

## **INFORMATION SHEET FOR PARTICIPANTS**

*Ethical Clearance Reference Number: MRS-18/19-11448*



### **YOU WILL BE GIVEN A COPY OF THIS INFORMATION SHEET**

#### **Title of study**

Evaluating the effectiveness of recommender system used by amazon.

#### **Invitation Paragraph**

I would like to invite you to participate in this research project, which forms part of my professional research at King's College London. Before you decide whether you want to take part, it is important for you to understand why the research is being done and what your participation will involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask me if there is anything that is not clear or if you would like more information.

#### **What is the purpose of the study?**

This research focuses on the recommender system used by Amazon, and tries to use different evaluation methods to dialectically analyse its effectiveness.

#### **What will happen if I take part?**

If you agree to take part you will complete a survey anonymously. You will be asked for some general information about yourself, including your educational qualifications and your disposable income. The app will then ask you questions about your opinions on Amazon recommender system. The survey will take you less than five minutes to complete.

#### **Do I have to take part?**

Participation is completely voluntary. You should only take part if you want to and choosing not to take part will not disadvantage you in any way. If you choose to take part you will be asked to provide your consent. To do this you will be asked to indicate that you have read and understand the information provided and that you consent to your anonymous data being used for the purposes explained.

You are free to withdraw at any point during completion of the survey, without having to give a reason. All you have to do to withdraw is to close your browser window. Withdrawing from the study will not affect you in any way. Once you submit the survey, it will no longer be possible to withdraw from the study because the data will be fully anonymous.

#### **Data handling and confidentiality**

This research is anonymous. This means that nobody, including the researchers, will be aware of your identity, and that nobody will be able to connect you to the answers you provide, even indirectly. The information you provide will not allow you to be identified.

The data controller for this project will be King's College London (KCL). Research is a task that the University carries out in the public interest. Your data will be processed in accordance with the standards set by the General Data Protection Regulation 2016 (GDPR).

**What will happen to the results of the study?**

The results of the study will be summarised in at least one research publication. Raw data may be made available to other researchers on request.

**Who should I contact for further information?**

If you have any questions or require more information about this study, please contact me using the following contact details:

Jue Hou  
Department of Digital Humanities  
King's College London  
Strand  
London  
WC2R 2LS

[Jue.hou@kcl.ac.uk](mailto:Jue.hou@kcl.ac.uk)

**What if I have further questions, or if something goes wrong?**

If this study has harmed you in any way or if you wish to make a complaint about the conduct of the study you can contact King's College London using the details below for further advice and information:

The Chair, [rec@kcl.ac.uk](mailto:rec@kcl.ac.uk)

**Thank you for reading this information sheet and for considering taking part in this research.**