Goal
Generate recommendations that fit the user’s current state of mind / mood

Difficulties:
- “Light”? Is it Comedy? Action? Drama?
- Profiles don’t always help:
  - Multiple users, single account
  - Different days, different moods

Solution: Describe your mood by Examples

Algorithm’s Steps
1. Create a Geometric Representation
2. Find Joint Representatives
   \[ JointRep(S') = \arg \max_{j \in S} \left( \min_{i \in S} \text{sim}(i, s) \ast \text{rate}(i) \right) \ast \frac{\text{rate}(j)}{\text{avg}_{j \in S} \text{rate}(j)} \]
   (The item which resembles most to a subset of examples)
3. Enhance the Geometric Representation
4. Items Selection
   \[ \text{MoodRel}(i) = \# \text{circles}(i) \ast m \text{Sim} + \max_{j \in S} [\text{Sim}'(i, s)] \]
   (Construct a list of top-K items by \text{MoodRel}(i))
5. Diversification
   Apply a diversification algorithm based on Priority Cover-Trees

What To Take Into Consideration
- Similarity to the (individual) examples
- Joint similarity to subsets of the examples
- Ratings (possibly personalized) of the items
- Diversity of the recommended items
- Coverage of the examples

Experimental Results

No semantics! Based on pure Collaborative Filtering