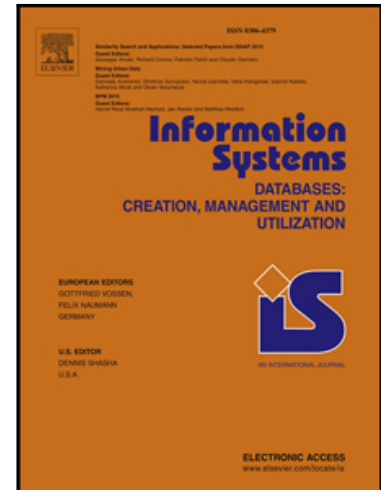


## Accepted Manuscript

Mobile recommendations based on interest prediction from consumer's installed apps – Insights from a large-scale field study

Remo Manuel Frey , Runhua Xu , Christian Ammendola , Omar Moling , Giuseppe Giglio , Alexander Ilic

PII: S0306-4379(17)30461-1  
DOI: [10.1016/j.is.2017.08.006](https://doi.org/10.1016/j.is.2017.08.006)  
Reference: IS 1243



To appear in: *Information Systems*

Received date: 14 July 2017  
Revised date: 12 August 2017  
Accepted date: 15 August 2017

Please cite this article as: Remo Manuel Frey , Runhua Xu , Christian Ammendola , Omar Moling , Giuseppe Giglio , Alexander Ilic , Mobile recommendations based on interest prediction from consumer's installed apps – Insights from a large-scale field study, *Information Systems* (2017), doi: [10.1016/j.is.2017.08.006](https://doi.org/10.1016/j.is.2017.08.006)

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

### Highlights

- The app installation logs are a good predictor for interests and gender.
- The first evaluation of interests prediction shows a 49% better precision.
- The click-through-rate is more than doubling in a mobile recommender system.

ACCEPTED MANUSCRIPT

Download English Version:

<https://daneshyari.com/en/article/4945044>

Download Persian Version:

<https://daneshyari.com/article/4945044>

[Daneshyari.com](https://daneshyari.com)