



Politecnico
di Bari

Ph.D. Defense
Dissertation Title

Adversarial Machine Learning in Recommender Systems

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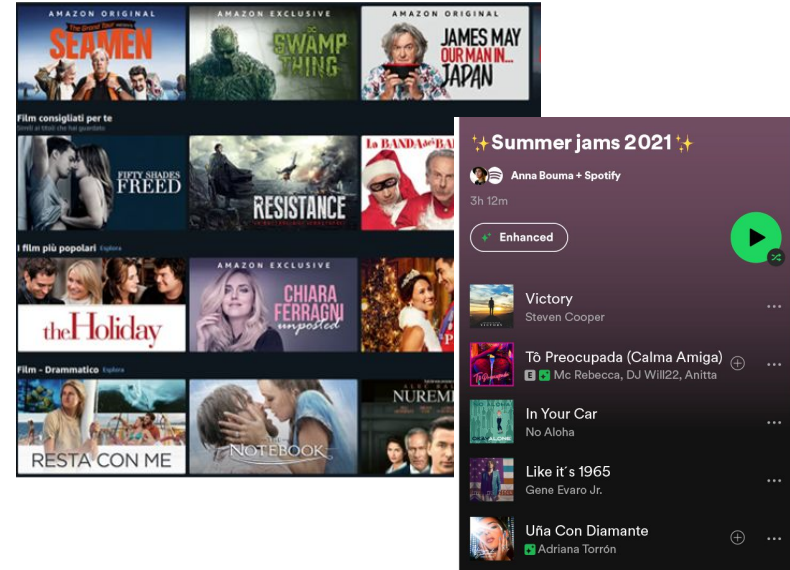
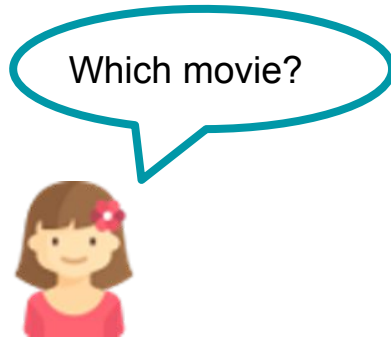
XXXIV Cycle

Summary

- Recommender Systems (RS) and Adversarial Machine Learning (AML)
Background
- Research Contributions
 - Interpretation of the Impact of Data Characteristics on Robustness
 - Semantics-aware Shilling Attacks
 - Attacks/Defense against Visual RSs
 - Iterative Methods to Perturb Model Parameters.
 - Formal Analysis of Recommendation Quality of Adversarial Recommenders
- Conclusions

Recommender Systems: Goal

Support users' decision-making process in the huge catalogs of e-commerce platforms (e.g., Netflix, Spotify, Google, and Amazon).



Recommender Systems: Techniques

Use of Machine Learning (**ML**) to extrapolate:

- Behavioral Patterns across Users → **Collaborative Filtering** (CF)
 - Model-based
 - Memory-based
 - Graph-based
- Similarities across Items → **Content-based Filtering** (CBF)
 - Metadata: title, brand name, author
 - Multimedia: product images, sound tracks, videos
 - Semantic Data: knowledge graphs
- CF + CBF → **Hybrid**

Recommender Systems: Assumptions

Collaborative Filtering



Users behave **Honestly**



Good Recommendation
thanks to the
Wisdom of the Crowd

Content-based Filtering



Items Content is **Original**



Good Recommendation
thanks to the
Quality of the Content

“Applications of machine learning are
adversarial in nature”

Adversarial Machine Learning

Yevgeniy Vorobeychik and Murat Kantarcioglu

Synthesis Lectures on Artificial Intelligence and Machine Learning, August 2018

Recommender Systems: **Adversarial** Assumptions

Collaborative Filtering



Users behave **Maliciously**



Bad Recommendation
because of the
Wickedness of the Crowd

Content-based Filtering



Items Content is **Adversarial**



Bad Recommendation
because of
Manipulated Content

Recommender Systems: Security Issues

Hand-Engineered

- Injection of Fake Users (Shilling Attacks)
 - Leveraging interaction data

Studied in RSs from the early 2000s...

Robust Collaborative Recommendation

Robin Burke, Michael P. O'Mahony, Neil J. Hurley
Recommender Systems Handbook 2015

of ML Fake Users
of Altered Content Data
of Adversarial Perturbations

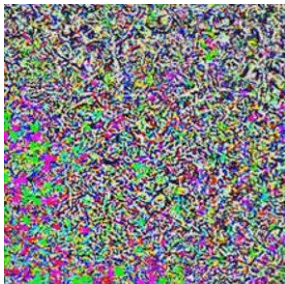
Use of (**Adversarial**) Machine Learning
Techniques to Attack/Protect
Recommender Models

Adversarial Machine Learning

Study of security breaches of ML models in several tasks with a particular (initial) focus on **computer vision (CV)** classification task.



Panda



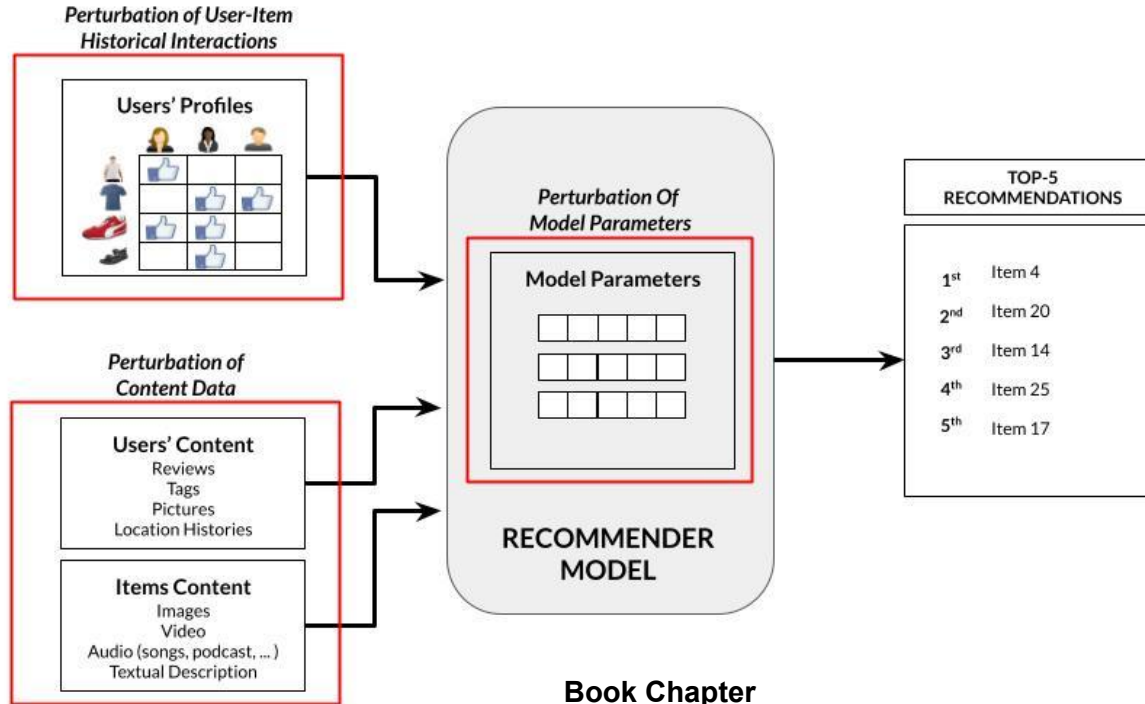
Adversarial
Perturbation



Gibbon



Adversarial Machine Learning in RSs



Book Chapter

Adversarial Recommender Systems: Attack, Defense, and Advances

Vito Walter Anelli, Yashar Deldjoo, Tommaso Di Noia, **Felice Antonio Merra**

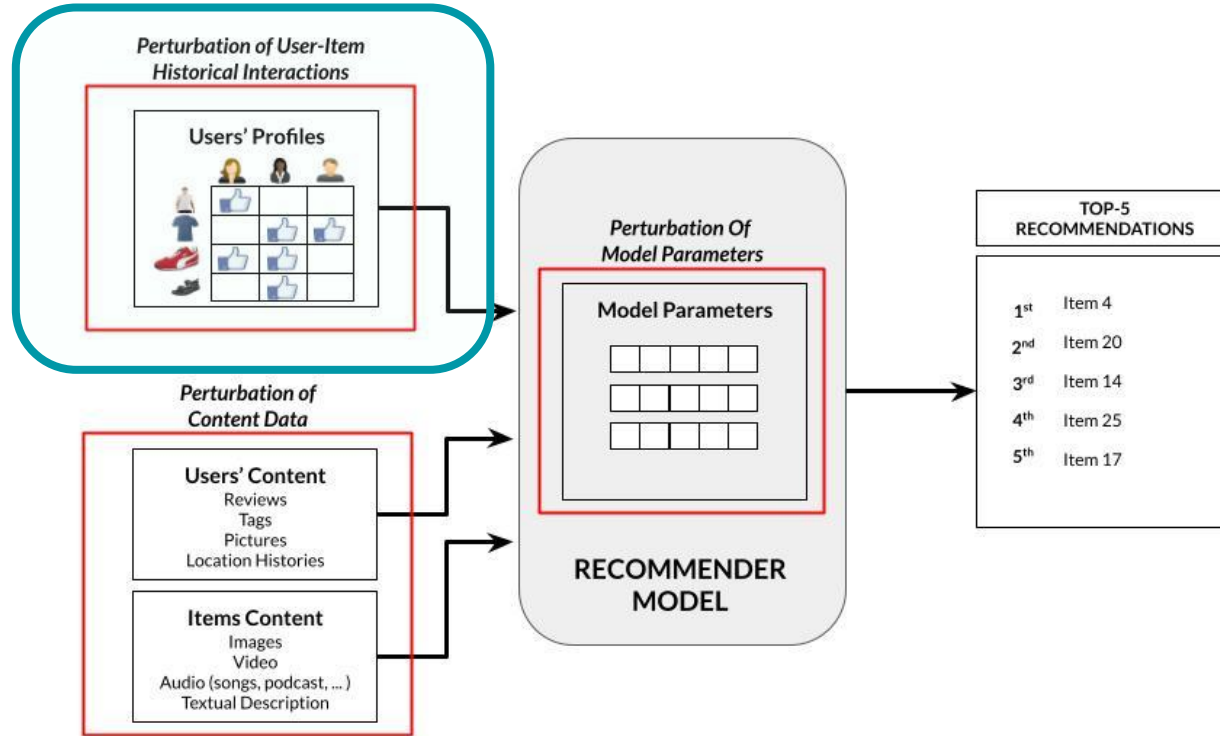
The 3rd Edition of the Recommender Systems Handbook. 2022

*What are the novel adversarial risks of
ML-RS?*

*How can we robustify and defend them to
preserve high quality recommendations?*

Research Contributions

Focus of the following contributions



Impact of Data Characteristics on the Recommendation Robustness

Motivations

- Existing works on Shilling Attacks have focused on “**win-lose**” scenarios, proposing stronger attacks, as well as stronger defense.
- No attention on understanding possible source of robustness.

Research Question

Is there an underlying relationship between the dataset characteristics and the effectiveness of shilling attack against CF-RSs?

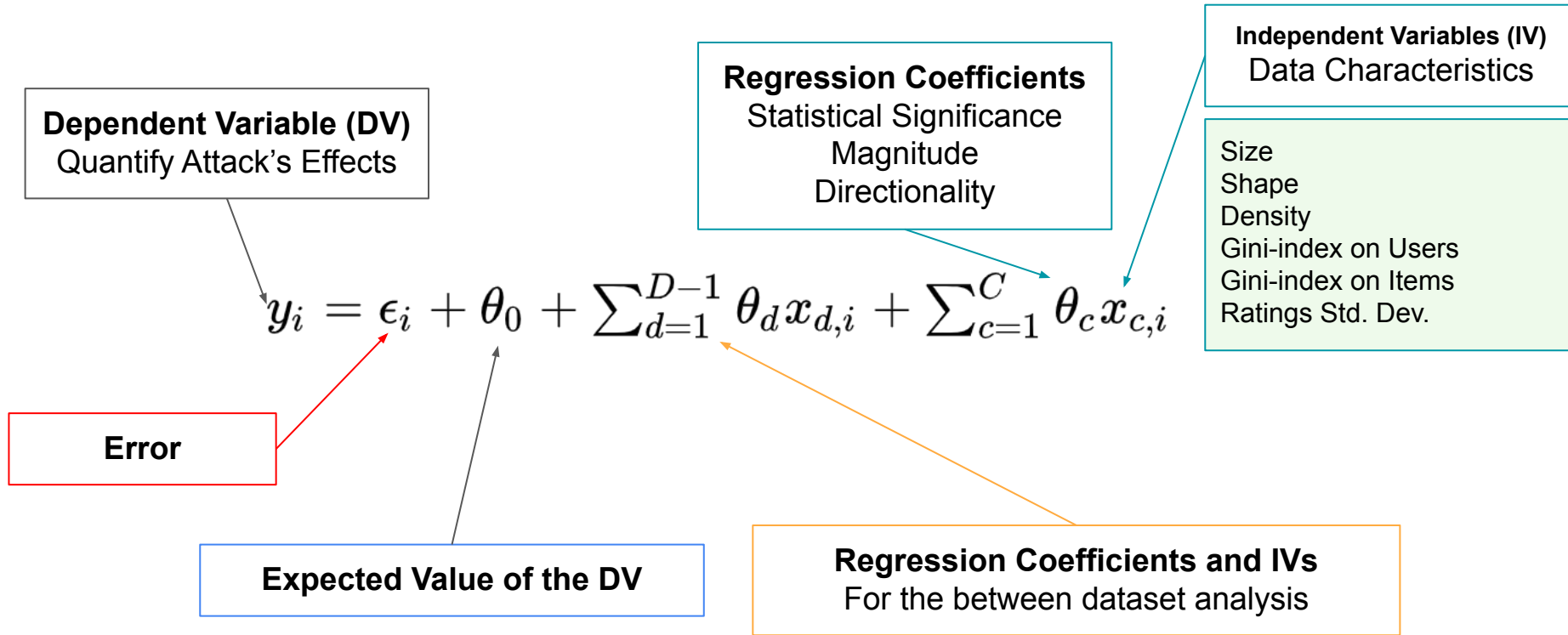
Reference Publication as Main Author

How Dataset Characteristics Affect the Robustness of Collaborative Recommendation Models.

Yashar Deldjoo, Tommaso Di Noia, Eugenio Di Sciascio, **Felice Antonio Merra**

SIGIR 2020

Method: Regression-based Explanatory Model



Results

- **IVs** Account for the variations in attack performance ($R^2 > 60\%$)
- **Density & Space** have **Negative** Impact
Increasing the density (or decreasing sparsity) of the dataset REDUCES the attacks' effectiveness.
- **Shape** has **Positive** Impact
Few items are easy to be manipulated.

$\Delta_{HR@10}$		User- <i>k</i> NN		
		ML-20M	Yelp	LFM-1b
Random	$R^2(adj.R^2)$	0.761(0.758)	0.838(0.835)	0.673(0.668)
	<i>Constant</i>	.179***	.609***	.717***
	<i>SpaceSize_{log}</i>	-0.063***	.041	-0.629***
	<i>Shape_{log}</i>	.184***	.248***	.288*
	<i>Density_{log}</i>	-0.189***	-0.316*	-1.546***
	<i>Gini_{users}</i>	.277	-0.012	1.901***
	<i>Gini_{item}</i>	-0.102	-0.485	1.753***
	<i>Std_{rating}</i>	-0.072	.287	-0.152
Love-Hate	$R^2(adj.R^2)$	0.806(0.803)	0.839(0.837)	0.673(0.668)
	<i>Constant</i>	.267***	.657***	.717***
	<i>SpaceSize_{log}</i>	-0.027*	.042	-0.628***
	<i>Shape_{log}</i>	.209***	.131*	.287*
	<i>Density_{log}</i>	-0.198***	-0.290*	-1.544***
	<i>Gini_{users}</i>	.347	.114	1.896***
	<i>Gini_{item}</i>	-0.430	-0.150	1.754***
	<i>Std_{rating}</i>	-0.179	.239	-0.151

TAKE HOME MESSAGE

A recommender system designer can quantify the effectiveness of attacks by using the dataset characteristics and manipulating them to guarantee higher robustness.

Semantic-Aware Shilling Attacks on RSs Exploiting Knowledge Graphs.

Motivations

- Publicly available KGs, e.g., DBpedia, have been used as a source of information to enhance recommendation accuracy and diversity.
- A lack of investigation is on verifying if these data can be used for malevolent objectives.

Research Question

Can public available semantic information be exploited to develop more effective shilling attacks against CF models?

Reference Publication as Main Author

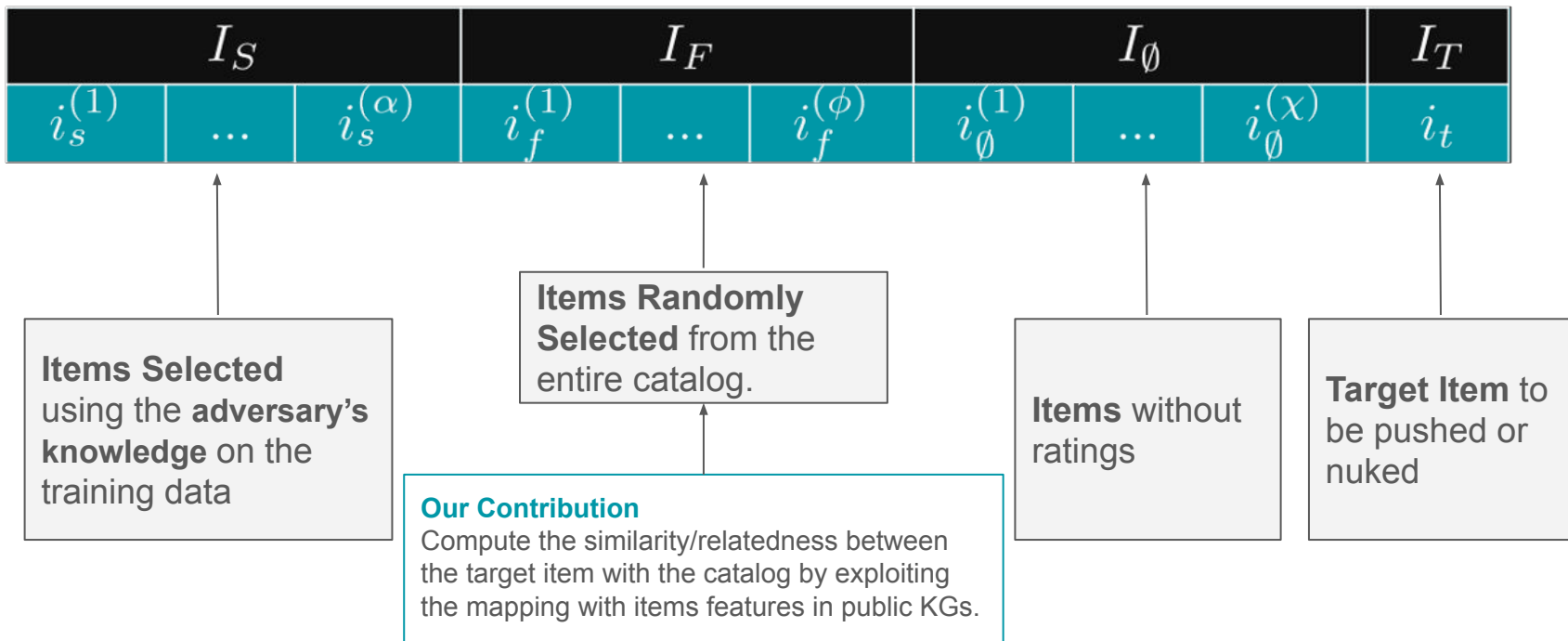
SAShA: Semantic-Aware Shilling Attacks on Recommender Systems Exploiting Knowledge Graphs.

Vito Walter Anelli, Yashar Deldjoo, Tommaso Di Noia, Eugenio Di Sciascio, **Felice Antonio Merra**

ESWC 2020

Method: Semantic-Aware SHilling Attacks (SAShA)

The Structure of a Shilling Profile (the Fake Users)



Results

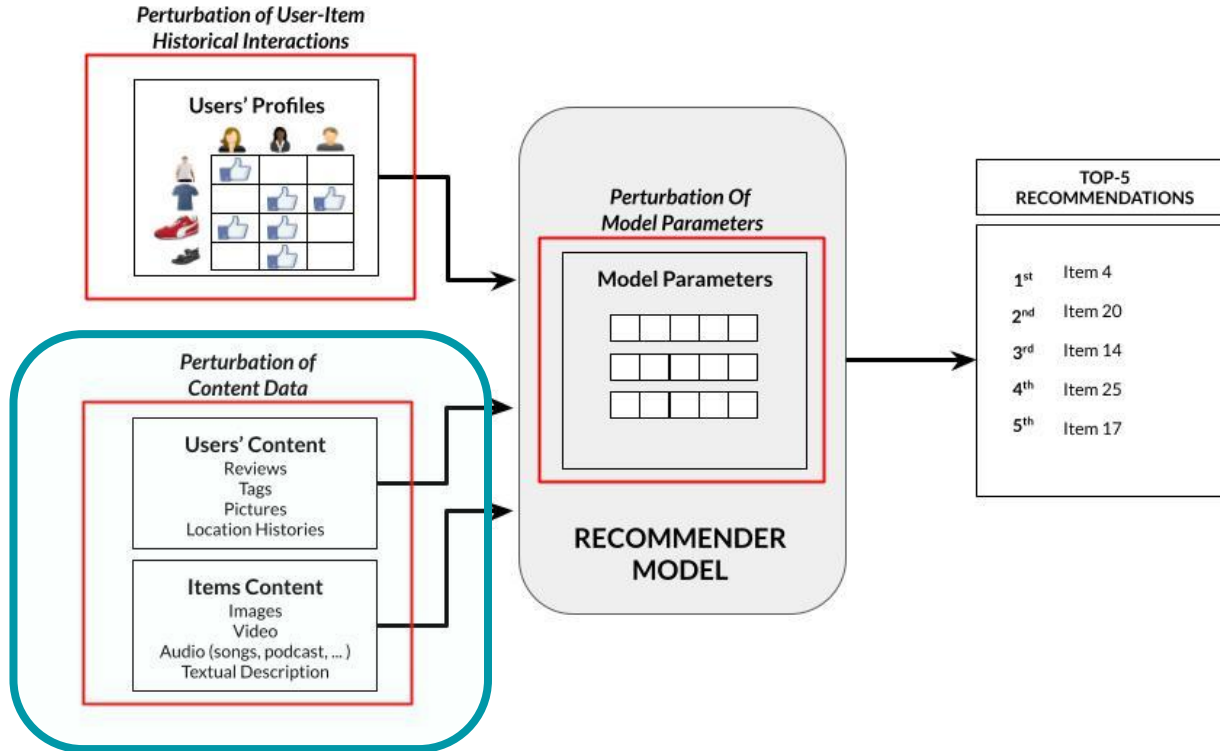
		User- <i>k</i> NN			Item- <i>k</i> NN			MF			NeuMF			
Attack	Feature	Sim.	1	2.5	5	1	2.5	5	1	2.5	5	1	2.5	5
R	Baseline		.0736	.1570	.2301	.2885	.4588	.5590	.7660	.8987	.9419	.0612	.1130	.2216
	Cat.	Cosine	.0745	.1576	.2311	.2804	.4575	.5687	.7837	.9014	.9439	.0802	.1324	.1653
		Katz	.0808	.1698	.2441	.2862	.4610	.5691	.7885	.9021	.9418	.0808	.1105	.1812
		Excl.	.0816	.1703	.2456	.2915	.4635	.5707	.7897	.8993	.9427	.0886	.1479	.2417
	Ont.	Cosine	.0709	.1503	.2252	.2748	.4483	.5634	.7720	.8979	.9423	.0561	.1493	.1926
		Katz	.0774	.1622	.2355	.2837	.4592	.5670	.7845	.9021	.9416	.0751	.1392	.1857
		Excl.	.0766	.1619	.2349	.2848	.4602	.5686	.7846	.9010	.9433	.1091	.0999	.2240
	Fact.	Cosine	.0740	.1558	.2280	.2786	.4528	.5642	.7835	.9023	.9419	.0676	.1009	.1285
		Katz	.0760	.1591	.2319	.2823	.4570	.5662	.7839	.9015	.9417	.0685	.1366	.1823
		Excl.	.0793	.1672	.2425	.2890	.4646	.5722	.7888	.9029	.9434	.0921	.1034	.2143

- **KGs data improve** by a large margin the attacker's performance.
- **Graph-based** measures make **attacks stronger** and stronger capturing imperceptible similarities.
- **Single-hop** exploration is **sufficient** to outperform the SOTA techniques.
- **Similarity-based** and classical Factorization RSs heavily suffer from semantic attacks.

TAKE HOME MESSAGE

Since public KG can be also maliciously used by an adversary, novel defense solutions have to be made considering this always available source of adversary knowledge.

Focus of the following contributions



Training Time Adversarial Attacks and Defenses against Visual-based RSs

Motivations

- Visual recommenders rely on visual features extracted from product images to enhance the recommendation performance since users' taste is influenced by the aesthetic appearance of products.
- Despite AML emerged in the computer vision domain, no works have been focused on **poisoning** Visual RSs.

Research Question

*Can an adversary **poison** the data of multimedia recommender systems with adversarial samples?*

*Do adversarial perturbations of product images **confuse** multimedia recommenders?*

*Can we **protect** the model integrity?*

Reference Publications as Main Author

A Study of Defensive Methods to Protect Visual Recommendation Against Adversarial Manipulation of Images.

Vito Walter Anelli, Yashar Deldjoo, Tommaso Di Noia, Daniele Malitesta, **Felice Antonio Merra**

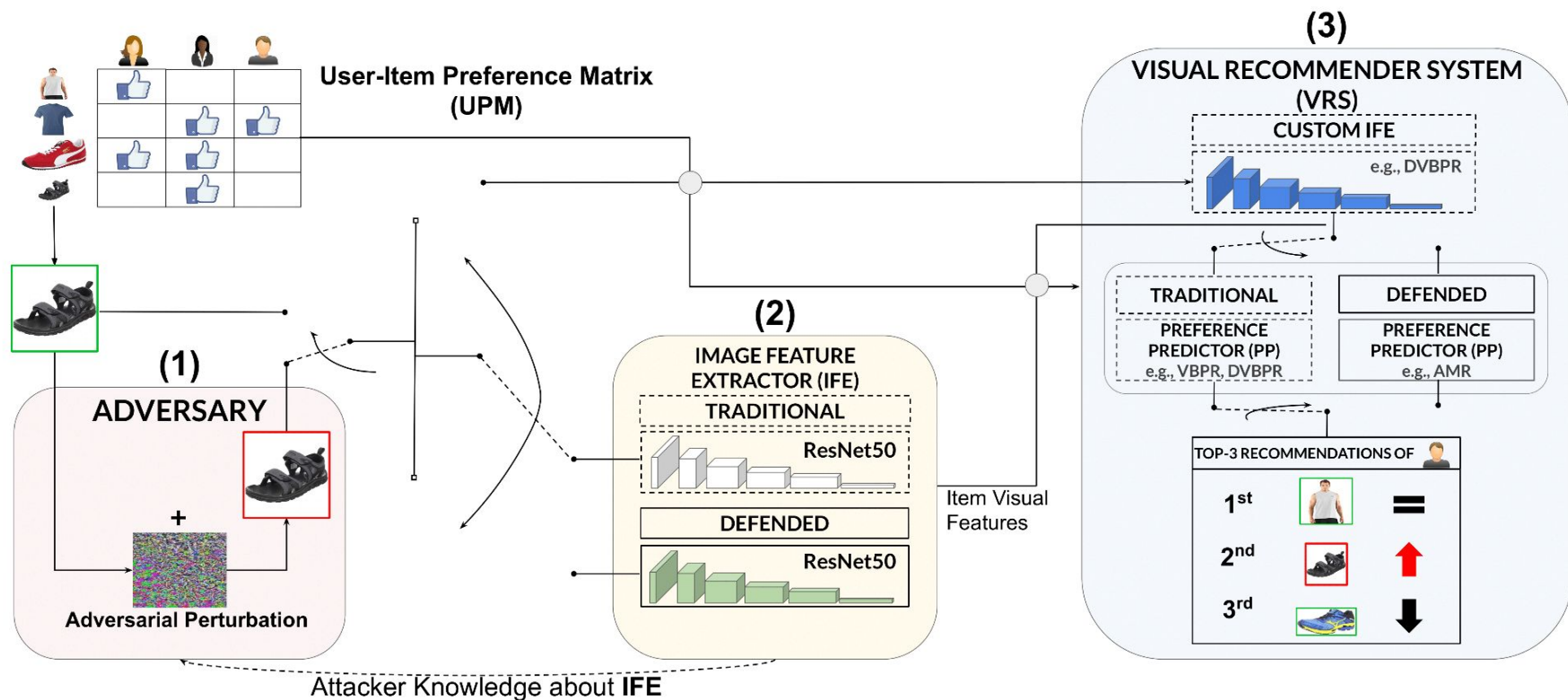
SIGIR 2021

TAaMR: Targeted Adversarial Attack against Multimedia Recommender Systems.

Tommaso Di Noia, Daniele Malitesta, **Felice Antonio Merra**

DSML 2020

Framework: Visual Adversarial Recommendation (VAR)



Results

SOTA VRSs are not robust against Training Time Tttacks.

The proposed adversarial robustification strategies have partially reduced the impact of adversarial attacks.

TAKE HOME MESSAGE

The adaptation of sota adversarial robustification procedures are not the final solution and novel studies need to be performed in the next years.

Data	VRS	Att.	Image Feature Extractor					
			Traditional		Adv. Train.		Free Adv. Train.	
			CHR	CnDCG	CHR	CnDCG	CHR	CnDCG
Amazon Men	FM	Base	0.4960	0.0246	0.4082	0.0204	0.4048	0.0202
		FGSM	0.5309*	0.0266*	0.3886	0.0198*	0.3821*	0.0194*
		PGD	0.5293*	0.0266*	0.3795*	0.0193*	0.3811*	0.0193*
		C&W	0.5258*	0.0263*	0.3837*	0.0194*	0.3871*	0.0194*
	VBPR	Base	0.6531	0.0293	0.3074	0.0141	0.3775	0.0159
		FGSM	0.5824*	0.0299	0.6164*	0.0323*	0.5860*	0.0283*
		PGD	1.1480	0.0538*	0.6410*	0.0324*	0.5918*	0.0286*
		C&W	0.6132*	0.0290	0.6880*	0.0336*	0.6642*	0.0348*
	AMR	Base	0.3944	0.0196	0.5037	0.0232	0.1076	0.0038
		FGSM	0.3347*	0.0150*	0.4426*	0.0235	0.4178*	0.0187*
		PGD	0.8365	0.0418*	0.4519*	0.0242	0.4263*	0.0193*
		C&W	0.3678	0.0170*	0.4371*	0.0230	0.4451*	0.0202*
	ACF	Base	0.5574	0.0278	0.3560	0.0176	0.3565	0.0176
		FGSM	0.5692*	0.0282*	0.3773*	0.0185*	0.3517	0.0172*
		PGD	0.5610	0.0280	0.3731*	0.0183*	0.3521	0.0172*
		C&W	0.5628	0.0279	0.3690*	0.0181*	0.3471*	0.0169*
	DVBPR	Base	0.6945	0.0359	—	—	—	—
		FGSM	0.6579*	0.0329*	—	—	—	—
		PGD	0.5549*	0.0281*	—	—	—	—
		C&W	0.6414*	0.0306*	—	—	—	—

Test Time Adversarial Attacks and Defenses against Visual-based RSs

Motivations

- No works have been focused on protecting Visual RSs from **Test Time Attacks**.
- No defenses have been proposed to protect from test time adversarial attacks.

Research Questions

Can test time adversarial attacks misuse the behavior of trained recommenders?

Can an adversarial image denoiser (our proposal) reduce the effectiveness of adversaries?

Reference Publications as Main Author

AiD: Adversarial Image Denoiser to Protect Visual-based Recommender Systems

Felice Antonio Merra, Vito Walter Anelli, Tommaso Di Noia, Daniele Malitesta, Alberto Carlo Maria Mancino

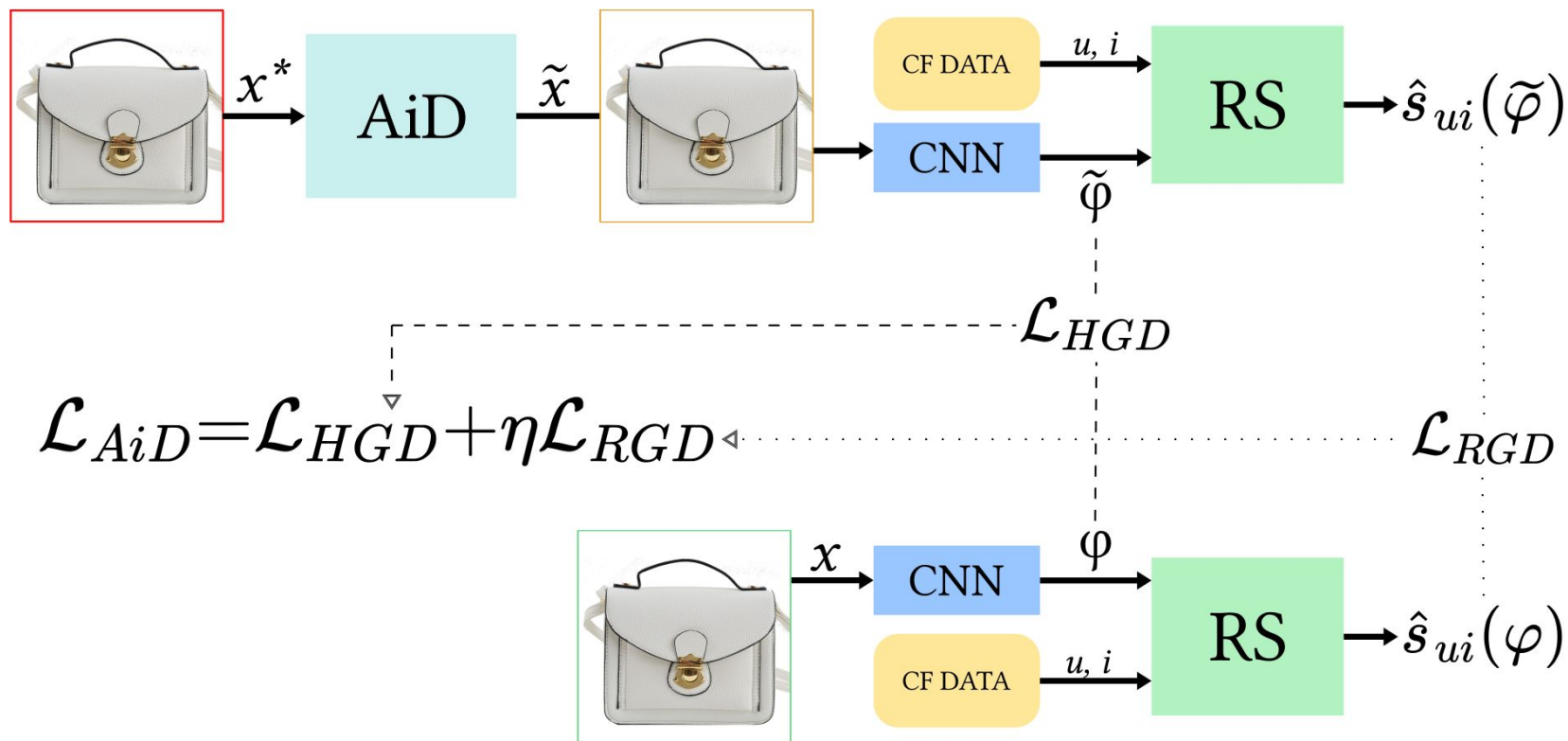
Under Review

Adversarial Attacks against Visual Recommendation: an Investigation on the Influence of Items' Popularity

Vito Walter Anelli, Tommaso Di Noia, Eugenio Di Sciascio, Daniele Malitesta, Felice Antonio Merra

OHARS@RecSys 2021

Method: Adversarial Image Denoiser (AiD)



Results

AiD is an **Effective Defensive Solution**:

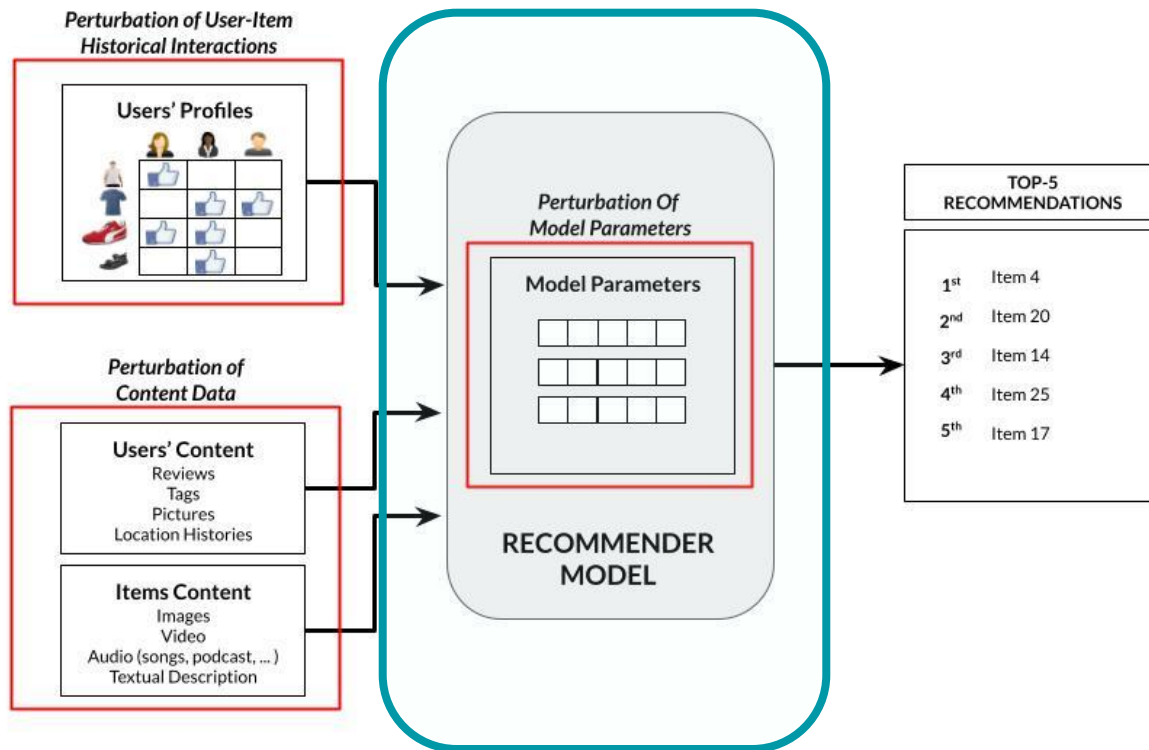
- **Attack effects** measured with the Prediction Shift **are lower** than the not defended case.
- **Predicted scores get low variations** also with stronger and stronger attacks.
- **Accuracy** and beyond-accuracy values are mostly **preserved** when compared with the not-defended recommender.

TAKE HOME MESSAGE

Protecting a VRS by removing the noise from images has been shown to be an effective solution.

Dataset	Model	Attack	PS ^{wo}	PS ^w
Amazon Boys& Girls	VBPR	BB-TAaMR	-0.1437	0.0507
		WB-INSa	0.8250	0.1410
		WB-SIGN	1.8466	1.2668
	AMR	BB-TAaMR	0.4643	0.6648
		WB-INSa	1.0432	0.2193
		WB-SIGN	1.3349	1.1183
Amazon Men	VBPR	BB-TAaMR	-0.1072	0.1105
		WB-INSa	2.2217	0.5560
		WB-SIGN	2.2413	1.0005
	AMR	BB-TAaMR	-0.0803	-0.0423
		WB-INSa	2.2418	0.6057
		WB-SIGN	2.5066	1.0969
Pinterest	VBPR	BB-TAaMR	0.4784	0.1729
		WB-INSa	1.9113	0.4931
		WB-SIGN	1.8929	0.6434
	AMR	BB-TAaMR	0.7163	0.1470
		WB-INSa	1.3108	0.2205
		WB-SIGN	1.2817	0.3345

Focus of the following contributions



Iterative Adversarial Perturbations on the Parameters of Model-based RSs

Motivations

- Model based RSs are not robust to **adversarial perturbations added on the learned parameters**.
- An adversarial training procedure has been proposed to robustify a RS against this attack, however, no studies have been conducted on iterative versions that have been demonstrated to be much more dangerous.

Research Questions

How vulnerable are the parameters to iterative gradient-based adversarial methods?

Is Adversarial Personalized Ranking effective in robustifying the model against iterative methods?

Reference Publication as Main Author

MSAP: Multi-Step Adversarial Perturbations on Recommender Systems Embeddings.

Vito Walter Anelli, Yashar Deldjoo, Tommaso Di Noia, **Felice Antonio Merra**

AdvML@KDD 2021

Method: Multi-Step Adversarial Perturbation (MSAP)

FGSM-based *multi-step* strategy and create more effective ϵ -clipped perturbations.

The initial model parameters are defined as $\Theta_0^{adv} = \Theta + \Delta_0$

Let $Clip_{\Theta, \epsilon}$ be an element-wise clipping function to limit the perturbation in $[-\epsilon, +\epsilon]$

Let α be the step size which is the maximum perturbation budget of each iteration

Let L be the number of iterations

MSAP

$$\Theta_l^{adv} = Clip_{\Theta, \epsilon} \left\{ \Theta_{l-1}^{adv} + \alpha \frac{\Pi}{\|\Pi\|} \right\} \text{ where } \Pi = \frac{\partial \mathcal{L}(\Theta + \Delta_{l-1}^{adv})}{\partial \Delta_{l-1}^{adv}}$$

where $l \in [1, 2, \dots, L]$

Δ_l^{adv} is the adversarial perturbation at the l -th iteration

Θ_l^{adv} is the sum of the original model parameters Θ with the perturbation at the l -th iteration

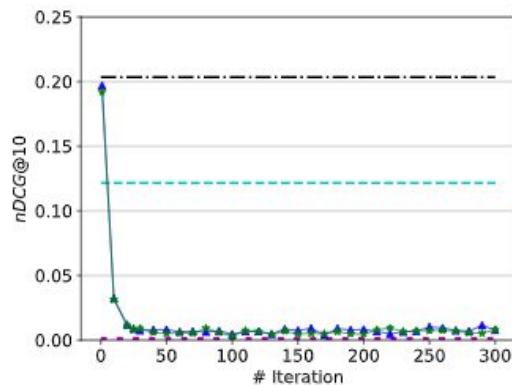
Results

MSAP:

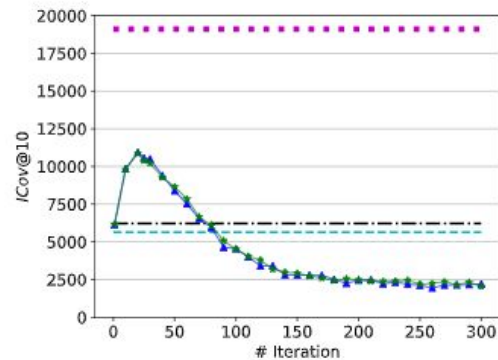
- Impaired an ML-RS making worse than a **random** recommender,
- Impacted the performance of the adversarial protected version by **-50%**,
- Produced the same performance drop as of **FGSM** with **5-time smaller budget**

TAKE HOME MESSAGE

How to robustify the recommender against MSAP to avoid minimal variations that can make a ML-RS working in a random way?



(a) $nDCG$ on BPR-MF



(c) $ICov$ on BPR-MF

Theoretical Modeling of Adversarial Training on Recommendations

Motivations

- ML-RSs are not robust to **adversarial perturbations added on the learned parameters**.
- **Adversarial Regularization** is the widely adopted solutions in more than 15 novel RSs.
- No studies have been conducted to understand the **reasons of robustness**.

Research Questions

Since adversarial training has been demonstrated to disturb the model accuracy in the image classification task, how does it influence the recommendation performance on accuracy and beyond-accuracy perspectives?

Reference Publications as Main Author



Understanding the Effects of Adversarial Personalized Ranking Optimization Method on Recommendation Quality.

Vito Walter Anelli, Yashar Deldjoo, Tommaso Di Noia, **Felice Antonio Merra**

AdvML@KDD 2021



A Formal Analysis of Recommendation Quality of Adversarially-trained Recommenders.

Vito Walter Anelli, Yashar Deldjoo, Tommaso Di Noia, **Felice Antonio Merra**

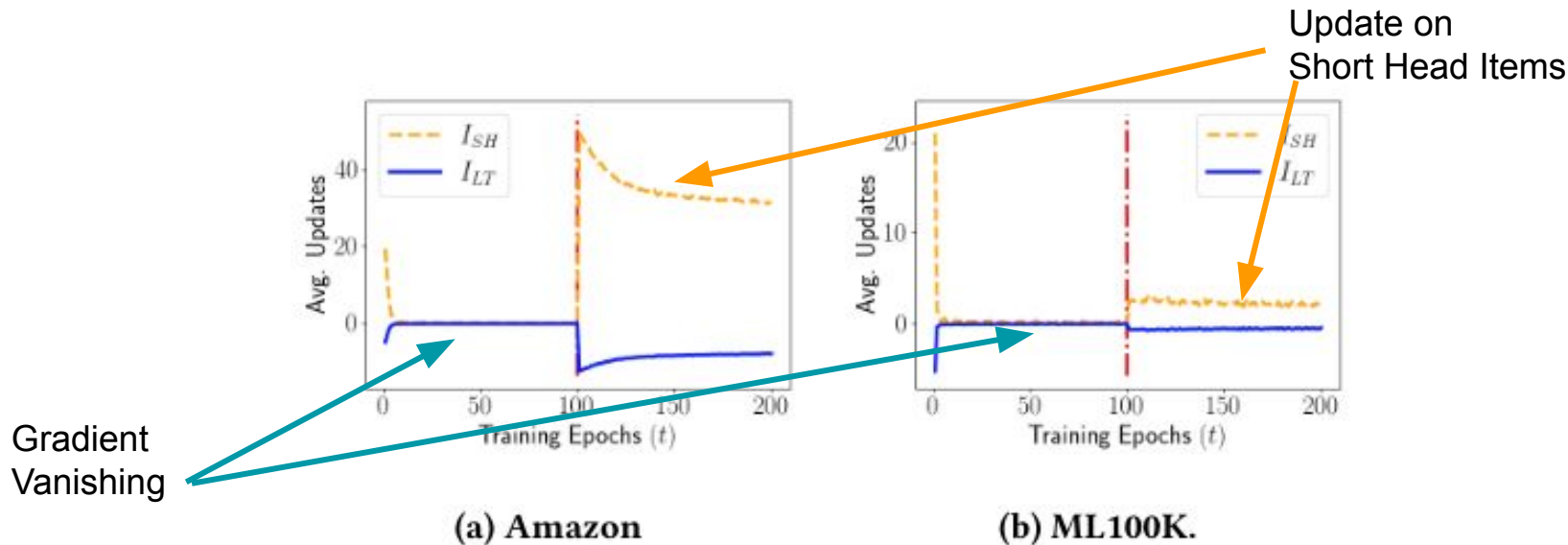
CIKM 2021

Gradient Magnitudes

$$\Theta \leftarrow \Theta + \eta \underbrace{\left(1 - \sigma(\hat{s}_{uij}(\Theta))\right)}_{\omega_{uij}: \text{Bayesian Grad. Magnitude}} \frac{\partial \hat{s}_{uij}(\Theta)}{\partial \Theta}$$

$$\begin{aligned} \Theta \leftarrow & \Theta + \eta \left[\left(1 - \sigma(\hat{s}_{uij}(\Theta))\right) \frac{\partial \hat{s}_{uij}(\Theta)}{\partial \Theta} \right. \\ & \left. + \alpha \underbrace{\left(1 - \sigma(\hat{s}_{uij}(\Theta + \Delta_{adv}))\right)}_{\omega_{uij}^{adv}: \text{Adversarial Grad. Magnitude}} \frac{\partial \hat{s}_{uij}(\Theta + \Delta_{adv})}{\partial \Theta} \right] \end{aligned}$$

Amplification of Popularity Bias



The Global number of positive updates on short-head items is higher than the one on long-tail ones

Results

Model	Accuracy			Beyond		Popularity Bias		
	Rec	Prec	nDCG	Nov	Cov%	ARP ↑	APLT ↓	ACLT ↓
ML100K								
BPR-MF	0.3871	0.0077	0.1222	2.7653	71.22	176.64	0.2890	14.4486
APR-MF	0.3966	0.0079	0.1260*	2.7577*	71.22*	177.33*	0.2841*	14.2068*
R.V.	+2.47%	+2.47%	+3.15%	-0.27%	0.00%	+0.39%	-1.67%	-1.67%
Amazon								
BPR-MF	0.2077	0.0042	0.0656	6.0431	99.37	106.59	0.3541	17.7055
APR-MF	0.2130	0.0043	0.0687*	5.6805*	90.58*	131.30*	0.2829*	14.1471*
R.V.	+2.58%	+2.58%	+4.63%	-6.00%	-8.85%	+23.18%	-20.10%	-20.10%

- APR can negatively influence the beyond-accuracy recommendation performance
- APR can amplify the popularity bias more than BPR

TAKE HOME MESSAGE

It is fundamental to understand the effects of defenses also on beyond-accuracy metrics.

Contributions from the review on AML in RSs

Book Chapter

Adversarial Recommender Systems: Attack, Defense, and Advances

Vito Walter Anelli, Yashar Deldjoo, Tommaso Di Noia, Felice Antonio Merra

The 3rd Edition of the Recommender Systems Handbook. 2022

Survey

A Survey on Adversarial Recommender Systems: From Attack/Defense Strategies to Generative Adversarial Networks

Yashar Deldjoo, Tommaso Di Noia, Felice Antonio Merra

ACM Computing Survey 2021

Tutorials

Adversarial Learning for Recommendation

Vito Walter Anelli, Yashar Deldjoo, Tommaso Di Noia, Felice Antonio Merra

ECIR 2021

Adversarial Learning for Recommendation: Applications for Security and Generative Tasks - Concept to Code

Vito Walter Anelli, Yashar Deldjoo, Tommaso Di Noia, Felice Antonio Merra

RecSys 2020

Adversarial Machine Learning in Recommender Systems (AML-RecSys)

Yashar Deldjoo, Tommaso Di Noia, Felice Antonio Merra

WSDM 2020

Resource

Elliot: A Comprehensive and Rigorous Framework for Reproducible Recommender Systems Evaluation.

Vito Walter Anelli, Alejandro Bellogin, Antonio Ferrara, Daniele Malatesta, Felice Antonio Merra, Claudio Pomo, Francesco Maria Donini, Tommaso Di Noia:

SIGIR 2021

Conclusions

The research contributions presented in my dissertation pave the way towards more robust recommender systems.

We have shown the limits of the existing defenses against novel adversarial attacks we have proposed possible solutions.

The attention towards a complete analysis of the recommendation quality of defended models should motivate defense proposals that also consider beyond-accuracy aspects.

Accepted Publications (Bold when Main Author)

2022

1. Vito Walter Anelli, Yashar Deldjoo, Tommaso Di Noia, **Felice Antonio Merra**, Adversarial Recommender Systems: Attack, Defense, and Advances, The 3rd Edition of the Recommender Systems Handbook. 2022
2. Yashar Deldjoo; Tommaso Di Noia; Daniele Malitesta; Felice Antonio Merra, Leveraging Content-Style Item Representation for Visual Recommendation, ECIR 2022
3. Vito Walter Anelli, Alejandro Bellogin, Tommaso Di Noia, Francesco Donini, Antonio Ferrara, Daniele Malitesta, Felice Antonio Merra, Claudio Pomo, V-Elliot: Speeding up Visual Recommendation via a GPU-powered Data Input Pipeline, NVIDIA GTC 2022

2021

4. Vito Walter Anelli; Yashar Deldjoo; Tommaso Di Noia; **Felice Antonio Merra**, A Formal Analysis of Recommendation Quality of Adversarially-trained Recommenders, CIKM 2021
5. Vito Walter Anelli; Tommaso Di Noia; **Felice Antonio Merra**, The Idiosyncratic Effects of Adversarial Training on Bias in Personalized Recommendation Learning, RecSys 2021
6. Vito Walter Anelli, Alejandro Bellogin, Tommaso Di Noia, Francesco Donini, Antonio Ferrara, Daniele Malitesta, Felice Antonio Merra, Claudio Pomo, V-Elliot: Build, Evaluate and Tune Visual Recommender Systems, RecSys 2021
7. Vito Walter Anelli, Tommaso Di Noia, Eugenio Di Sciascio, Daniele Malitesta and **Felice Antonio Merra**, Adversarial Attacks against Visual Recommendation: an Investigation on the Influence of Items' Popularity, OHARS@RecSys2021
8. Vito Walter Anelli; Yashar Deldjoo; Tommaso Di Noia; **Felice Antonio Merra**, Understanding the Effects of Adversarial Personalized Ranking Optimization Method on Recommendation Quality, 3rd Workshop on Adversarial Learning Methods for Machine Learning and Data Mining @ KDD 2021 (virtual workshop)
9. Yashar Deldjoo, Tommaso Di Noia, Eugenio Di Sciascio, **Felice Antonio Merra**, A Regression Framework to Interpret the Robustness of Recommender Systems Against Shilling Attacks, IIR 2021
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