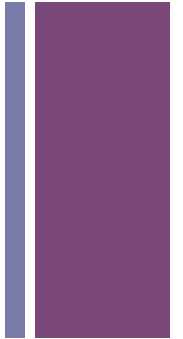# The Social Effects of Recommendation Systems

Laura Chen

Agenda

- Background of Recommendation Systems

- Examples

- Pros & Cons

- Discussion

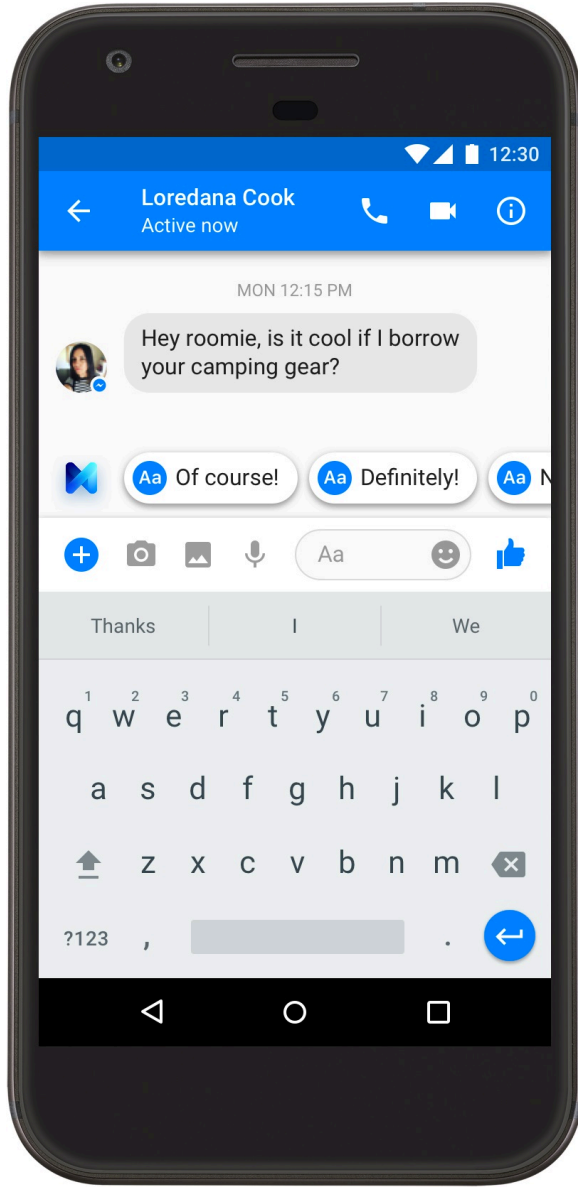# + Background

- Two main types:
  - Content-based filtering: based on a description of the item and a profile of the user's preferences
  - Collaborative filtering: based on collecting and analyzing a large amount of information on users' behaviors, activities or preferences and predicting what users will like based on their similarity to other users

+

Examples

Examples

Take a 30-Second Wine Survey
Save *$33* on a Wine Tasting Kit!

When I have a choice, I choose:

- ○ Milk chocolate
- ○ Dark chocolate
- ○ Neither

NEXT STEP >

Loredana Cook
Active now

MON 12:15 PM

Hey roomie, is it cool if I borrow your camping gear?

Of course!   Definitely!

Thanks   I   We

q w e r t y u i o p
a s d f g h j k l
z x c v b n m
?123

35%

of Amazon's revenue comes from "Frequently Bought Together" and "Customers Who Bought This Item Also Bought" features

Clinton and Trump supporters live in their own Twitter worlds

■ Follow only Trump
■ Follow only Clinton
■ Follow both
■ Follow neither

Clinton Supporters

Hillary Clinton supporters in this user group are not as cohesive as Trump supporters and they interact more frequently with users who follow both or neither candidate. They have few mutual follower networks in common with the far-right conservative cluster.

This large cluster of Trump supporters on Twitter have little mutual follower overlap with other users and are a remarkably cohesive group. They exist in their own information bubble.

Trump Supporters

Source: The Electome | The Laboratory for Social Machines at the MIT Media Lab

+ Recommendation Systems

Pros

- Discovery of new products/services that you are more likely to enjoy

- Creates space for indie brands to succeed

- Higher revenue opportunities

- Convenience

Cons

- May feed materialism/ impulse buying

- May be susceptible to bias

- May lead to information bubbles (or just staying within comfort zone)

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Thank You!