

A underwear of recommendation system combine online user's psychology type and browsing behavior

賴國弘、林清同

E-mail: 9607609@mail.dyu.edu.tw

ABSTRACT

The internet widely accepted information brought explodes, making to want on the network to search the information needed more and more difficult. Aim at this in recent years of the problem studies to put forward to make use of the way that information index or web page structure prospect on the other hand to search the information needed more accurately. However currently most recommendation systems, need to make to recommend or need to have past etc. restriction of the consumption data of a great deal of customer according to the customer background and the past consumption behavior, causing has to cost many budgets to build additionally thus of database system, in time have a sparse sex problem to the accuracy of data and sex, so cause the factor that this research joins a mental type, make the whole recommendation mechanism more complete. This research browses to female underwear web page in order to be measured object, combined an user to browse behavior and merchandise type design and mental type, To collect 521 questionnaires to carry on data analysis through the website system, by configuring by the recommendation that substantial evidence develop when originally study. The research finds system recommending item to match the result of[with] user expectation as a result notable, can provide related industry to be used as the development reference for system to design by this.

Keywords : recommend system ; psychology type ; browsing behavior ; underwear ; personalization

Table of Contents

內容目錄 中文摘要	iii 英文摘要
iv 誌謝辭	v 內容目錄
vi 表目錄	viii 圖目錄
x 第一章 緒論	1 第一節 研究背景與動機
1 第二節 研究目的	3 第三節 研究方法
5 第四節 論文架構	7 第五節 研究流程
8 第六節 研究限制	9 第二章 文獻探討
10 第一節 人格特質	10 第二節 個人化服務
14 第三節 推薦系統	16 第三章 網路使用者
行為與心理探勘模式	22 第一節 研究方法與設計
系統功能架構與流程	22 第二節 系統測試結果分析
33 第四章 系統測試結果分析	44 第一節 開發工具與環境
44 第二節 研究對象	44 第三節 可行性評估與討論
46 第五章 結論與後續研究建議	51 第一節 研究討論
51 第二節 後續研究建議	53 參考文獻
55 附錄A 五大人格特質原始問卷 63

REFERENCES

- 一、中文部份 尹玫瑰(2001) , 選對Cup魅力up , 台北:如何出版社。 江錦樺(2001) , 人格特質與組織文化之適配性對工作績效之影響-以高科技F公司為例 , 國立中央大學人力資源管理研究所碩士論文。 沈聰益(2003) , 人格五因素模式預測保險業務員銷售績效的效度-NEO-PI-R量表之跨文化檢驗與人際特質架構之實證探討 , 國立交通大學經營管理研究所博士論文。 張春興(2003) , 消費者心理學 , 台北:東華書局。 張哲銘(2003) , 以使用者偏好分類為基礎之網際資源推薦系統 , 國立台灣大學資訊管理研究所碩士論文。 陳一帆(2005) , 應用線上顧客產品認知程度與瀏覽行為於個人化商品推薦之研究 , 大葉大學資訊管理研究所碩士論文。 韓繼成(2002) , 國民中學訓導人員角色壓力、人格特質與工作滿意度的關係之研究 , 國立彰化師範大學教育研究所碩士論文。 蘇俊斌(2005) , 應用網站探勘技術於網友瀏覽行為分析-以內容服務網站為例 , 國立臺灣大學資訊管理學研究所碩士論文。 TWNIC(2006) , 財團法人台灣網路資訊中心 , [線上資料] , 來源: <http://www.twnic.net.tw> 二、英文部份 Al, M. R. (2002). Getting to know you: Learning New User Preferences in Recommender Systems, Proceedings of the 7th international conference on Intelligent user interfaces. Aleksander, B., Demko, N., & colino, J. (2003). The utility of

graph theoretic software metrics: a case study, *Electrical and Computer Engineering*, 2, 1309-1312. Allport, G. W. (1961). Pattern and Growth in Personality, New York: Holt, Rinehart and Winston 19. Ansari, A., Essegaeier, S., & Kohli, R. (2000). Internet Recommendation Systems, *Journal of Marketing Research*, 37(3), 363-375. Billsus, D., & Pazzani, M. J. (1999). A hybrid user model for news story classification, in: Proceedings of the Seventh International Conference on User Modeling. Brucks, & Merrie, (1985). The Effects of Product Class Knowledge on Information Search Behavior, *Journal of Consumer Research* 12(1), 1-15. Chaffee, J. (2000). Personal ontology for Web navigation, 9th International Conference on Information and Knowledge Management. Chee, S. H. S., Han, J., & Wang, K. (2001). RecTree: An Efficient Collaborative Filtering Method, Proceedings of International Conference on Data Warehouse and Knowledge Discovery, 141-151. Cho, Y. H., Kim, J. K., & Kim, S. H. (2002). A personalized recommender system based on web usage mining and decision tree induction, *Expert Systems with Applications* 23(3), 329-342. Crampes, M. (2000). Ontology-supported and ontology-driven conceptual navigation on the World Wide Web, Proceedings of the 11th ACM Conference on Hypertext and Hypermedia. David, V. D., & Stanley, B. S. (1989). Personality and Job Performance: Evidence of Incremental Validity. *Personnel Psychology*, 42, 25-36. David, W., & McDonald, (2003). Ubiquitous Recommendation Systems, *Computer*, 36(10), 111-112. Dean, J., & Monika, R. H. (1999). Finding Related Pages in the World Wide Web, in Proceedings of the Eighth World-Wide Web Conference, Toronto, Canada. Goldberg, D., Nichols, Oki, D. B. M., & Terry, D., (1992), Using Collaborative Filtering to Weave an Information Tapestry, *Communication ACM*, 35(12), 61-70. Guilford, J. P. (1965), *Fundamental Statistics in Psychology and Education*, 4thed, New York, McGraw Hill. Harrison, A. W., & Rainer, R. K. (1992). The influence of individual differences on skill in end-user computing, *Journal of Management Information Systems*, 9(1), 93-111. Herlocker, J. L., Konstan, J. A., & Riedl, J. (2000). Explaining Collaborative Filtering Recommendations, Proceedings of the ACM 2000 Conference on Computer Supported Cooperative Work, 241-250. Hu, X., & Cercone, N. (2004). A data warehouse/online analytic processing framework for web usage mining and business intelligence reporting, *International Journal of Intelligent Systems*, 19(7), 585-606. Huang, H. S., & Hsu, C. N. (2001), Smoothing of Recommenders' Ratings for Collaborative Filtering, Proceedings of the TAAI Conference on Artificial Intelligence and Applications. Ingrid, F. (2004). An index method for measurement of customer satisfaction, *Research and concepts*, 7-66. Kim, J. W., Lee, K. M., Shaw, M. J., Chang, H. L., Nelson, M., & Easley, R. F. (2006). A preference scoring technique for personalized advertisements on Internet storefronts, *Mathematical and Computer Modelling*, 443-15. Lam, S. K., McNee, S. M., Konstan, J. A., & Riedl, J. (2002). Getting to Know You: Learning New User Preferences in Recommender System, Proceedings of the International Conference on Intelligent User Interfaces, 127-134. Linden, G., Smith, B., & York, J. (2003). Amazon.com Recommendations: Item-to-Item Collaborative Filtering, *IEEE Internet Computing*, 7,(9), 76-80. McCrae, R. R., & Costa, P. T., Jr., (1992). An Introduction of the Five-Factor Model and Its Applications. *Journal of Personality*, 60, 175-215. Mulvenna, M. D., Sarabjot, S. A., & Buchner, A. G. (2000). Personalization on the Net using Web Mining, *Communications of the ACM*, 43,(8), 123-125. Myers, I. B., & McCaulley, M. H. (1985). Manual: A guide to the development and use of the Myers-Briggs type indicator, Palo Alto: Consulting Psychologists Press. Padmanabhan, B., & Tuzhilin, A. (1999). Unexpectedness as a measure of interestingness in knowledge, *Decision Support Systems*, 27(3), 303-318. Park, C. W., Feick, Lawrence, & Mothersbaugh, D. L. (1992). How Product Experience and Knowledge of Brands, Attuibutes, and Features Affects What We Think, in *Advances in Consumer Research*, Vol.19, J.F. Sherry, Jr., and B. Sternthal, eds, Association for Consumer Research, Provo, UT., 193-198. Pine, B. J., Victor, B. B., & Andrew, C. (1993). Making Mass Customization Work, *Harvard Business Review*, 7(5), 108-111. Ratchford, B. T. (2001), The economics of consumer knowledge. *Journal of Consumer Research*, 27(4), 397-411. Resnick, P., & Varian, R. H. (1997), Recommender systems, *Communication of ACM*, 40(3), 56-58. Robert D. G., & Hubert S. F. (1998), Human Resource Selection(4th Ed.), Dryden. *Personnel Psychology*, 50(2), 359-394. Sarwar, B., Karypis, G., Konstan, J., & Riedl, J. (2000), Analysis of Recommendation Algorithms for E-Commerce, Proceedings of the ACM E-Commerce 2000 Conference, 158-167. Schafer, J. B. (1999). Recommender Systems in E-Commerce, *E-Commerce of the ACM*. Shardanand, U., & Maes, P. (1995). Social Information Filtering: Algorithms for Automating Word of Mouth, Proceedings of the Conference on Human Factors in Computing Systems, 210-217. Ward, H. (2000). *Principles of Internet Marketing*, South-Western College Publishing. Witkin, H. A., C. A., Moore, D. R. Goodenough, & Cox, P. W. (1977). Field dependent and field independent cognitive styles and their educational implications, *Review of Educational Research*, 47, 1-64.