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Recommendations Generating Using Multi Attribute Decision Making

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Abstract: In the last few years, the amount of information that is available on the Internet to the users grows rapidly. Due to this, the searching process for information or certain items and decision-making in most cases became difficult and very complex. The recommendation system technique is very important to help users how to deal with information overload. In this paper, we present collaborative filtering and Multi Attribute Decision Making (MADM) method that increases the accuracy of the system. The (MADM) technique is implemented to generate the recommendations. This technique is based on all ratings of most similar users that lead to improve the accuracy of traditional collaborative filtering approach. The experimental evaluation has shown that the proposed recommendation system outperforms the traditional system in terms of accuracy by (12-15) %.