Study Metadata

Participant ID:

Data and time of study:

Name of audio file:

**Part 1. Background Questions**

Field of study: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Education level (your highest completed degree): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Age: \_\_\_\_\_\_\_\_\_

1. Are you familiar with Wikipedia? Circle: Yes / No

2. On average, how many hours per month do you spend on Wikipedia?   
Approximately \_\_\_\_\_\_\_\_\_ hours per month.

3. What are the reasons *why* you might use Wikipedia?

My # 1 Reason:

My # 2 Reason:

My # 3 Reason:

Optional: more reasons:

**Article 1. Instructions:** For these questions, consider each recommendation set (Approach A or Approach B) individually.

**For Recommendation Approach A:**

A1. Would you say the recommended articles are more similar or more diverse when compared to the article at hand? Circle one: similar / diverse / uncertain

A1.1 What makes the recommended articles appear either more similar or more diverse to you?   
Briefly explain your choice in 1 sentence:

A2. Is there a *surprising recommendation, i.e. an unexpected* recommendation among the recommendation Set A? Circle one: Yes / No

A3. If ‘Yes’: name the recommendation that was surprising & state why you found it surprising.

**For Recommendation Approach B:**

B1. Would you say the recommended articles are more similar or more diverse when compared to the article at hand?

Circle one: similar / diverse / uncertain

B1.1 What makes the recommended articles appear either more similar or more diverse to you?   
Briefly explain your choice in 1 sentence:

B2 Is there a *surprising recommendation, i.e. an unexpected* recommendation among the recommendation Set B? Circle one: Yes / No

B3. If ‘Yes’: name the recommendation that was surprising & state why you found it surprising.

**Multiple Choice**

1. How familiar were you with the topic of the article? (i.e. did you have any background knowledge on the topic?)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| not at all familiar |  |  |  | very familiar |
|  |  |  |  |  |

2. How interesting did you find the source article?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| not at all interesting |  |  |  | very interesting |
|  |  |  |  |  |

3. How likely are you to click on a recommendation made in the recommended article **Set A\***?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| very unlikely |  |  |  | very likely |
|  |  |  |  |  |

4. How likely are you to click on a recommendation made in the recommended article **Set B\***?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| very unlikely |  |  |  | very likely |
|  |  |  |  |  |

\* if you are equally likely to click on a recommendation from either Set A or Set B, e.g. because the article(s)   
 you like appear in both sets, then give the same rating for both sets.

**For Recommendation Approach A rate the following statements:**

A.1.1 *Accuracy of recommendations*

* **The articles recommended to me matched the content of the article.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **The recommender made good suggestions.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

A.1.3 *Familiarity of recommendations*

* **Some of the recommended articles are familiar to me.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **I am not familiar with the articles that were recommended to me.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

A.1.6 *Diversity of recommendations*

* **The articles recommended to me are novel and interesting.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **The articles recommended to me are similar to each other.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

*A7. Attitude towards recommendations*

* **Overall, I am satisfied with the recommendations.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

**For Recommendation Approach B rate the following statements:**

A.1.1 *Accuracy of recommendations*

* **The articles recommended to me matched the content of the article.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **The recommender made good suggestions.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

A.1.3 *Familiarity of recommendations*

* **Some of the recommended articles are familiar to me.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **I am not familiar with the articles that were recommended to me.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

A.1.6 *Diversity of recommendations*

* **The articles recommended to me are novel and interesting.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **The articles recommended to me are similar to each other.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

*A7. Attitude towards recommendations*

* **Overall, I am satisfied with the recommendations.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

**Article 2. Instructions:** For these questions, consider each recommendation set (Approach A or Approach B) individually.

**For Recommendation Approach A:**

A1. Would you say the recommended articles are more similar or more diverse when compared to the article at hand? Circle one: similar / diverse / uncertain

A1.1 What makes the recommended articles appear either more similar or more diverse to you?   
Briefly explain your choice in 1 sentence:

A2. Is there a *surprising recommendation, i.e. an unexpected* recommendation among the recommendation Set A? Circle one: Yes / No

A3. If ‘Yes’: name the recommendation that was surprising & state why you found it surprising.

**For Recommendation Approach B:**

B1. Would you say the recommended articles are more similar or more diverse when compared to the article at hand?

Circle one: similar / diverse / uncertain

B1.1 What makes the recommended articles appear either more similar or more diverse to you?   
Briefly explain your choice in 1 sentence:

B2 Is there a *surprising recommendation, i.e. an unexpected* recommendation among the recommendation Set B? Circle one: Yes / No

B3. If ‘Yes’: name the recommendation that was surprising & state why you found it surprising.

**Multiple Choice**

1. How familiar were you with the topic of the article? (i.e. did you have any background knowledge on the topic?)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| not at all familiar |  |  |  | very familiar |
|  |  |  |  |  |

2. How interesting did you find the source article?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| not at all interesting |  |  |  | very interesting |
|  |  |  |  |  |

3. How likely are you to click on a recommendation made in the recommended article **Set A\***?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| very unlikely |  |  |  | very likely |
|  |  |  |  |  |

4. How likely are you to click on a recommendation made in the recommended article **Set B\***?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| very unlikely |  |  |  | very likely |
|  |  |  |  |  |

\* if you are equally likely to click on a recommendation from either Set A or Set B, e.g. because the article(s)   
 you like appear in both sets, then give the same rating for both sets.

**For Recommendation Approach A rate the following statements:**

A.1.1 *Accuracy of recommendations*

* **The articles recommended to me matched the content of the article.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **The recommender made good suggestions.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

A.1.3 *Familiarity of recommendations*

* **Some of the recommended articles are familiar to me.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **I am not familiar with the articles that were recommended to me.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

A.1.6 *Diversity of recommendations*

* **The articles recommended to me are novel and interesting.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **The articles recommended to me are similar to each other.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

*A7. Attitude towards recommendations*

* **Overall, I am satisfied with the recommendations.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

**For Recommendation Approach B rate the following statements:**

A.1.1 *Accuracy of recommendations*

* **The articles recommended to me matched the content of the article.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **The recommender made good suggestions.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

A.1.3 *Familiarity of recommendations*

* **Some of the recommended articles are familiar to me.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **I am not familiar with the articles that were recommended to me.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

A.1.6 *Diversity of recommendations*

* **The articles recommended to me are novel and interesting.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **The articles recommended to me are similar to each other.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

*A7. Attitude towards recommendations*

* **Overall, I am satisfied with the recommendations.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

**Article 3. Instructions:** For these questions, consider each recommendation set (Approach A or Approach B) individually.

**For Recommendation Approach A:**

A1. Would you say the recommended articles are more similar or more diverse when compared to the article at hand? Circle one: similar / diverse / uncertain

A1.1 What makes the recommended articles appear either more similar or more diverse to you?   
Briefly explain your choice in 1 sentence:

A2. Is there a *surprising recommendation, i.e. an unexpected* recommendation among the recommendation Set A? Circle one: Yes / No

A3. If ‘Yes’: name the recommendation that was surprising & state why you found it surprising.

**For Recommendation Approach B:**

B1. Would you say the recommended articles are more similar or more diverse when compared to the article at hand?

Circle one: similar / diverse / uncertain

B1.1 What makes the recommended articles appear either more similar or more diverse to you?   
Briefly explain your choice in 1 sentence:

B2 Is there a *surprising recommendation, i.e. an unexpected* recommendation among the recommendation Set B? Circle one: Yes / No

B3. If ‘Yes’: name the recommendation that was surprising & state why you found it surprising.

**Multiple Choice**

1. How familiar were you with the topic of the article? (i.e. do you have any background knowledge on the topic?)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| not at all familiar |  |  |  | very familiar |
|  |  |  |  |  |

2. How interesting did you find the source article?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| not at all interesting |  |  |  | very interesting |
|  |  |  |  |  |

3. How likely are you to click on a recommendation made in the recommended article **Set A\***?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| very unlikely |  |  |  | very likely |
|  |  |  |  |  |

4. How likely are you to click on a recommendation made in the recommended article **Set B\***?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| very unlikely |  |  |  | very likely |
|  |  |  |  |  |

\* if you are equally likely to click on a recommendation from either Set A or Set B, e.g. because the article(s)   
 you like appear in both sets, then give the same rating for both sets.

**For Recommendation Approach A rate the following statements:**

A.1.1 *Accuracy of recommendations*

* **The articles recommended to me matched the content of the article.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **The recommender made good suggestions.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

A.1.3 *Familiarity of recommendations*

* **Some of the recommended articles are familiar to me.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **I am not familiar with the articles that were recommended to me.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

A.1.6 *Diversity of recommendations*

* **The articles recommended to me are novel and interesting.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **The articles recommended to me are similar to each other.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

*A7. Attitude towards recommendations*

* **Overall, I am satisfied with the recommendations.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

**For Recommendation Approach B rate the following statements:**

A.1.1 *Accuracy of recommendations*

* **The articles recommended to me matched the content of the article.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **The recommender made good suggestions.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

A.1.3 *Familiarity of recommendations*

* **Some of the recommended articles are familiar to me.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **I am not familiar with the articles that were recommended to me.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

A.1.6 *Diversity of recommendations*

* **The articles recommended to me are novel and interesting.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **The articles recommended to me are similar to each other.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

*A7. Attitude towards recommendations*

* **Overall, I am satisfied with the recommendations.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

**Article 4. Instructions:** For these questions, consider each recommendation set (Approach A or Approach B) individually.

**For Recommendation Approach A:**

A1. Would you say the recommended articles are more similar or more diverse when compared to the article at hand? Circle one: similar / diverse / uncertain

A1.1 What makes the recommended articles appear either more similar or more diverse to you?   
Briefly explain your choice in 1 sentence:

A2. Is there a *surprising recommendation, i.e. an unexpected* recommendation among the recommendation Set A? Circle one: Yes / No

A3. If ‘Yes’: name the recommendation that was surprising & state why you found it surprising.

**For Recommendation Approach B:**

B1. Would you say the recommended articles are more similar or more diverse when compared to the article at hand?

Circle one: similar / diverse / uncertain

B1.1 What makes the recommended articles appear either more similar or more diverse to you?   
Briefly explain your choice in 1 sentence:

B2 Is there a *surprising recommendation, i.e. an unexpected* recommendation among the recommendation Set B? Circle one: Yes / No

B3. If ‘Yes’: name the recommendation that was surprising & state why you found it surprising.

**Multiple Choice**

1. How familiar were you with the topic of the article? (i.e. did you have any background knowledge on the topic?)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| not at all familiar |  |  |  | very familiar |
|  |  |  |  |  |

2. How interesting did you find the source article?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| not at all interesting |  |  |  | very interesting |
|  |  |  |  |  |

3. How likely are you to click on a recommendation made in the recommended article **Set A\***?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| very unlikely |  |  |  | very likely |
|  |  |  |  |  |

4. How likely are you to click on a recommendation made in the recommended article **Set B\***?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| very unlikely |  |  |  | very likely |
|  |  |  |  |  |

\* if you are equally likely to click on a recommendation from either Set A or Set B, e.g. because the article(s)   
 you like appear in both sets, then give the same rating for both sets.

**For Recommendation Approach A rate the following statements:**

A.1.1 *Accuracy of recommendations*

* **The articles recommended to me matched the content of the article.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **The recommender made good suggestions.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

A.1.3 *Familiarity of recommendations*

* **Some of the recommended articles are familiar to me.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **I am not familiar with the articles that were recommended to me.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

A.1.6 *Diversity of recommendations*

* **The articles recommended to me are novel and interesting.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **The articles recommended to me are similar to each other.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

*A7. Attitude towards recommendations*

* **Overall, I am satisfied with the recommendations.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

**For Recommendation Approach B rate the following statements:**

A.1.1 *Accuracy of recommendations*

* **The articles recommended to me matched the content of the article.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **The recommender made good suggestions.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

A.1.3 *Familiarity of recommendations*

* **Some of the recommended articles are familiar to me.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **I am not familiar with the articles that were recommended to me.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

A.1.6 *Diversity of recommendations*

* **The articles recommended to me are novel and interesting.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

* **The articles recommended to me are similar to each other.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

*A7. Attitude towards recommendations*

* **Overall, I am satisfied with the recommendations.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| strongly disagree |  |  |  | strongly agree |
|  |  |  |  |  |

**1. Study Overview**

**Purpose:** The aim of this research is to collect data on the perception and the preferences of users for different recommendation approaches. As a result of this study, approaches for generating useful recommendations may be improved.

First, we will ask you some background questions. Afterwards, you will be given a sample of printed Wikipedia articles, each featuring its own set of recommended articles for further reading. After reading each article, you will be asked a set of questions about the articles being recommended. The study will be performed in English, but feel free to ask me questions in German. Upon completion, you will receive compensation.

**Participation:** Your participation is entirely voluntary. You are free to withdraw at any time without comment.

As a thank you for your time, you will receive 8 Euro in cash.

**Confidentiality:** Any audio recordings taken during the study will be treated confidentially. Participants will not be identified by name in any reporting of findings. Data collected will not be shared or used for any purpose other than this research project.

**2. Consent Form**

I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ agree / disagree to participate in the study.

I understand that my participation is entirely voluntary. I understand that I am free to stop my participation in the study at any time without penalty.

I understand that the personal information supplied by me during the study will be kept confidential and that I will remain anonymous. Within these restrictions, results of the study will be made available by my request.

I understand that, if I want, I can receive additional explanation of the study at any time.

I understand that the results of this study may be submitted for publication to a national/international journal.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Signature Date

I also agree that the audio of interview will be recorded for the aim of this research.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Signature Date