

A HYBRID RECOMMENDATION SYSTEM FOR ONLINE MOVIE STREAMING PLATFORMS

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Abstract

In the last couple of decades, there has been a rapid increase in the use of recommendation systems. Even though there has been many approaches proposed from various studies, there is a very less amount of researches has addressed the common recommendation problems such as cold- start problem, over specialization and accuracy issues. This research is carried out on proposing a hybrid approach using traditional methods as well as machine learning to address all those above-mentioned problems at once and optimize the effectiveness of recommendation systems.

Keywords: recommendation systems, hybrid recommendation system, cold start problem