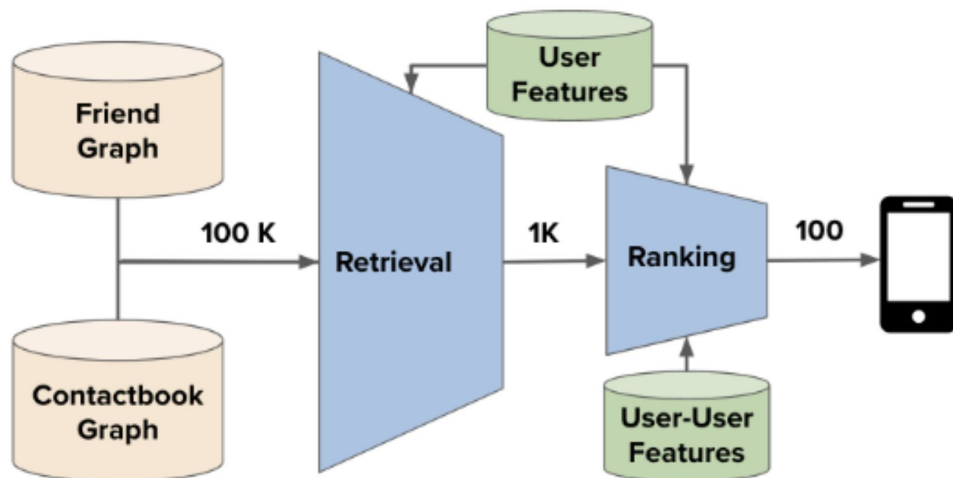# Lessons Learnt from Building Friend Recommendation Systems

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Retrieval
- Friend of Friend (FoF)
- Embedding Based Retrieval (EBR)
- Cold Start

Ranking
- Multi-Task Objective
- Position Bias
- Privacy Requirement

Evaluation
- Network Effect
- Two-sided Market