

COMM 83: Assignment #1: Reverse Engineering an Algorithm

Worth: 10%

1. Analyze a recommendation algorithm. A few good examples:
 - a. Amazon's "Your Amazon.com"
 - b. Spotify's Discovery Weekly
 - c. Netflix Homepage
2. Try to "reverse engineer it"
 - a. Why did it pick this set of items for you?
 - b. What kinds of taste does it reflect?
 - c. Looking at this, what does it say about the company's priorities?
3. Write 2 pages (minimum, 3 max), double spaced:
 - a. Describe the results of the algorithm
 - b. Answer 2a, 2b, 2c
 - c. Analyze how you think this recommendation algorithm works
 - d. According to this algorithm, what information does the company know about you?
4. You can use class material and class terminology. You are also welcome to do some research to see if you can figure out how this algorithm actually works. Please cite any source you use!

Due IN CLASS on Thursday!

You will be graded on:

- Completeness: did you answer all the parts above?
- Creativity: does the paper display engagement with class material and original thinking?
- Composition: is the paper free of spelling and grammatical errors? Is it well organized?

1" margins, 12-point font, no need for a separate title page. You can upload your assignment via Sakai. Include Works Cited / References page.