



**Towards Sustainable Society on Ubiquitous
Networks: The 8th IFIP Conference on e-Business,
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The massive growth of the Internet has made an enormous amount of information available to us. However, it is becoming very difficult for users to acquire an applicable one. Therefore, some techniques such as information filtering have been introduced to address this issue. Recommender systems filter information that is useful to a user from a large amount of information. Many e-commerce sites use recommender systems to filter specific information that users want out of an overload of information [2]. For example, Amazon.com is a good example of the success of recommender systems [1]. Over the past several years, a considerable amount of research has been conducted on recommendation systems. In general, the usefulness of the recommendation is measured based on its accuracy [3]. Although a high recommendation accuracy can indicate a user's favorite items, there is a fault in that only similar items will be recommended. Several studies have reported that users might not be satisfied with a recommendation even though it exhibits high recommendation accuracy [4]. For this reason, we consider that a recommendation having only accuracy is unsatisfactory. The serendipity of a recommendation is an important element when considering a user's long-term profits. A recommendation that brings serendipity to users would solve the problem of "user weariness" and would lead to exploitation of users' tastes. The viewpoint of the diversity of the recommendation as well as its accuracy should be required for future recommender systems.

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