendation algorithms improve the relevance of suggestions made to users? Discuss with examples how social relationships and interactions can be leveraged to enhance recommendation accuracy.

4. What metrics and methods are commonly used to evaluate the performance of recommendation systems in social media? Explain how these evaluation techniques can help in understanding user satisfaction and system efficiency.

5. How do individual and collective behaviors differ in the context of social media usage, and what implications do these differences have for understanding user engagement and content virality? Discuss how behavior analytics can inform targeted marketing strategies and content creation.