Finding the Most Diverse Products using Preference Queries

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ABSTRACT

In this paper, given a product database and a set of customer preferences, we address the problem of discovering a bounded set of diverse products that attract the interests of different customers. This problem finds numerous applications in electronic marketplaces, e.g., for selecting the products that are placed in the home page of an online shop. Existing approaches to tackle this problem fall short because they ignore customer preferences, and instead rely solely on products’ attributes. We model this problem as a diversity problem, where each product is represented by its reverse top-k result set, and seek r products that maximize their diversity value. Since the problem is NP-hard, we employ a greedy algorithm that takes as input the reverse top-k result sets of all candidate products. To further improve performance, we also design a more efficient approximate algorithm that does not require the computation of all reverse top-k sets. Our experimental evaluation demonstrates the performance of the proposed algorithms and quality of the selected diverse products.

1. INTRODUCTION

Top-k queries [17] help customers select a ranked set of k products that best match their preferences out of an overwhelmingly large collection of products. For a specific customer, her preferences are expressed by means of a top-k query, and highly ranked products in the top-k result are more attractive to the customer. Thus, from the perspective of product sellers, the visibility and the potential market of a product relates to the top-k queries for which the product is highly ranked. Towards this direction, reverse top-k queries [20] retrieve the set of user preferences for which a product appears in their top-k lists. Reverse top-k queries are very important for estimating the impact of the product on the market, as the cardinality of the result set defines an influence score [22] for the product, i.e., the number of customers that value a particular product.

In this paper, we study the problem of finding the r most diverse products based on the user preferences. The goal is to find a set of products that are attractive to a wide range of customers with different preferences. For instance, consider an electronic marketplace that wishes to advertise r products on its front page aiming to attract as many new customers as possible. Advertising diverse products that are attractive to different existing customers increases the probability that a new customer finds one of those products attractive. The strategy of advertising the r most influential products [22], i.e., the r products that attract the highest total number of customers, does not necessarily lead to a set of diverse products and may fail to attract many new customers, since such products may be attractive to customers with similar preferences.

Consider for example the set of user preferences and products depicted in Table 1, where maximum values in product attributes are preferable. Assume that the goal is to advertise two products for attracting new customers. Our proposed method selects the r = 2 most diverse products based on user preferences, which in our example is the set \{p₁, p₃\}. This set is more probable to attract more new customers because p₁ and p₃ satisfy more diverse preferences. For example, a customer with similar preferences to Jack is highly probable to be attracted also to p₁, even though it is not the best option for her on the market. This is because both p₁ and p₂ satisfy users that have high preference for the third dimension (expressed with a high weight w[3]). On the other hand, p₃ satisfies users that have totally diverse preferences compared to p₁ and p₂, namely users such as Max that prefer the first dimension.

In this paper, we introduce the problem of finding the r most diverse products based on user preferences. The

Table 1: Example of product database and user preferences.

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<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Bob</td>
<td>0.1</td>
<td>0.2</td>
<td>0.7</td>
<td>p₁</td>
</tr>
<tr>
<td>Tom</td>
<td>0.1</td>
<td>0.3</td>
<td>0.6</td>
<td>p₁</td>
</tr>
<tr>
<td>Jack</td>
<td>0.5</td>
<td>0.1</td>
<td>0.6</td>
<td>p₂</td>
</tr>
<tr>
<td>Max</td>
<td>0.8</td>
<td>0.1</td>
<td>0.1</td>
<td>p₃</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product</th>
<th>p₁</th>
<th>p₂</th>
<th>p₃</th>
<th>Reverse top-k</th>
</tr>
</thead>
<tbody>
<tr>
<td>p₁</td>
<td>1</td>
<td>2</td>
<td>6</td>
<td>Bob,Tom</td>
</tr>
<tr>
<td>p₂</td>
<td>2</td>
<td>1</td>
<td>6</td>
<td>Jack</td>
</tr>
<tr>
<td>p₃</td>
<td>6</td>
<td>5</td>
<td>2</td>
<td>Max</td>
</tr>
</tbody>
</table>

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user preferences are captured by the reverse top-$k$ set of each product. We model this problem as a dispersion problem [15] using as distance function the dissimilarity of the reverse top-$k$ sets. In this sense, the set of $r$ objects with the maximum diversity is returned to the user. Consequently, the selected objects are appealing to many different customers with dissimilar user preferences. Different from our work, existing solutions for identifying diverse objects rely solely on product attributes and largely overlook user preferences [18]. On the other hand, approaches that identify $r$ objects with high total number of customers [12, 22], often fail to discover truly diverse products that can be appealing to new customers with different preferences than those of the existing ones.

To summarize the contributions of this paper are:

- We study the novel problem of finding the $r$ most diverse products based on user preferences. We model this problem as a dispersion problem and define an appropriate distance function that captures the dissimilarity of products based on their reverse top-$k$ sets.
- As dispersion problems are known to be NP-hard [8], we use a greedy algorithm that retrieves $r$ diverse products, after computing the reverse top-$k$ sets of the products efficiently.
- To improve the performance of our algorithm, we propose an alternative algorithm that progressively computes an approximation of the reverse top-$k$ sets of a limited set of candidate products and retrieves a set of $r$ products of high diversity.
- We present maintenance techniques for updating the $r$ most diverse products in the case of dynamic data in a cost-efficient way. In addition, we generalize our approach to support any set-based similarity function.
- We demonstrate the efficiency and achieved diversity of our algorithms using both synthetic and real-life data sets.

The rest of this paper is organized as follows: Section 2 reviews the related work. Section 3 provides the necessary preliminaries, while in Section 4 we formally define the $r$-Diversity problem. Thereafter, in Section 5, we present a greedy algorithm applied on the reverse top-$k$ sets. In Section 6, we provide a more efficient algorithm that iteratively computes an approximation of the reverse top-$k$ sets and refines the set of most diverse products. Section 7 addresses the case of dynamic data, while Section 8 generalizes our approach for set-based similarity functions. The experimental evaluation is presented in Section 9 and we conclude in Section 10.

2. RELATED WORK

Reverse top-$k$ queries. Vlachou et al. first introduced the reverse top-$k$ query in [20, 21]. Two versions of the reverse top-$k$ query were presented, namely monochromatic and bichromatic. Based on the geometrical properties of the monochromatic reverse top-$k$ query, an algorithm for the two dimensional case was proposed. For computing bichromatic reverse top-$k$ queries, an algorithm (called RTA) was proposed that exploits the fact that similar queries share common results, in order to avoid evaluating the top-$k$ queries for all user preferences. Thereafter, several papers have studied the problem of efficient reverse top-$k$ computation. An efficient algorithm for the two-dimensional monochromatic reverse top-$k$ that relies on a novel index was proposed in [4]. In [9], efficient evaluation of multiple top-$k$ queries is studied, which in turn enables the computation of the reverse top-$k$ set of a query point. The proposed method avoids evaluating the top-$k$ queries one-by-one by grouping similar queries and evaluate them in a batch. This approach is suitable for processing many reverse top-$k$ queries at once.

An approach for processing a large number of continuous top-$k$ queries has appeared in [27]. The proposed framework can be employed to process reverse top-$k$ queries efficiently, however it requires to build an index over the $k$-th ranked objects of each query that results in high pre-processing cost. Recently, a novel branch-and-bound algorithm for reverse top-$k$ queries has appeared in [23], where both the object data sets and the preferences set are indexed using an R-tree.

Product impact and visibility. Several papers have proposed methods that aim to quantify the impact of products in the market. DADA [11] aims to help manufactures position their products in the market, based on three types of dominance relationship analysis queries. Creating competitive products has been studied in [24]. Customer identification and product positioning has been recently studied in [2], where the attractiveness of a product is defined based on the concept of reverse skyline query. Nevertheless, in these approaches user preferences are expressed as data points that represent preferable products, whereas reverse top-$k$ queries examine user preferences in terms of weighting vectors. Miah et al. [14] study a different problem, namely how to select the subset of attributes that increases the visibility of a new product. Product promotion is studied in [25, 26], where the aim is to find the most interesting regions for promotion of a product. Only a few papers have proposed methods for retrieving interesting products by using the reverse top-$k$ queries. In [22], the influence of a product is defined as the size of its reverse top-$k$ set. Then, an algorithm was presented to efficiently retrieve the $m$ most influential products. Discovering $k$ products with maximum number of customers has been studied in [12], where the number of customers is estimated as the size of the reverse top-$k$ set. The problems studied in [12, 22] differ from the diversity problem studied in this paper. Both approaches focus on maximizing the number of existing customers and ignore the similarity of the retrieved reverse top-$k$ sets. These approaches fail to take into account the fact that attracting new customers requires promoting products that are attractive to customers with diverse preferences. Koh et al. [10] consider as products packages consisting of multiple components. They study the problem of creating and selecting packages from an existing pool of components such that the number of potential customers is maximized. Similarly to the aforementioned approaches the number of potential customers is estimated using reverse top-$k$ sets, yet they do not study the diversity of the result set.

Diversity in databases. Many approaches have been proposed for retrieving a set of diverse objects. Angel et al. [1] study the problem of retrieving $k$ documents relevant to a query $q$, but are also diverse with each other. The diversity is computed based on document similarity metrics. Drosou et al. [7] study the problem of finding the $k$ most
Table 2: Overview of symbols.

<table>
<thead>
<tr>
<th>Symbol</th>
<th>Description</th>
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<tbody>
<tr>
<td>$\mathbb{R}^m$</td>
<td>$m$-dimensional dataspace</td>
</tr>
<tr>
<td>$S$</td>
<td>Set of data objects</td>
</tr>
<tr>
<td>$D$</td>
<td>Subset of $S$ ($D \subseteq S$)</td>
</tr>
<tr>
<td>$p, q$</td>
<td>Data objects/products ($p, q \in S$)</td>
</tr>
<tr>
<td>$W$</td>
<td>Set of weighting vectors</td>
</tr>
<tr>
<td>$w$</td>
<td>A weighting vector ($w \in W$)</td>
</tr>
<tr>
<td>$k$</td>
<td>Value of top-$k$</td>
</tr>
<tr>
<td>$TOP_k(w)$</td>
<td>Top-$k$ data objects based on $w$</td>
</tr>
<tr>
<td>$RTOP_k(p)$</td>
<td>Reverse top-$k$ result set for object $p$</td>
</tr>
<tr>
<td>$c_p$</td>
<td>Centroid of vectors in set $RTOP_k(p)$</td>
</tr>
<tr>
<td>$d(p, q)$</td>
<td>Cosine distance between centroids $c_p, c_q$</td>
</tr>
<tr>
<td>$d(u, v)$</td>
<td>Cosine distance between vectors $u, v$</td>
</tr>
<tr>
<td>$div(D)$</td>
<td>Diversity value of a set of objects $D$</td>
</tr>
<tr>
<td>$D^*$</td>
<td>Approximate solution of the $r$-Diversity problem</td>
</tr>
</tbody>
</table>

If we have a set of preferences $W \subseteq \mathbb{R}^m$ over a set of products $S \subseteq \mathbb{R}^m$ then for a given product $q$, we say that the result set of a reverse top-$k$ query is a set $RTOP_k(q)$ which consists of all the preference vectors $w$ for which it holds that $q \in TOP_k(w)$.

**Definition 2.** *(Reverse top-$k$ query [20])* Given a set of points $S$, a point $p$, and a set of vectors $W$ we say that a vector $w$ belongs in the reverse top-$k$ set $RTOP_k(p)$ of point $p$, if and only if $\exists q \in TOP_k(w)$ such that $f_w(p) \geq f_w(q)$.

We can also define the influence score of a data object $p$ as the cardinality of the set $RTOP_k(p)$. Table 2 provides an overview of the most basic symbols used in this paper.

### 4. Problem Statement

Let $p$ and $q$ denote two products (data objects) from a product database $S$. Also, given a set $W$ of customer preferences (weighting vectors) and an integer $k$, let $RTOP_k(p) \subseteq W$ and $RTOP_k(q) \subseteq W$ denote the reverse top-$k$ sets of $p$ and $q$ respectively. We also define a distance function $d : S \times S \rightarrow \mathbb{R}^+$ as:

$$d(p, q) = d_a(RTOP_k(p), RTOP_k(q))$$

that determines the dissimilarity of any two objects $p$ and $q$ based on their corresponding reverse top-$k$ sets. Notice that this is a radically different approach from existing initiatives that define the distance of two objects based on the objects’ attributes only.

The problem of selecting the $r$ most diverse products from a given set $S$ can be viewed as a dispersion problem [7, 8, 15, 18], where the aim is to find $r$ objects such that an objective function of their distance $d$ is optimized. The dispersion sum problem maximizes the sum of pairwise distances between the $r$ selected products and it has been proved that it is NP-hard by reduction from the clique problem [8].

**Problem 1.** *(r-Diversity Problem).* Given a set of data objects $S$ and a distance function $d$ measuring the dissimilarity between two objects, the $r$-Diversity problem is to identify a subset $D^* \subseteq S$ such that:

$$D^* = \arg \max_{|D|=r} \sum_{p, q \in D, p \neq q} d(p, q)$$

The remaining challenge is to define an appropriate function $f_a$ that captures the dissimilarity of the reverse top-$k$ result sets. Hence, the function $f_a$ takes as input two sets of weighting vectors and computes their dissimilarity. We employ a function that relies on the concept of a centroid of a set of vectors.

**Definition 3.** *(centroid of $RTOP_k$).* Given a set of data objects $S$, a set of weighting vectors $W$, and an object $p \in S$ such that $RTOP_k(p) \neq \emptyset$, we define as the centroid of $p$ the vector:

$$c_p = \frac{1}{|RTOP_k(p)|} \sum_{w \in RTOP_k(p)} w$$

Since each $RTOP_k$ set corresponds to exactly one data point, the respective centroid corresponds to exactly one data point as well. Therefore each data point can be mapped to exactly one centroid vector and vice-versa.
Definition 4. (Dissimilarity function $f_d$). Given a set of data objects $S$, a set of weighting vectors $W$, two objects $p,q \in S$, and their respective centroids $c_p$ and $c_q$, the distance of $p$ and $q$ is defined based on the cosine similarity of the centroids:

$$f_d(RTOP_k(p), RTOP_k(q)) = 1 - \cos(c_p, c_q)$$

The advantage of using the centroid $c_p$ instead of the actual set of vectors $RTOP_k(p)$ is that the centroid is a compact and accurate representation of the set, which in turn allows efficient processing of the dissimilarity function, compared to other dissimilarity metrics that operate on sets of arbitrary size. As a result, we use $d(p,q) = 1 - \cos(c_p, c_q)$ as distance function in this paper.

Example 1. Figure 1 shows an example of the reverse top-$k$ sets $RTOP_k(p) = \{w_1, w_2, w_3\}$ and $RTOP_k(q) = \{w_4, w_5\}$, which belong to products $p$ and $q$ respectively. In the Euclidean space, a linear top-$k$ query can be represented by a vector $w$ [20, 21]. The magnitude of the query vector does not influence the query result, as long as the direction remains the same, therefore without loss of generality we assume that $\sum_{i=1}^{m} w[i] = 1$. In the 2-dimensional space, all weighting vectors belong to the line as depicted in Figure 1. Moreover, top-$k$ queries defined by similar weighting vectors $w$ are expected to produce similar result sets [20, 21]. Thus, the weighting vectors of the reverse top-$k$ set of $p$ are expected to lie nearby on the line. Furthermore, for a hypothetical weighting vector which lies on the line between $w_1$ and $w_3$, it is expected that $p$ is highly ranked, and therefore it is highly probable that this vector would belong to the reverse top-$k$ set of $p$.

The centroid of the weighting vectors captures the above intuitions, and the angle between two centroids represents the dissimilarity of the weighting vectors. Obviously, different functions for set dissimilarity (hence also for measuring distance) are supported by our approach, including (for instance) the Jaccard similarity of the reverse top-$k$ sets. Nevertheless, the Jaccard similarity fails to capture the locality of the weighting vectors.

Furthermore, we define the diversity $div(D)$ of a set of objects $D \subseteq S$. Notice that the set $D^*$ with the highest diversity value $\text{div}(D^*)$ among all $r$-sets of points in $S$, is the optimal solution for Problem 1. The diversity value $\text{div}(D)$ is normalized in $[0,1]$.

\[\text{div}(D) = \frac{2}{r(r-1)} \sum_{p,q \in D \cap D} (1 - \cos(c_p, c_q))\]

5. Algorithms with centroid computation

Algorithm 1 $r$-Diverse Products

Input: $S$: set of products
$W$: set of weighting vectors
$k$: value of top-$k$ and reverse top-$k$
$s$: size of initial sample
$r$: required number of diverse products

Output: $D_r(S)$: the set of $r$ most diverse products of $S$

1: $C \leftarrow \text{CandidateCentroids}(S, W, k)$
2: $R \leftarrow \text{random subset of } C$ with $|R| = s$
3: $D_r(S) \leftarrow \text{Diverse Product Selection Algorithm (DPSA)}(C, R, r)$
4: return $D_r(S)$

5.1 Retrieving the Candidate Centroids

Different alternatives exist in order to compute the set $C$ of candidate centroids. In the following, we present three alternative methods for determining the set $C$. Notice that all methods produce an identical set $C$ of centroids.

The most straightforward method is to perform a reverse top-$k$ query for each product $p$ in $S$ and compute the centroid vector of each set $RTOP_k(p)$ using Definition 3. We denote this approach $\text{RTOP}_k$. Its processing cost is basically determined by the computation of $|S|$ reverse top-$k$ queries. Since any existing algorithm for reverse top-$k$ processing can be employed for the underlying reverse top-$k$ computation, this method is quite generic.

An improvement of the first method is derived based on the observation that some products have empty reverse top-$k$ sets (i.e., they do not belong to the top-$k$ result of any
weighting vector). Hence, it is possible to avoid processing some reverse top-k sets. To achieve this, we exploit the progressive result generation of the algorithm in [22], which is able to retrieve objects in decreasing order of the sizes of their reverse top-k sets. We denote this method as Rtopk based on the fact that the algorithm [22] has been proposed for retrieval of influential objects. As a result, we avoid processing a reverse top-k query for objects with empty reverse top-k sets, thus improving the performance of Rtopk.

The third method exploits the observation that it may be more efficient to process all top-k queries, instead of processing multiple reverse top-k queries. Thus, we perform a top-k query for each preference vector \( w \in W \), which makes straightforward the computation of the reverse top-k sets of any data object, and hence also their respective centroids. In fact, the top-k sets do not need to be maintained until all top-k queries have been processed, but instead the centroids can be calculated progressively. For each retrieved object in the top-k result set, the centroid is updated by adding the new vector \( w \) to its previous centroid, while also the number of vectors per object is maintained. After finishing all top-k queries, for each centroid the coordinates are divided by the cardinality of the reverse top-k set. Since top-k queries for all vectors in \( W \) are processed, we call this method all-top-k, i.e., Atopk. An advantage of Atopk is that the processing cost in terms of top-k evaluations is fixed, namely \( |W| \) top-k queries, in contrast to Rtopk and Rtopk where in the worst case the top-k evaluations can be up to \( |W| \cdot |S| \). Thus, the efficiency of Atopk is influenced slightly by the cardinality of \( S \), in contrast to Rtopk which computes the reverse top-k set even for products with empty reverse top-k sets.

5.2 Diverse Product Selection Algorithm

After having computed the centroid vectors of all non-empty reverse top-k sets, the next step is to find the \( r \) most diverse centroids and the products that they represent. As already mentioned, the \( r \)-Diversity problem is defined as a dispersion problem that is known to be NP-hard [8]. Thus, computing the optimal solution for the \( r \)-Diversity problem is not feasible even for relatively small data sets. Hence, we employ an algorithm that efficiently computes an approximate solution of high quality [5]. More specifically, we use a greedy algorithm, called Diverse Product Selection Algorithm (DPSA), that iteratively selects the next centroid that maximizes the value of the objective function. Its pseudocode is depicted in Algorithm 2.

**Algorithm 2 Diverse Product Selection Algorithm DPSA()**

**Input:** \( C \) : set of candidate centroids

**Output:** \( D_r(S) \) : the set of \( r \) most diverse products of \( S \)

1: \( c_{p1}, c_{p2} \leftarrow c_{p1}, c_{p2} : \forall c_{p1}, c_{p2} \in R : d(c_{p1}, c_{p2}) \geq d(c_{p1}, c_{p2}) \)
2: \( C \leftarrow C - \{p1, p2\} \)
3: \( D_r(S) \leftarrow \{p1, p2\} \)
4: while \( |D_r(S)| < r \) do
5: \( c_q = \arg \max_{c_p \in C} \left( \sum_{p \in D_r(S)} d(c_q, c_p) \right) \)
6: \( D_r(S) \leftarrow D_r(S) \cup \{q\} \)
7: \( C \leftarrow C - \{q\} \)
8: end while
9: return \( D_r(S) \)

In each loop iteration of the DPSA algorithm (lines 4-8), the algorithm calculates the sum of distances between a centroid vector \( c_q \in C - D_r(S) \) and the centroid vectors in \( D_r(S) \). As described above this procedure has a cost of \( O(r^2|C|) \). In the case of the cosine distance we can reduce this cost to \( O(r|C|) \) by exploiting the properties of the cosine function. As shown in Equation 1 the sum of distances of \( c_q \) to all centroids in \( D_r(S) \) is equal to \( |D_r(S)| - \frac{c_q}{|c_q|} \cdot c_{D_r(S)} \). In that way it is only necessary to calculate the centroid of \( D_r(S) \) before each loop iteration.

\[
\sum_{p \in D_r(S)} d(c_q, c_p) = \sum_{p \in D_r(S)} 1 - \cos(c_q, c_p) = |D_r(S)| - \frac{c_q}{|c_q|} \cdot \sum_{p \in D_r(S)} \frac{c_p}{|c_p|} = |D_r(S)| - \frac{c_q}{|c_q|} \cdot c_{D_r(S)} \quad (1)
\]

6. SELECTIVE TOP-K ALGORITHM

The main drawback of the previous algorithm is that it requires the computation of all centroids, which has a significant processing cost regardless of the employed method for candidate centroid computation. In particular, depending on the cardinality of \( W \) and \( S \), the computation of the centroids may be time-consuming. In order to alleviate this shortcoming, in this section, we propose a method that fuses the centroid computation with the selection of diverse objects. Our goal is to efficiently compute an approximation of the centroids (by evaluating only a handful of carefully selected top-k queries), which is sufficient to produce a set of \( r \) products with high diversity.

6.1 Centroid Approximation

Conceptually, the proposed algorithm uses a series of iterations, where each iteration consists of three parts: (1) select
a weighting vector $w_i$ in order to process the top-$k$ query it defines, (2) compute an approximation of the centroid-set based on the results of already processed top-$k$ queries, and (3) select diverse products by invoking the DPSA algorithm (Section 5.2) with input the approximate centroid-set. In each iteration, a top-$k$ query based on $w_i$ is executed. Some objects $p \in TOP_k(w_i)$ may not have been retrieved before and those are added to the centroid-set. For the remaining objects $p \notin TOP_k(w_i)$ the approximate centroid is updated, since $w_i$ is added to their reverse top-$k$ sets. In fact, the reverse top-$k$ sets are not maintained, but the centroid of an object is computed progressively as in the case of Atopk. Thus, in each iteration the centroid-set is only an approximation of the candidate centroids $C$ computed by Algorithm 1 because (a) $C$ may contain more centroids as some objects may not have been retrieved yet and (b) the centroids of an object $p$ are estimated based on a limited set of top-$k$ queries only. However, in each iteration, the candidate-set is enriched with the results of the next top-$k$ query. Additionally, a set of $r$ diverse products $D_r(S)$ is computed based on the current set of centroids. Finally, the selection of the next weighting vector to be processed is based on maximizing the sum of distances to the set of centroids defined by $D_r(S)$.

The main idea of our algorithm is that the maximum cosine distance (i.e., maximum diversity) of two objects is bounded by the maximum cosine distance of any two weighting vectors. Let us assume that $w_1$ and $w_2$ are the two weighting vectors with the maximum cosine distance (the most diverse). Let us further assume that there exist two products $p_1$ and $p_2$ for which holds: $RTOP_k(p_1) = \{w_1\}$ and $RTOP_k(p_2) = \{w_2\}$. Then, it holds that for 2-Diversity problem the optimal solution is $\{p_1, p_2\}$ and their diversity equals to $1 - \cos(w_1, w_2)$, since $c_{p_1} = w_1$. If more weighting vectors belong to $RTOP_k(p_1)$ then the diversity between $\{p_1, p_2\}$ decreases. Therefore, our algorithm starts by evaluating the top-$k$ queries for the most diverse weighting vectors. In each step, the most diverse weighting vector to the current most diverse centroids is selected, as each centroid may summarize several weighting vectors.

### 6.2 Algorithmic Description

Algorithm 3 shows the pseudocode of the proposed algorithm that uses a limited set of top-$k$ queries only. We call this algorithm Selective Top-$k$ Algorithm and denote it with Stopk.

**Description.** The first major difference to Algorithm 1 is that the initial centroid computation is avoided. First, the algorithm computes a random sample $W'$ (of size $s$) of $W$ (line 1) and the two most dissimilar weighting vectors $w_1$ and $w_2$ of $W'$ are selected (line 2). Notice that the sample $W'$ is produced uniformly at random, thus it follows the distribution of $W$ and is used only for the initialization of $\hat{C}$. Applying the initialization step on $W$ would result in a cost of $O(|W'|^2)$, while with the sample it is reduced to $O(|W'|^2)$. Next, the top-$k$ queries for $w_1$ and $w_2$ are processed and from the resulting merged set of products a set $\hat{C}$ of centroids is computed (line 3). Notice that $\hat{C}$ is computed based solely on the products retrieved thus far by the two top-$k$ queries. These centroids form the candidate set for finding the most diverse products. In the following step, the Algorithm 2 is invoked with input the candidate set, and the two most diverse products are retrieved and placed in $D_r(S)$ (line 4). Note that $\hat{C}$ is much smaller than $C$, thus DPSA algorithm is applied on $\hat{C}$ and no random sample is required.

In each iteration, the most dissimilar weighting vector $w_i$ to the centroid vectors $c_p (p \in D_r(S))$ is selected (line 8). For this $w_i$, the respective top-$k$ query is executed and the candidate list $\hat{C}$ is updated as before (line 9). Then, the DPSA algorithm is invoked again to produce a new set of diverse products (line 10). The same procedure is repeated for at least $r$ steps. Notice that when the iteration counter $i$ is smaller than $r$, the algorithm produces $i$ diverse products, and only when $i$ becomes greater than $r$ does the algorithm return $r$ diverse products.

In order to improve further the approximation of the centroids more iterations can be applied. The number of iterations (steps) is a system parameter that captures an interesting trade-off between the diversity of the result set and the processing time. Small values of steps increase the efficiency of the algorithm by reducing its processing time. In the experimental evaluation, we demonstrate that a small number of iterations is sufficient to produce results with diversity comparable to that of Algorithm 1, with significantly lower processing cost. Notice that in the extreme case that the number of iterations of Stopk is set equal to the cardinality of $W$ and also no sampling is used ($s = |W|$), the set of diverse products and number of required top-$k$ queries will be the identical with Atopk. Nevertheless, in this case, Stopk will have the computational overhead of applying multiple times the DPSA algorithm and finding the diverse weighting vectors.

**Example 2.** Table 3 shows an example of the execution of Stopk for $r = 2$. We assume that in the initialization step vectors $w_1$ and $w_2$ are selected. Furthermore (assuming $k = 3$), the top-3 results for the selected vectors are depicted. After the initialization step, the sets of approximate centroids $\hat{C}$ contains 5 centroids (namely $c_{p_1}, ..., c_{p_5}$),

### Algorithm 3 Selective Top-$k$ Algorithm

**Input:** $S$: set of products  
$W$: set of weighting vectors  
$k$: value of top-$k$ and reverse top-$k$  
$s$: size of initial sample  
$r$: required number of diverse products  
steps: number of iterations (steps $\geq r$)

**Output:** $D_r(S)$: the set of $r$ most diverse products of $S$

```
1: $W' \leftarrow$ random subset of $W$ with $|W'| = s$
2: $w_1, w_2 \leftarrow w_1, w_2 : \forall w_i, w_j \in W': d(w_i, w_j) \geq d(w_i, w_j)$
3: $\hat{C} \leftarrow$ ComputeCentroids($\bigcup_{x=1..2} TOP_k(w_x)$)
4: $D_r(S) \leftarrow$ DPSA($\hat{C}, \hat{C}, 2$)
5: $i = 2$
6: while $i < $ steps do
7: $i +=$
8: $w_i = \arg \max_{w \in W} \left( \sum_{p \in D_r(S)} d(p, w) \right)$
9: $\hat{C} \leftarrow$ ComputeCentroids($\bigcup_{x=1..2} TOP_k(w_x)$)
10: $D_r(S) \leftarrow$ DPSA($\hat{C}, \hat{C}, \min(i + 1, r)$)
11: end while
12: return $D_r(S)$
```
7. MAINTENANCE

which correspond to the data points that have been retrieved by at least one top-k query. Algorithm 2 is applied on \( \hat{C} \) and we assume that \( \hat{c}_p \), and \( \hat{c}_q \), as the two most diverse vectors. In the first iteration of Stopk, the most diverse (according to \( \hat{c}_p \), and \( \hat{c}_q \)) weighting vector of \( W \) is selected. In this step, \( w_3 \) is selected and the approximate centroids \( \hat{C} \) are updated based on \( TOP_k(w_3) \) as depicted in Table 3. Again, Algorithm 2 is applied on \( \hat{C} \) and \( \hat{c}_p \), and \( \hat{c}_q \) are identified as the two most diverse vectors. Stopk continues with a second iteration by evaluating \( w_4 \). In this step, \( c_p \) is added to \( \hat{C} \) as it belongs to \( TOP_k(w_4) \). Again Algorithm 2 will be invoked and the most dissimilar weighting vector of \( W \) will be selected. The same procedure continues until steps iterations has been executed.

Complexity. To perform a cost analysis of the algorithm, we need to identify its basic cost factors. These factors include the initial computation of the two most dissimilar vectors \( O(s^3) \), the processing cost of steps top-k queries, the cost of determining the next most dissimilar weighting vector \( O(\text{steps} \cdot r \cdot |W|) \) (line 8), and the cost induced by invoking the DPSA algorithm steps times. The cost of processing steps top-k queries will always be much cheaper than Algorithm 1, which needs to process the \( k \)-th top-k queries (in the case of Atopk) to perform the centroid computation. It should also be noted that the calls to the DPSA algorithm are much cheaper, because it operates on \( \hat{C} \) which is much smaller than \( C \). Overall, the cost of the algorithm is \( s^3 + \text{steps} \cdot r \cdot |W| \), since these are the dominant cost factors, and the complexity is linear with respect to \( W \) \( O(\text{steps} \cdot r \cdot |W|) \), when steps is small \((r \text{ is typically small anyway})\).

7. MAINTENANCE

In this section, we present techniques for maintaining the diverse set of products in the case of dynamic data. In fact, the methodology of Stopk (Algorithm 3) can be applied to maintain the \( r \)-diverse products. We consider two cases: (1) new products are inserted in the product database, and (2) new preferences (in the form of weighting vectors) are added in the customer preference database. Both cases actually occur in online shops, when new products appear in the market and new customer preferences are extracted from social sites.

In order to support product insertions efficiently, we exploit the top-\( k \) queries that where computed during the computation of \( \hat{C} \). Let \( W^* \) be the set of weighting vectors for which the top-\( k \) queries have been computed. We maintain for each weighting vector \( w \in W^* \) the score of the \( k \)-th product. When a new product \( p_{\text{new}} \) is inserted in the database, we check for each query \( w \in W^* \) if \( p_{\text{new}} \) has a better score than the \( k \)-th product. If this does not occur for any \( w \in W^* \), we can safely ignore \( p_{\text{new}} \), as it does not affect the determination of the diverse products. On the other hand, if \( p_{\text{new}} \) becomes top-\( k \) for some weighting vector \( w \), we compute the new centroids only for the affected products (i.e., \( p_{\text{new}} \) and the products \( p_i \) that used to be at the \( k \)-th rank, but were evicted by \( p_{\text{new}} \)) and update the set \( \hat{C} \). We then apply DPSA algorithm on \( \hat{C} \) and produce a new set of diverse products. Note that in the first case, we can ensure that the result set is the same as in the case where Stopk would be executed on the updated data set, but this does not hold for the second case. The similarity of the centroids before and after the update can be used in order to decide when the Stopk algorithm should be invoked to have a result set of higher quality.

In order to be able to handle new preferences effectively, during the computation of the diverse product we maintain the minimum \((\min)\) of all maximal sums of distances between a centroid and any selected weighting vector \((i.e., \text{the expression in line 8 of Algorithm 3)\). In the case of a new weighting vector \( w_{\text{new}} \), we follow the same principle as Algorithm 3 to decide whether the respective top-k query should be evaluated. If \( \sum_{p \in D_k(s)} d(p, w_{\text{new}}) \) is larger than \( \min \), then the top-k query for \( w_{\text{new}} \) is computed, the set of centroids \( \hat{C} \) updated and DPSA algorithm is executed on \( \hat{C} \) to produce a new set of diverse products. Intuitively, when vector \( w_{\text{new}} \) induces small changes to the set of centroids, we do not need to recompute the \( r \)-diverse products as \( w_{\text{new}} \) would not have been selected by Stopk in any case. Again, the retrieved diverse products are not the same as if Stopk would be executed on the updated weighting vector set, therefore a threshold on the similarity of the centroids before and after the update may trigger executing Stopk to get a set of higher quality.

8. SUPPORTING OTHER SET-BASED SIMILARITY FUNCTIONS

In general, our approach is applicable also for other functions that compute the similarity between sets of vectors. In such a case, our algorithms would not calculate centroids (which is simply a representation of a set of weighting vectors), but would instead directly operate on the reverse top-k sets of products. Following this line of thought, \( \hat{C} \) would represent a set of approximate reverse top-k sets (instead of a set of centroids) and the computation of the most diverse sets becomes independent of the similarity or distance function.

In more technical terms, Algorithm 1 would not calculate centroids but would only maintain the reverse top-k sets, and Algorithm 3 would not compute centroids incrementally but would simply update the approximate reverse top-k sets of products based on the executed top-k queries. Then, Algorithm 2 can be directly applied to the reverse top-k sets.

For instance, one popular similarity function is the Jac-
The percentage of an American family’s annual income spent on 6 types of expenditure: gas, electricity, water, heating, insurance, and property tax. For the data set $W$ of the weighting vectors, we used a uniform (UN) distribution.

**Algorithms.** We implemented the three algorithms for centroid computation ($R_{topk}$, $I_{topk}$, and $Atopk$) coupled with the DPSA algorithm as described in Section 5, and the selective top-k algorithm ($Stopk$) described in Section 6. We also implemented an exact algorithm (denoted $opt$) that finds the optimal solution, but obviously cannot scale well. For reverse top-k processing, $R_{topk}$ uses the state-of-the-art BBR algorithm [23], while $I_{topk}$ uses the BB algorithm [22]. In all algorithms the data set is indexed by an R-tree and for the top-k query processing we employ a state-of-the-art branch-and-bound algorithm [17].

**Metrics.** The metrics under which we evaluated the implemented algorithms were: (a) execution time required by each algorithm, (b) I/O accesses, (c) achieved diversity values. We also measured the number of processed top-k queries, but in the interest of space we do not report them since they follow exactly the I/O metric. We measure only the I/O induced on the data set $S$, since the I/O on $W$ are caused by sequential access and accessing data sequentially is much faster than the random accesses of $S$.

We conduct an experimental study varying the parameters of dimensionality $(3-6)$, cardinality $(1K-500K)$ of $S$, cardinality $(1K-500K)$ of $W$. value of $k$ $(5-50)$, value of $r$ $(3-30)$, sample size $|W^r| (0.001|W|0.1|W|)$, and number of $steps$ $(100-1000)$. Each experiment was repeated 10 times over different instances of the data sets with the same parameters and different seed to the random generator, in order to factor out the effect of randomization. Average values are reported in all cases.

**Evaluation methodology.** Our evaluation was divided in three parts. In the first part (9.1), we compare the algorithms $Atopk$ and $Stopk$ against the exact algorithm ($opt$) in order to evaluate the quality of approximation of diversity. In the second part (9.2), we evaluate the performance of $Stopk$ against the algorithms that rely on centroid computation ($R_{topk}$, $I_{topk}$, and $Atopk$). In the last part (9.3 and 9.4), we perform a thorough sensitivity analysis of $Atopk$ (which proved to perform best among the algorithms with centroid computation) against $Stopk$. We should stress that the diversity of the result set of $Stopk$ is calculated using the whole set of preferences $W$, and not only the vectors used for the identification of the most diverse products.

### 9.1 Quality of Diversity

The purpose of this series of experiments is to study the loss of diversity compared to optimal solution when using our algorithms $Atopk$ and $Stopk$. Thus, we compare to the optimal diversity produced by an exact algorithm ($opt$), which examines all possible $(\binom{|S|}{k})$ combinations of products exhaustively to find the optimal solution. Recall that $R_{topk}$ and $I_{topk}$ produce exactly the same result set as $Atopk$ and therefore have also the same diversity. The default setup for this series of experiments was: $m=3$, $|S|=5K$, $|W|=5K$, $k=10$, $r=5$, $s=0.1 \cdot |W|$, steps $=100$, $S:UN$, and $W:UN$.

Figure 2 depicts the diversity values for varying different parameters, namely $|S|$, $|W|$, $r$ and $k$. The diversity achieved by the greedy algorithm ($Atopk$) is in most cases quite close to optimal, while $Stopk$ results in similar diver-

<table>
<thead>
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<th>Parameter</th>
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<td><strong>Datasets</strong></td>
<td>UN, CO, AC, CL</td>
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<tr>
<td><strong>Data cardinality</strong></td>
<td>1K, 5K, 10K (Diversity Quality)</td>
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<tr>
<td></td>
<td>5K, 10K, 30K (Scalability Analysis)</td>
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<tr>
<td><strong>Weight cardinality</strong></td>
<td>1K, 5K, 10K (Diversity Quality)</td>
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<td></td>
<td>5K, 10K, 30K (Scalability Analysis)</td>
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<td></td>
<td>100K, 200K, 500K (Sensitivity Analysis)</td>
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<tr>
<td><strong># results(r)</strong></td>
<td>3, 4, 5 (Diversity Quality)</td>
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<tr>
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<td>5, 10, 30 (Scalability Analysis)</td>
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<td><strong># top-k results(k)</strong></td>
<td>10, 20 (Diversity Quality)</td>
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<td>5, 10, 30, 50 (Scalability Analysis)</td>
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<td>5, 10, 30, 50 (Sensitivity Analysis)</td>
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<td>5, 10, 30, 50 (Real Datasets)</td>
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<td><strong># dimensions(m)</strong></td>
<td>3 (Diversity Quality)</td>
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<td>5, 10, 30 (Scalability Analysis)</td>
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<td></td>
<td>3, 4, 5, 6 (Sensitivity Analysis)</td>
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Table 4: Parameters (default values in bold).
sity values. As we can observe, our approximate algorithms perform very well in comparison with the exact algorithm. In the worst case, when the size of the objects data set is only $|S|=1000$ objects (Figure 2(a)), the maximum difference in diversity is 19%. As the datasets grow in size, the diversity of the result set of the approximate algorithms approaches the optimal diversity. It is noteworthy that as the number of returned objects ($r$) increases, the diversity value drops. This behavior is expected as the more points we select the smaller their average distance will become.

We omit the figures comparing the performance of our algorithms to opt, since, as expected, our algorithms outperformed the exact approach by 1-4 orders of magnitude in terms of execution time.

9.2 Scalability Analysis

In this series of experiments we compare the performance of the algorithms with centroid computation (described in Section 5) in terms of execution time and I/O. We also include the Stopk algorithm in the charts for completeness. The default setup for this series of experiments is $m=3$, $|S|=10K$, $|W|=10K$, $k=10$, $r=10$, $S$:UN, $W$:UN, steps = 100, $s = 0.01 \cdot |W|$.

Varying weight cardinality $|W|$. As Figure 3 illustrates, Atopk and Stopk outperform by orders of magnitude the Rtopk and Itopk algorithms in terms of execution time. This difference is not reflected in the measured I/O, because of the use of the buffer of the R-tree. When the number of issued top-$k$ queries is considered, both Rtopk and Itopk process at least one order of magnitude more top-$k$ queries than Atopk and Stopk. This processing cost is responsible for their slow runtime. We note that even though both Rtopk and Itopk are more efficient than Atopk when a single reverse top-$k$ query or a small number of influential points is needed, they are less efficient when they are run repeatedly multiple times. In this case, Atopk has a benefit and performs better. In particular, Rtopk has no memory of the completed executions for different queries, and therefore it computes repeatedly the top-$k$ results of many preference vectors. On the other hand, Itopk performs fewer reverse top-$k$ queries than Rtopk, but shares the same shortcoming for those reverse top-$k$ queries that it processes. Therefore, it faces the same problem as the Rtopk, however in not such great extent. Similar conclusions are drawn when varying the data cardinality $|S|$. The performance of the algorithms is much less affected by the increase of data cardinality, as during the execution of the top-$k$ queries very few data objects are accessed.

Varying $k$. Figure 4 illustrates the effect of varying parameter $k$. Atopk consistently outperforms Rtopk and Itopk in terms of time, while Stopk improves further the performance in terms of both time and I/O. Atopk, Rtopk and Itopk have the same performance in terms of I/O due to the R-tree buffer employed during query processing. Furthermore, for all algorithms, both time and I/O increase for increasing values of $k$.

Since Atopk consistently outperforms the two other algorithms (Rtopk and Itopk) that rely on centroid computation, we use only Atopk in the remaining experiments as representative of this family of algorithms.

9.3 Sensitivity Analysis

In this section, we provide a detailed sensitivity analysis by varying different parameters that influence the performance of our proposed algorithms. Due to space limitations, for some setups we omit the figures depicting the I/O since the time indicates the efficiency of the algorithms. The default setup for this series of experiments is $m=3$, $|S|=100K$, $|W|=100K$, $k=30$, $r=10$, $S$:UN, $W$:UN, steps = 500, $s = 0.01 \cdot |W|$.

Sensitivity analysis for varying $|S|$, $|W|$, Data Distribution and $m$. In Figure 5, we study the behavior of Atopk and Stopk for increasing cardinality of the data set $S$ and the weighting vectors $W$, as well as for various data distributions (UN,CL,CO,AC) and dimensionality values $m$. First, we examine how the diversity values of Atopk and Stopk for the different parameters are influenced (Figures 5(a)–5(d)). We observe that Stopk benefits from the increased size of the data set and the preferences set. Stopk retrieves a set of $r$ objects that have similar diversity compared to Atopk. In most cases the diversity achieved by Stopk is almost equal to the one achieved by Atopk and in some cases it is even slightly higher. This happens because Stopk locates the most diverse preferences and based
increased dimensionality, as depicted in Figure 5(d), the diversity value of Stopk on them it identifies the most diverse products. Atopk on the other hand, bases the search for most diverse objects on the centroids of the RTOPk sets of the products. For increased dimensionality, as depicted in Figure 5(d), the diversity value of Stopk compared to Atopk is influenced more than for the other parameters. Recall that the diversity between the products was calculated for Stopk using all vectors in W and not only the ones used for the identification of the products.

Figures 5(e)–5(h) show the execution time of the algorithms with respect to various parameters. In Figure 5(e) we notice that none of the algorithms is influenced significantly by the data set cardinality, because top-k queries require retrieving only few data objects that are highly ranked independently of the data set cardinality. Figure 5(f) (which uses log-scale) shows that both algorithms are influenced in a similar way while varying the number of weighting vectors |W|, but Stopk is always more efficient than Atopk.

In particular, the time increases with increasing number of weighting vectors |W|. In Figure 5(g), we depict the performance of both algorithms for different data distributions. In the case of anticorrelated data the execution time for Atopk is 4 times larger that in the case of a uniform distribution. On the other hand, the performance of Stopk is not affected by anticorrelated values significantly. Figure 5(h) shows that Stopk scales nicely for increased dimensionality, in contrast to Atopk whose cost increases by one order of magnitude when we go from 3 to 6 dimensions. This experiment provides strong evidence for the scalability of Stopk with increased number of dimensions.

Figures 5(i)–5(l) evaluate the performance of our algorithms in terms of I/O accesses. The conclusions for the I/O accesses are similar to those for the time, except for the case of increasing the data set cardinality |S|. In Figure 5(i), we notice that even though the time is not increased by varying |S|, the I/O accesses increase. Naturally, more I/O are needed for processing a top-k query of a larger data set, but this is not reflected on the time. Due to the buffering, the computational cost of processing multiple top-k queries is more significant than the time needed to retrieve the relevant index nodes. Nevertheless, in all cases Stopk outperforms Atopk in terms of I/O. For example Figure 5(i) shows that Stopk is two orders of magnitude cheaper than Atopk in I/O accesses as we increase the dimensions.

Figure 6 examines the effect of varying the number r of retrieved products on our algorithms. First, we observe in Figure 6(a) a decreasing tendency of the diversity value as r increases for both algorithms, which is expected as well the diversity value of the optimal solution will decrease as the most diverse products are selected first. As far as the performance is considered, in Figure 6(b), the time of Atopk is not influenced by the increase of r, because Atopk computes all top-k queries independently of the size of the result set r and the computational cost of DPSA algorithm.

**Figure 5: Sensitivity analysis for varying |S|, |W|, data distribution and m.**

**Figure 6: Varying r.**
is not significant compared to the cost of the top-k queries. Stopk is also not significantly affected, since the values of r are relatively small, and the algorithm is executed steps times in any case. Still, Stopk remains always much faster than Atopk.

Varying k. In Figure 7, we gradually increase the parameter k of the reverse top-k queries from 5 to 50. In Figure 7(a), we notice that the diversity value is stable as k increases, which seems counter-intuitive at first. By increasing k the size of the reverse top-k set increases for some objects and more objects have a non-empty reverse top-k set. However, this does not influence the diversity value significantly, as the most diverse centroids may not change. Figure 7(b) depicts the time obtained for different values of k. Although we witness a small deterioration in the performance of both algorithms, Stopk consistently outperforms Atopk. Processing top-k queries is more time-consuming for higher values of k and the DPSA algorithm gets slower with increasing k because the number of candidates for finding the diverse objects increases. We should add however, that the effect of parameter k has much smaller impact on the performance of Stopk because Stopk performs a small number of top-k queries.

Varying steps. The steps parameter is an essential parameter for the Stopk algorithm as it balances the efficiency of the algorithm and the diversity the algorithm achieves. Recall that Stopk performs only steps top-k queries, which is only a small fraction of the |W| top-k queries that Atopk performs. On the other hand, Stopk executes also steps times DPSA algorithm algorithm on a small set of approximate centroids, which is not necessary for Atopk. In Figure 8, we observe that the diversity achieved using very few vectors is quite close to the diversity achieved by Atopk. As we increase the steps parameter the achieved diversity increases marginally. However the execution time increases proportionally with the increase of the steps parameter. This experiment verifies that a small value of steps is sufficient to produce results of high diversity in a very efficient way.

Varying sample size |W'|. The size of sample of preferences from which we select the two initial centroids plays an important role in the performance of the Stopk algorithm. The complexity of the selection process is \( O(|W'|^2) \), and therefore a large sample can have significant impact on the performance of the algorithm. However, as shown in Figure 9, the increased cost in performance is not accompanied by an increased gain in diversity. The reason behind this fact is that once the sample is large enough to offer a good representation of the whole set of preferences, further enlargement will not help significantly in finding better initial centroids.

### 9.4 Results on Real Data

We have also performed an evaluation of our algorithm using a real data set. The conclusions drawn are overall in accordance with the conclusions made by the evaluation with synthetic data, thus verifying our findings. The default setup for this series of experiments is |S| = 127930, |W| = 100K, k = 30, r = 10, W:UN, steps = 500, s = 0.01 \cdot |W|.

The size of the data set used and the high complexity of the exact algorithm (opt) did not allow the exact algorithm to terminate and therefore we did not include its performance results in this series of experiments.

Analysis for varying |W|, k, and r. Figures 10-12 depict performance of the two algorithms. For all values of the varying parameters Stopk achieves diversity values close to the ones of Atopk. For both algorithms we notice a drop in the diversity values when r is increases which is expected as analyzed in 9.1. With respect to processing time it is evident
that both parameters $|W|$ and $k$ play a significant role in the performance of Atopk. This does not come as a surprise as the processing cost of Atopk is dominated by the processing cost of the top-$k$ queries needed for the computation of the centroids of the $RTOP_k$ sets for each product. On the contrary Stopk is much less affected by those parameters as it performs a limited number of top-$k$ queries. The increase of parameter $r$ has little effect in both algorithms. The performance difference with respect to I/O is in all cases larger of parameter $r$.

**10. CONCLUSIONS**

In this paper, we address the important problem of selecting the $r$ most diverse products based on customers’ preferences. The reverse top-$k$ set of each product is represented by its centroid and the distance between centroids is then expressed using cosine distance. In order to find products that are attractive to customers with dissimilar preferences, we define the $r$-diversity problem as a dispersion problem applied on the products’ reverse top-$k$ sets. As dispersion problems are known to be NP-hard, we propose two approximate algorithms that solve the problem. The first algorithm computes the reverse top-$k$ sets and then applies a greedy algorithm that retrieves a set of products of high diversity. The second applies the greedy algorithm on an approximation of the reverse top-$k$ sets by evaluating only some carefully selected top-$k$ queries. In our experimental evaluation, we study the performance of the proposed algorithms and the diversity of the retrieved products in various experimental setups. In particular, we demonstrate that our algorithms both achieve diversity values close to optimal and are very efficient in practice.

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**11. REFERENCES**