

# Establishing User Profiles in the MediaScout Recommender System

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*Abstract*—The MediaScout system is envisioned to function as personalized media (audio, video, print) service within mobile phones, online media portals, sling boxes, etc. The MediaScout recommender engine uses a novel stereotype-based recommendation engine. Upon the registration of new users the system must decide how to classify the new users to existing stereotypes. In this paper we present a method to achieve this classification through an anytime, interactive questionnaire, created automatically upon the generation of new stereotypes. A comparative study performed on the IMDB database illustrates the advantages of the new system.