

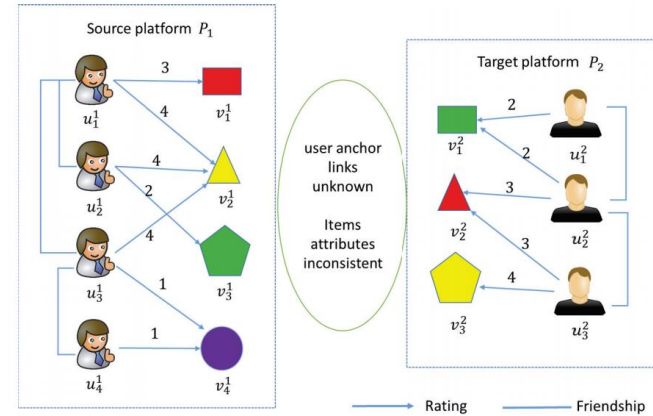
CrossFire: Cross Media Joint Friend and Item Recommendations

**Kai Shu¹, Suhang Wang¹, Jiliang Tang²,
Yilin Wang¹, and Huan Liu¹**

¹Arizona State University, ²Michigan State University

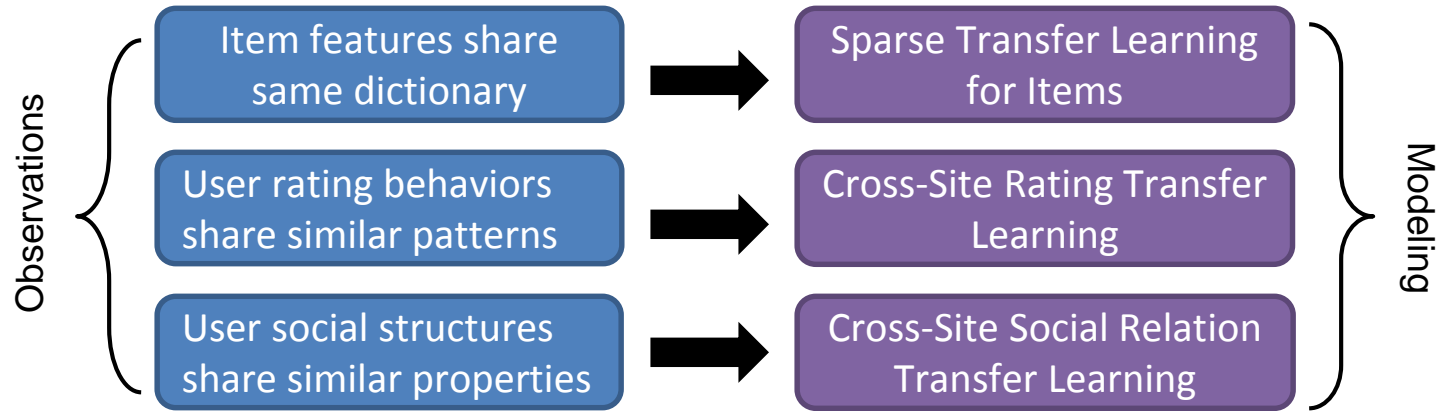
Problem Scenario

- Newly launched social media sites lack of user historical data to build effective recommender systems
- Would auxiliary information be helpful in making friend and item recommendations?
- Challenges:
 - Unknown User Anchor links
 - Inconsistent Item attributes
- How to perform cross-media recommendations when no direct connections between users or items are given?

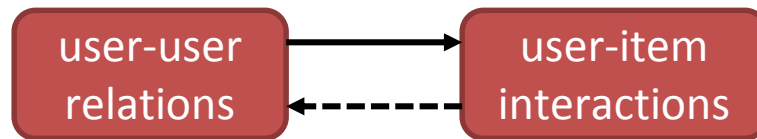


CrossFire

- Cross media joint friend and item recommendations
 - Cross-platform knowledge transfer: build implicit bridge



- Within-platform joint learning: explore mutual benefits



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Acknowledgements

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Welcome to our poster session!