

Title	商品推薦のための個人情報マイニング技術の開発
Author(s)	金, 景仲
Citation	
Issue Date	2014-03
Type	Thesis or Dissertation
Text version	ETD
URL	http://hdl.handle.net/10119/12093
Rights	
Description	Supervisor:中森 義輝, 知識科学研究科, 博士

氏名	金 景 仲		
学位の種類	博士(知識科学)		
学位記番号	博知第 149 号		
学位授与年月日	平成 26 年 3 月 24 日		
論文題目	Development of Personalized Information Mining Techniques for Product Recommendation (商品推薦のための個人情報マイニング技術の開発)		
論文審査委員	主査	中森 義輝	北陸先端科学技術大学院大学 教授
		宮田 一乗	同 教授
		橋本 敬	同 教授
		HUYNH Nam Van	同 准教授
		工藤 康生	室蘭工業大学 准教授

論文の内容の要旨

In recent years, products' sense or design have been as a very important part for marketing, in other words, customers choose the right merchandise usually depending on their feelings about it, so an efficient products recommendation system would increase the desire to buy. This research is applied in Japanese traditional crafts, named "Kutani-ware". As a Japanese traditional industry, there are many problems today, specifically, the scale of the industry has become smaller, and so as the employees of this industry. To revitalize this industry, the most important thing is to increase the sales, so an efficient recommendation system is urgent needed.

For the sense that from customers to the products, we can define many features to describe these products, and people can evaluate these features instead of evaluating the products. In this way, a complex and non-standard problem can be split into some easier problems. According to this, much Kansei data that can measure general feelings to the products is obtained; these data is treated as a database that can describe the products. With using some Kansei data analysis methods and computer technologies, an efficient recommendation system has been developed and more suitable products can be recommended to customers.

This research focuses on developing a new method to assist customers when they are making their purchasing, which will base on customer's sense or feelings to the products. People always make their purchasing depending on their feels to the products, so how to abstract their desires according to their sense is an important way in marketing, the existing methods always focus on selecting and scoring features about a product, and have not concerned the differences between different kinds of features (in this research, there are two kinds of features: Kansei features and context features), and for collecting

evaluation data, the uncertainty from the existing methods when evaluators have to face to a huge number of samples also have not been concerned. So in this research, we have made a new kind of structure to console the two kinds of features, in order to make a better way to take the relationship into account, which exists in different kinds of features. And we have also proposed a new kind of method on collecting the evaluating data, which is divided the evaluation issues into some simple comparison issues. In the end of this research, we also made an evaluation between existing methods and the new method, from this way we could find which method is better and why it is, and also we could find some points to improve it.

The methods on collecting data and recommending products would be useful supplements of Kansei Engineering and Data Mining, which are the important parts of Knowledge Science. The new method on collecting data as general understanding, which is based on partial-comparison procedure, can be treated as a new aspect on Data Mining and Kansei Engineering. Especially, we have to face to a huge number of objects for evaluation. The ontological structure used for recommending products in this research is also a contribution of Kansei Engineering. With this special structure, the personal requirements of the consumer can be divided into several simple requirements, which can be easily measured.

For detail, the thesis focuses on the following points:

- Exploring of information personalization method.

The existing evaluation methods on collection the data of the general feelings of the product are mostly using the semantic differential method, which is executed with M-point approach. By this kind of method, evaluators may feel confused when the quantity of the evaluation samples is big. This research proposed a new method on evaluation the samples, which is based on the comparison procedure. Specifically, we select some samples randomly for evaluators, and make a comparison (sub-ranking list) on each attribute by them. Then an integration method is proposed for integrating the sub-ranking list into an integral ranking list, which is treated as the evaluation Database for the following research. With the evaluation Database, a new target-oriented method on personalizing consumer's requirements is also proposed.

- Adjusting of the algorithm using ontological structure.

Ontological structure have been justified as an useful method in many fields, with this structure, a complex and disordered problem can be described as many simple entities, and the relationship between these entities could also be concerned. This research takes this structure into account, specifically, we separate customer's desire into some small and simple entities, so customer's desire can be described by these entities, this kind of structure also has another advantage, because of the simple entities, we can concern the relationship between entities, and also between the features easily.

- Design of the recommendation system.

In the end of this research, a recommendation system is developed, and a subjective evaluation test on the comparison of the methods is also executed. The whole system includes two parts: recommendation part and comparison part. Firstly, we use the comparison system to collect Kansei data and Context data as general understanding on the products; and with using the data, the recommendation system can recommend a ranking list for consumer according to their special tastes.

論文審査の結果の要旨

人々は商品に対する様々な感情によって購買を決定する。従って、消費者の様々な希望をどのように統合するかが重要になってくる。従来の手法では商品のいくつかの特徴をランク付けする際に、異なるタイプの特徴、すなわち本論文で区別している「感性に訴える特徴」と「用途に関する特徴」を同様に扱っている。また、従来の方法では、評価者が膨大な量の評価をしなければならないことによる評価データの曖昧性を考慮していない。本論文では、異なるタイプの特徴をそれらの関係性を考慮して分析する新たな方法を提案するとともに、商品評価のデータ収集において評価者が混乱なく、また曖昧性を減少することができるような評価法を新たに提案している。また、本論文では、これらの新しい方法と従来法を比較評価する手順と、それを実行するコンピュータシステムを開発し、いくつかの実証研究を行っている。

本論文では以下のような理論的かつ実践的な貢献がなされている。まず、情報個人化法の探求である。従来の感性データ収集法では、膨大な評価作業の中で評価者は自分の評価が不安定になっているのではないかと、しばしば困惑してしまう。本論文では、いくつかの商品をランダムに選んで、いくつかの特徴についてランキングを付けてもらい、個人的なランキングリストを作成する。多くの評価者に同様な作業をしてもらい大きなデータベースができると統合ランキングを求めることができる。それを実行する方法が本論文の一つの新規で有効な貢献である。次に、オントロジー構造を利用したアルゴリズムの調整である。オントロジー構造によって複雑で無秩序に見える問題が多く、単純な実体とそれらの関係によって記述される。本研究では、オントロジー構造の事例として、消費者の要望をいくつかの小さく単純なものに分解することにより、より効果的な推薦システムの開発を行っている。最後に、推薦システムの設計と実装である。上述の新しい方法を用いて、実際に推薦システムを開発し、提案手法と従来手法を比較する実験を実施している。システムの評価パートでは「感性データ」と「文脈データ」を収集する際に前述の部分比較法を用いている。そして、推薦パートでは、新しい消費者の要望に対して推薦リストを提示する。

以上、本論文は、部分比較手順を有した商品評価法とオントロジー構造に注目した商品推薦法を提案し「感性工学」や「データマイニング」の分野に新たな知見を付け加えるとともに「知識科学」においても学術的に貢献するところが大きい。よって博士（知識科学）

の学位論文として十分価値あるものと認めた。