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# **Ameliorating Music Recommendation**

Integrating Music Content, Music Context, and User Context for Improved Music Retrieval and Recommendation

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# Why is music recommendation important?

Nowadays users have access to millions of music tracks



- It gets harder and harder to find novel and interesting music ("serendipity")
- Traditionally music recommendation systems rely on collaborative filtering
- Several problems: cold start, popularity bias, community bias, ignores context of users (location, time, activity, mood, etc.)

 $\rightarrow$  Hybrid recommendation approaches that combine content and context



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# **Overview**

- **1. Aspects important to human perception of music**
- 2. Extracting, annotating, analyzing, and visualizing music listening events from microblogs
- 3. Geospatial music recommendation
- 4. User-aware music playlist generation on smart phones
- 5. Music recommendation for places of interest



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# (1) Aspects that are important to human perception of music

MoMM 2013, Dec 3 – 4



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# **Social Media for Music Retrieval and Recommendation**

Social media is a valuable source for *music context* and *user-centric context* features

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# (2a) Extracting and annotating music listening events from microblogs



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[Schedl, ECIR 2013]

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# **Listening Pattern Extraction and Analysis**

- (a) Filter Twitter stream (#nowplaying, #itunes, #np, ...)
- (b) Multi-level, rule-based analysis (artists/songs) to find relevant tweets (MusicBrainz)
- (c) Last.fm, Freebase, Allmusic, Yahoo! PlaceFinder to annotate tweets





{"id str":"142338125895696385","place":null,"text":"#NowPlaying Christmas Tree-Lady Gaga","in reply to user id":null,"favorited":false,"geo":null,"retweet coun t":0,"in reply to screen name":null,"in reply to status id str":null,"source":"w eb","retweeted":false,"in reply to user id str":null,"coordinates":null,"created at":"Thu Dec 01 20:23:48 +0000 2011","in reply to status id":null,"contributors ":null,"user":{"id str":"20209983","profile link color":"2caba5","screen name":" tamse77","follow request sent":null,"geo enabled":false,"favourites count":26,"l ocation":"Maryland ","following":null,"verified":false,"profile background color ":"e80e0e","show all inline media":true,"profile background tile":true,"follower s count":309,"profile image url":"http:///a1.twimg.com/profile images/1647613 274V392960 10150559294659517 793614516 11700077 1689597400 n normal.jpg", "des cription":"being awesome since 1990. ","is translator":false,"profile background i mage url https:///www.com/profile background images/359728130/ frames.gif", "friends count":148, "profile sidebar fill color": "ffffff", "default p rofile":false,"listed count":3,"time zone":"Central Time (US & Canada)","contrib utors enabled":false, "created at": "Fri Feb 06 01:51:10 +0000 2009", "profile side bar border color":"f5f8ff","protected":false,"notifications":null,"profile use b ackground image":true,"name":"Katie","default profile image":false,"statuses cou nt":22172,"profile text color":"615d61","url":null,"profile image url https":"ht tps:///si0.twimg.com/profile images/1647613274/392960 10150559294659517 7936 14516 11700077 1689597400 n normal.jpg","id":20209983,"lang":"en","profile backg round image url":"http:///a2.twimg.com/profile background images//359728130/f rames.gif","utc\_offset":-21600},"truncated":false,"id":142338125895696385,"entit ies":{"hashtags":[{"text":"NowPlaying","indices":[0,11]}],"urls":[],"user mentions":[]}}



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[Schedl, ECIR 2013]

### **Listening Pattern Extraction and Analysis**



track-id <tag-ids>

### Datasets available from

- http://www.cp.jku.at/datasets/musicmicro/
- http://www.cp.jku.at/datasets/MMTD/



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## **Listening Pattern Extraction and Analysis: Some Stats**

#nowplaying		#itunes			
country	tweets	country	tweets		
Brazil	725,389	USA	78,460		
USA	$673,\!839$	Japan	30,932		
Japan	458,558	Mexico	23,047		
Mexico	419,584	Brazil	16,390		
Indonesia	284,082	UK	15,134		
South Korea	251,132	Canada	11,266		
China	183,178	South Korea	$^{8,652}$		
UK	128,744	Australia	5,119		
Netherlands	121,134	China	4,492		
Venezuela	110,336	Germany	3,157		

most active countries



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### **Listening Pattern Extraction and Analysis: Some Stats**

#nowplaying		#itunes			
city	tweets	city	tweets		
New York	126,952	New York	$13,\!603$		
London	96,801	London	9,813		
São Paulo	79,317	Los Angeles	9,030		
Los Angeles	73,834	San Francisco	5,787		
Amsterdam	66,021	San Jose	5,605		
Guarulhos	58,453	Chicago	4,413		
Osasco	57,512	Birmingham	3,869		
São Bernardo	56,946	Toronto	3,363		
Rotterdam	55,113	Hamilton	3,279		
Mexico City	52,618	Baltimore	3,245		

most active cities



most frequently listened artists

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# **Listening Pattern Extraction and Analysis: Some Stats**

#nowplaying		#itunes			
artist	tweets	artist	tweets		
Paramore	9,066	The Beatles	939		
Drake	7,697	Daft Punk	683		
Katy Perry	6,998	Britney Spears	567		
Bruno Mars	6,932	Adele	462		
Lady Gaga	6,919	Coldplay	428		
Coldplay	6,434	Bruno Mars	416		
Eminem	6,352	Katy Perry	374		
Rihanna	6,038	The Black Eyes Peas	373		
Taylor Swift	5,844	Kanye West	367		
Usher	5,445	Lady Gaga	358		
Muse	5,383	Avril Lavigne	308		
Justin Bieber	5,028	Arcade Fire	299		
The Beatles	4,579	Radiohead	266		
Michael Jackson	4,476	Kings of Leon	240		
Linkin Park	4,285	Duran Duran	238		
Oasis	$4,\!190$	Michael Jackson	229		
Kanye West	4,013	Linkin Park	228		
Chris Brown	3,943	Eminem	211		
Avril Lavigne	3,780	Muse	209		
Radiohead	3,756	The Black Keys	203		

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# (2b) Analyzing music listening events from microblogs

# What can this kind of data tell us about the music taste of people around the world?



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[Schedl and Hauger, WWW: AdMIRe 2012]

### **Geospatial Music Taste Analysis: Most Mainstreamy**



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[Schedl and Hauger, WWW: AdMIRe 2012]

# **Geospatial Music Taste Analysis: Least Mainstreamy**





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[Schedl and Hauger, WWW: AdMIRe 2012]

# **Geospatial Music Taste Analysis: Usage of Specific Products**



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# (2c) Visualizing music listening events from microblogs

# How to make accessible music listening data from social media in an intuitive way?

http://www.cp.jku.at/projects/MusicTweetMap/



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[Hauger and Schedl, AMR 2012]

### **Visualization and Browsing of Geospatial Music Tastes**

0	or: enter a date: 2011-11-09	number of days: 1	< > ignore date	
used date: 2011-11-09 [hide twee	ts] [show artist charts] [show genre cha	arts] [show artist history (da	y)] [show artist history (week)] 🗹 a	uto refresh
limit region: longitude:	- latitude: -	aggregate charts by use	er	
artist:	track:	max items: 0	only items with music available	play music while hovering
explore similar artists refresh	stop music			
search - in artist name:	in track title:		number of clusters: 10 💌	
🗹 [no cluster] 🔽 cluste	r 2 🗸 cluster 3 🗸 cluster 4 🗸 cluster 1 🗸	ciuster 6 🗹 cluster 7 🗹 clus	ter 8 🗹 cluster 9 🔽 cluster 10 🔽 [select	t all/none]
		Iceland Norway	Russia	Map Satellite
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Google Pacific	Chile 2	Atlantic	Man data @2012	Australia 2 Mani ink. Tele Atlas - Terms of Use
Ocean		Overn Aller	Map data e2012	MM 2013, Dec 3 – 18



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## **Browsing of Geospatial Music Tastes: 1 month**

🔲 limit region: longitude: 🔤 -	latitude:	-	aggregate charts by use	er		
artist:	track:		max items: 0	] 🔲 only	items with music available 🔲	play music while hoverin
🖾 explore similar artists 🛛 refresh 🖉 s	stop music					
search - in artist name:		in track title:		numbe	r of clusters: 10 💌	
🔽 [no cluster] 🔽 🔽 cluster 2	V cluster 3 V clust	er 4 🔽 chuster 3 🔽	cluster 6 🗹 cluster 7 🗹 clus	ter 8 🗹 ch	aster 9 🗹 chaster 10 🗹 [select al	l/none]
		un 1	San 295			Map Satellite
Canada	i	- 50 C	Ci Ci	arts for A	utists	×
			Kazakhstan Ge	enre Ran	k Artist	Playcount 🔔
	North			1	Chris Brown	6350
	Atlantic		Afghani	2	Drake	1601
		Algeria Libya E	gan Pakistan	3	Rihanna	1566
100 · ma	, d	Mali Niger	udan	4	Adele	1365
	34	Chad	Ethiopia	5	Coldplay	1199
Columbia				6	Paramore	1114
Brazil			Tanzinia	7	Wale	934
Bolinia		Angola		8	BoB feat. Bruno Mars	861
		Namibia	Madagasca	9	Mario	828
	Sout	h		-		



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# Browsing of Geospatial Music Tastes: "hip-hop" vs. "rock"





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# **Browsing of Geospatial Music Tastes: "hip-hop" vs. "rock"**





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# **Browsing of Geospatial Music Tastes: "hip-hop" vs. "rock"**





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# Exploring Similar Artists: Example – "Xavier Naidoo"

V	< > or: enter	a date: 2012-03-25	number of days:	Charts for A	itusts	22 22 23
sed date: [all days] [hide	tweets] [show artist charts	[] [show genre charts]	[show artist history	Genre Ran	k Artist	Playcount Similarity
limit region: longitude:	7.36365 - 13.3402 latitude	54.8256 - 47.7536	aggregate charts l	1	Katy Perry	6466
rtist: Xavier Naidoo	track:		max items: 0	2	BoB feat. Bruno Ma	urs 6037
explore similar artists	refresh stop music			3	Lady GaGa	4556
earch - in artist name:		in track title:		4	Taio Cruz	2334
				5	Avicci	2301
			inister q 🖂 cluster / 🛛	6	Gotye	2221
	Icelan	d Sweden		7	Silbermond	1858
		ur-d	1.000	8	Juli	1842
- Canada		Kin m		9	Rosenstolz	1802
The second second		U. Vin	alne Kazakhst	10	Glasperlenspiel	1664
		A. C. C. Martin	- has	11	Sia	1504
	North Atlantic		Afghanist	12	Marlon Roudette	1402
	Ocean	Algeria Libya Egy	ypt Iraq Iran Pakista	13	Olly Murs	1378
fie ion	6.8.1.T		Arabia	14	B.E.P.	1350
		Mall Niger Sur	dan (	15	Unheilig	1314
Coli	/enezuela pla	2 The way was	Ethiopla	16	Hurts	1242
		DR Congo	Tanzania	17	Nena	1124
H.IN	Brazil	Angola	X	18	Sunrise Avenue	1083
	Bollmla	Namibia	Madagasca	19	The BossHoss	792
Coogle c	thile So	uth Jotswan	a	20	Frida Gold	783



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### Visualizing Music Trends: Example 1 – "The Beatles"





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### Visualizing Music Trends: Example 2 – "Madonna"





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# So what can we do with this data?

# **Social Media Music Charts**

[Schedl et al., ISMIR 2010]

- Looking into other social media data sources: P2P networks (queries and shared folders), user-generated playlists, etc.
- Different sources provide very different popularity estimates and vary strongly: bias, noisiness, coverage, time dependence

[Schedl and Schnitzer, SIGIR 2013]

# **Improving Music Recommendation**

- Geospatial music recommendation
- "Mobile Music Genius"



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# (3) Geospatial music recommendation

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# **Geospatial Music Recommendation**

[Schedl and Schnitzer, SIGIR 2013]

- combining music content + music context features
  - audio features: PS09 award-winning feature extractors (rhythm and timbre)
  - text/web: tfidf-weighted artist profiles from artist-related web pages

- using collection of geolocated music tweets (cf. [Schedl, ECIR 2013])
- aims: (i) determining ideal combination of music content and –context
   (ii) ameliorate music recommendation by user's location information

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# Ideal combination of music content and -context

[Schedl and Schnitzer, SIGIR 2013]

ξ	K = 1	K = 3	K = 5
web only $-0.00$	.5829	.5753	.5774
.05	.6421	.6280	.6257
.15	.6432	.6286	.6261
.25	.6433	.6275	.6258
.35	.6430	.6275	.6257
.45	.6408	.6266	.6252
.55	.6394	.6259	.6244
.65	.6379	.6255	.6232
.75	.6368	.6234	.6221
.85	.6330	.6202	.6188
.95	.6215	.6083	.6059
audio only – 1.00	.5436	.5302	.5247



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# Adding user context (different approaches)

[Schedl and Schnitzer, SIGIR 2013]

Abbreviation	Description
BL	random baseline
MU	hybrid music model
$\operatorname{CF}$	collaborative filtering model
CF-GEO-Lin	CF model: geospatial user weighting
	using linear spatial distances
CF-GEO-Gauss	CF model: geospatial user weighting
	weighting using a Gauss kernel



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# **Evaluation Results**

[Schedl and Schnitzer, SIGIR 2013]



T: minimum number of distinct artists a users must have listened to to be included



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# (4) User-aware music playlist generation on smart phones



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# **User-Aware Music Recommendation on Android Phones**

"Mobile Music Genius": music player for the Android platform

- collecting user context data while playing
- adaptive system that learns user taste/preferences from implicit feedback (player interaction: play, skip, duration played, playlists, etc.)
- ultimate aim: dynamically and seamlessly update the user's playlist according to his/her current context



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# **User-Aware Music Recommendation on Android Phones**

"Mobile Music Genius": music player for the Android platform

- standard, non-context-aware playlists are created using Last.fm tag features (weighted tag vectors on artists and tracks); cosine similarity between linear combination (of artist and track features) used for playlist generation
- learning and adapting a user model via relations {user context – music preference} on the level of genre, mood, artist, and song
- playlist is adapted when change in similarity between current user context and earlier user context is above threshold



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# Some of the considered features

Time:	timestamp, time zone
Personal:	userID/eMail, gender, birthdate
Device:	devideID (IMEI), sw version, manufacturer, model, phone state, connectivity, storage,
	battery, various volume settings (media, music, ringer, system, voice)
Location:	longitude/latitude, accuracy, speed, altitude
Place:	nearby place name (populated), most relevant city
Weather:	wind direction, speed, clouds, temperature, dew point, humidity, air pressure
Ambient:	light, proximity, temperature, pressure, noise, digital environment (WiFi and BT network information)
Activity:	acceleration, user and device orientation, UI mode (undocked, car, desk), screen on/off, running apps
Player:	artist, album, track name, track id, track length, genre, plackback position, playlist name, playlist type,
	player state (repeat, shuffle mode)
	audio output (headset plugged)

mood and activity (direct user feedback)





### コ 🛜 ⊾ コ 🎬 🐨 🖻 👘 🕚 🖄 10:23

🧿 Inhuman Rampage

Through The Fire And Flames

🗹 🛛 Save as playlist

Name of playlist

Similar to Through The Fire And Flame

30

+

Size of playlist

Include seed track

Include tracks of seed artist

🖌 Randomize

Cancel	Create
( )	

g Music Recommendation

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Automatic playlist generation based on music context (features and similarity computed based on Last.fm tags)

### Г. 🎥 🤨 Г. Г.

### 14:58

### User context

### Network

NetworkContext [mobileAvailable=true. mobileConnected=true, wifiEnabled=false, wifiAvailable=false. wifiConnected=false. activeNetworkType=0, activeNetworkSubtype=8. activeNetworkRoaming=false, wifiBssid=null, wifiSsid=null. wifilpAddress=0. wifiLinkSpeed=-1. wifiRssi=-9999, bluetoothAvailable=true, bluetoothEnabled=false]

### Ambient

LightContext [light=426.0, lightStdDev=3.7] ProximityContext [proximity=5.0, proximityStdDev=0.0] No temperature context PressureContext [pressure=979.0, pressureStdDev=0.1] NoiseContext [noise=75.0, noiseStdDev=3.4]

### Motion

AccelerationContext [acceleration=0.3, accelerationStdDev=0.4] OrientationContext [orientationUser=3, orientationDevice=3] RotationContext [rotation=0.2, rotationStdDev=0.14]

### Player

PlayerContext [repeatMode=0, shuffleMode=0, apmMode=1] SoundEffectContext [equalizerEnabled=true, equalizerPreset=0, bassBoostEnabled=true, bassBoostStrength=443, virtualizerEnabled=false,

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# Some user context features gathered while playing



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# **Preliminary Evaluation**

- collected user context data from 12 participants over a period of 4 weeks
- age: 20-40 years
- user context vectors recoded whenever a "sensor" records a change
- assess different classifiers (Weka) for the task of predicting artist/track/genre given a user context vector: k-nearest neighbor (kNN), decision tree (C4.5), Support Vector Machine (SVM), Bayes Network (BN)
- cross-fold validation (10-CV)

Can we predict the music preference of a user only from his/her context?

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	Dataset	0-R	KNN	C4.5	SVM	BN	Max.rel.	Avg.rel.
	Time	1.13	1.26	0.90	1.30	1.31	116.04%	105.84%
	Location	1.13	1.40	1.57	1.42	1.58	139.76%	132.06%
Predicting class	Location - state	1.13	1.36	1.69	0.96	0.82	150.26%	107.28%
track	Location - place	1.13	1.31	1.47	1.46	2.23	197.49%	143.46%
	Weather	1.13	1.17	0.91	1.19	1.07	105.25%	96.21%
	Ambient	1.13	0.79	0.63	1.08	1.12	98.97%	79.99%
	Ambient - no n.	1.13	0.64	0.63	0.97	1.10	97.49%	73.97%
	Ambient - noise	1.13	0.45	0.67	1.28	1.11	113.38%	77.77%
Results barely above	Motion	1.13	0.54	0.97	1.06	1.32	117.15%	86.25%
haseline	Motion - acc.	1.13	0.58	0.58	1.39	1.10	123.50%	80.75%
	Motion - orient.	1.13	1.09	1.33	0.94	1.41	124.76%	105.78%
Due distingung entionalen	Task	1.13	1.43	1.96	1.57	1.73	173.61%	148.36%
Predicting particular	Task - display	1.13	1.75	1.68	1.76	1.76	156.47%	154.21%
tracks is hardly	Task - tasks	1.13	1.16	1.60	1.13	1.53	141.76%	120.03%
feasible with the	Phone	1.13	1.12	0.97	0.70	0.99	99.41%	83.85%
amount of data	Network	1.13	1.43	1.34	1.26	1.82	161.79%	129.88%
available.	Network - state	1.13	1.31	1.75	1.58	1.82	161.79%	143.27%
	Network - env.	1.05	1.79	1.45	1.44	1.08	170.20%	137.07%
	Device	1.13	1.07	1.56	1.12	1.24	138.14%	110.74%
	Device - battery	1.13	0.71	1.12	1.23	1.12	109.39%	92.78%
	Device - storage	1.13	0.95	1.07	1.44	1.42	127.49%	108.09%
	Device - memory	1.13	0.92	0.79	1.24	1.30	115.59%	94.46%
	Device - audio	1.13	0.46	0.63	0.96	1.30	114.93%	74.26%
	Player	1.13	1.29	1.36	1.35	1.35	120.77%	118.46%
	All	1.13	0.90	1.78	1.14	1.14	158.02%	110.05%



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	Dataset	0-R	KNN	C4.5	SVM	BN	Max.rel.	Avg.rel.
	Time	28.54	60.83	57.10	59.68	58.70	213.15%	207.01%
Predicting class artist	Location	28.54	42.69	41.42	37.80	40.04	149.58%	141.86%
	Location - state	28.54	41.71	41.83	33.11	37.05	146.55%	134.64%
	Location - place	28.54	35.74	36.99	36.07	36.28	129.62%	127.09%
	Weather	28.54	63.46	63.25	56.06	61.34	222.35%	213.84%
	Ambient	28.54	34.70	36.83	31.17	35.18	129.03%	120.77%
	Ambient - no n.	28.54	33.54	34.87	31.43	34.46	122.19%	117.65%
	Ambient - noise	28.54	26.12	30.55	28.75	29.81	107.04%	100.94%
Best results	Motion	28.54	35.08	36.10	37.14	35.11	130.15%	125.65%
achieved.	Motion - acc.	28.54	26.54	27.87	28.93	28.62	101.36%	98.07%
significantly	Motion - orient.	28.54	36.22	35.63	36.54	35.17	128.02%	125.75%
sutportorming	Task	28.54	60.75	60.65	59.63	56.20	212.86%	207.81%
	Task - display	28.54	28.12	28.31	28.62	28.34	100.29%	99.33%
baseline.	Task - tasks	28.54	61.35	61.28	60.28	55.23	214.97%	208.60%
	Phone	28.54	37.30	38.74	31.33	33.74	135.74%	123.61%
Relation	Network	28.54	36.38	36.44	37.93	34.87	132.90%	127.56%
$context \rightarrow artist$	Network - state	28.54	34.95	33.14	34.58	34.17	122.45%	119.86%
seems to be	Network - env.	21.90	25.01	26.42	27.43	22.69	125.26%	115.92%
prodictable	Device	28.54	70.42	68.68	54.95	65.31	246.76%	227.20%
predictable.	Device - battery	28.54	39.10	47.15	36.41	46.02	165.23%	147.76%
	Device - storage	28.54	61.17	60.37	40.96	57.92	214.33%	193.08%
	Device - memory	28.54	39.22	40.56	32.11	36.53	142.10%	130.01%
	Device - audio	28.54	47.92	47.71	41.42	42.76	167.90%	157.50%
	Player	28.54	38.18	38.36	38.30	38.25	134.41%	134.10%
	All	28.54	69.56	69.01	69.87	67.66	244.83%	241.86%







# (5) Music recommendation for places of interest



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# **Music Recommendation for Places of Interest**

(Kaminskas et al.; RecSys 2013)

Recommend music that is suited to a place of interest (POI) of the user (context-aware)





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# **Matching Places of Interest and Music**

Approaches:

• *genre-based*: only play music belonging to the user's preferred genres (baseline)



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# **Matching Places of Interest and Music**

Approaches:

*knowledge-based*: use the DBpedia knowledge base (relations between POIs and musicians)







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# **Matching Places of Interest and Music**

Approaches:

• *tag-based*: user-assigned emotion tags describing images of POIs and music, Jaccard similarity between music-tag-vectors and POI-tag-vectors

Tag:		Fritz Kre
Melancholic	Bright	ntp://en
Heavy	Animated	00:08
✓ Tender	Energetic	The second second
Cold	Spiritual	Austrian-
✓ Modern	✓ Serene	of his or phrasing.
Ancient	Calm	character
Affectionate	Sad	nonethele
✓ Dark	Strong	
✓ Lightweight	Colorful	
<ul> <li>Open</li> </ul>	Thrilling	
Warm	Agitated	
Sentimental	Bouncy	
Sub	mit	



'Friedrich 'Fritz' Kreisler (February 2, 1875 – January 29, 1962) was an Austrian-born violinist and composer. One of the most famous violin masters of his or any other day, he was known for his sweet tone and expressive obrasing. Like many great violinists of his generation, he produced a characteristic sound which was immediately recognizable as his own. Although the derived in many respects from the Franco-Belgian school, his style is nonetheless reminiscent of the gemütlich (cozy) lifestyle of pre-war Vienna."

Skip this item



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# **Matching Places of Interest and Music**

Approaches:

• *auto-tag-based*: use state-of-the-art music auto-tagger based on the Block-level Feature framework to automatically label music pieces; then again compute Jaccard similarity between music-tag-vectors and POI-tag-vectors





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# **Matching Places of Interest and Music**

Approaches:

• *combined*: aggregate music recommendations w.r.t. ranks given by knowledgebased and auto-tag-based approaches





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# **Matching Places of Interest and Music**

### Evaluation:

• user study via web interface (58 users, 564 sessions)





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# **Matching Places of Interest and Music**

Evaluation:

• Performance measure: number of times a track produced by each approach was considered as well-suited in relation to total number of evaluation sessions, i.e. probability that a track marked as well-suited by a user was recommended by each approach





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# **Future Directions in Music Recommendation**

- Take a multimodal view onto the task of music retrieval and recommendation
- Increase performance of **music similarity measures**
- Model user properties and -context
- Elaborate serendipitous access schemes to music collections: similarity, diversity, familiarity, novelty, recentness
- Improve personalization and context-awareness
- User-centric evaluation strategies for personalized MIR systems



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# Thank you!



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# **More Information**

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