Survey on Recommender Systems

PartI: Background Information (same privacy agreement)

Please give us some information about your background.

1. **Please choose your gender:**

   ___Male   ___Female

2. **Please select your age group:**

   __ -20 __ 21 - 30 __ 31 - 40 __41 - 50 __51 - 60 __61 -

3. **Please fill in your nationality:**

   _____

4. **Which country do you reside in?**

   _____

5. **How long have you stayed in your residence country?**

   _____

6. **Please fill in your profession:**

   _____

7. **Please select your education level:**

   __Primary School   __High School   __College   __Graduate School

8. **How would you rate yourself as a computer user?**

   __No experience   __Beginner   __Average   __Advanced

9. **How frequently have you used the Internet?**

   __Never

   __Very infrequently (just a few times overall)

   __Infrequently (a few times a month)

   __Moderately (1-3 times a week)

   __Regularly (daily/almost daily)

10. **Please list the recommender sites that you have used and frequency of usages.**

    _____

11. Do you tend to trust a person/thing, even though you have little knowledge of it?

__Very probably not

__Probably not

__Probably

__Very Probably

__Definitely

12. Please fill in your email address if you want to be eligible for the prizes and receive information about the outcome of the survey.

_____

Part II: Start of Evaluation

In the following, please answer all of the questions. If two questions appear similar to you, answer them similarly.

1. **Please tell us which system you used in the past 1-6 months that you'd like to evaluate in this survey.**

2. **Please write here the name(s) of at least one item you received from the above recommender system.**

PartIII: Questionnaire

Please fill in the questionnaire. All questions are required except specification.

1.   Quality of Recommended Items

1.1   Accuracy
1.1.1   The items recommended to me matched my interests.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

1.1.2   This recommender system gave me good suggestions.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

1.2   Relative Accuracy
1.2.1   The recommendations I received better fits my interests than what I may receive from a friend.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

1.3   Familiarity
1.3.1   Some of the recommended items are familiar to me.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

1.4   Attractiveness
1.4.1   The items recommended to me are attractive.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

1.5   Novelty
1.5.1   The items recommended to me are novel.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

1.5.2   This recommender system helped me discover new products.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

1.6   Diversity
1.6.1   The items recommended to me are diverse.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

1.6.2   The items recommended to me are similar to each other.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

1.7   Context Compatibility
1.7.1   I was only provided with general recommendations (e.g., top rated products), which are the same for anyone.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

1.7.2   The recommendations are not outdated.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

2.   Interaction Adequacy

2.1   This recommender system allows me to tell what I like/dislike.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

2.2   This recommender system allows me to modify my taste profile.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

2.3   This recommender system explains why the products are recommended to me.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

3.   Interface Adequacy

3.1   The information provided for the recommended items is sufficient for me to make a purchase/download decision.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

3.2   The labels of this recommender system interface are clear.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

3.3   The labels of this recommender system interface are adequate.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

3.4   The layout of this recommender system interface is attractive.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

3.5   The layout of this recommender system interface is adequate.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

4.   Perceived Ease of Use

4.1   Ease of Preference Elicitation and Revision
4.1.1   I found it easy to tell this recommender system what I like/dislike.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

4.1.2   I found it easy to modify my taste profile in this recommender system.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

4.1.3   I found it easy to make this recommender system recommend new items to me.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

4.1.4   I found it easy to inform the system if I dislike/like the recommended item.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

4.2   Ease of Initial Learning
4.2.1   I became familiar with this recommender system very quickly.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

4.2.2   I easily found the recommended items.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

5. **Perceived Usefulness**

5.1 This recommender system helped me find the ideal item.
__Strongly Agree __Agree __Neither agree nor disagree __Disagree __Strongly Disagree __Not Applicable

5.2 This recommender system influenced my selection of items.
__Strongly Agree __Agree __Neither agree nor disagree __Disagree __Strongly Disagree __Not Applicable

5.3 Using this recommender system to find what I like is easy.
__Strongly Agree __Agree __Neither agree nor disagree __Disagree __Strongly Disagree __Not Applicable

5.4 Finding an item to buy/download with the help of this recommender system is easy.
__Strongly Agree __Agree __Neither agree nor disagree __Disagree __Strongly Disagree __Not Applicable

6.   Control/Transparency

6.1   I feel in control of telling this recommender system what I want.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

6.2   I feel in control of modifying my taste profile.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

6.3   I understood why the items were recommended to me.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

6.4   This system's recommender system seems to control my decision process rather than me.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

7.   Attitudes

7.1   Overall, I am satisfied with this recommender system.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

7.2   I am convinced of the items recommended to me.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

7.3   I am confident I will like the items recommended to me.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

7.4   This recommender system made me more confident about my selection/decision.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

7.5   The recommended items made me confused about my choice.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

7.6   This recommender system can be trusted.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

8.   Behavioral Intentions

8.1   Intention to Use the System
8.1.1   I will use this recommender to find items to buy/download.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

8.2   Continuance and Frequency
8.2.1   I will use this recommender again.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

8.2.2   I will use this recommender frequently.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

8.2.3   I will use this recommender rather than other recommenders.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

8.3   Recommendation to Friends
8.3.1   I will tell my friends about this recommender.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable

8.4   Purchase Intention
8.4.1   I would buy the items recommended, given the opportunity.
__Strongly Agree   __Agree   __Neither agree nor disagree   __Disagree   __Strongly Disagree   __Not Applicable