**STEPS:**

1. Start of study with the participant (total 10+).
2. Gathering of some information on participants:

* What is your age?

**[<18,18-25,26-45,46-60,60<]**

* How many movies do you watch every week?

**[<1,1-3,3-5,5-7,7<]**

* How often do you use any of the following popular recommendation-based services: YouTube, BBC iPlayer, Apple TV, Amazon Prime, Netflix?

**[Daily, Weekly, Monthly, Once a semester, Once a year, Never]**

**[Always, Often, Occasionally, Rarely, Never]**

* How satisfied are you with these systems overall?

**[Very satisfied, Satisfied, Neutral, Dissatisfied, Very dissatisfied]**

1. Ask about their expectations:

* Do you understand why such recommendation are made by most used system?

1. Acquiring at least 10 preferences through the UI.
2. Running model and presenting 4 baseline recommendations.
3. Gather user initial impression of baseline recommendation:

* Rate all 4 recommendations out of 5 stars, which one would you watch (**Persuasiveness**)?
* The system has provided effective recommendations overall (**Effectiveness**).

I understand why the system has made these recommendations (**Transparency**).

The system has provided wrong recommendations (**Scrutability**).

These are the best recommendations the system could have made for me (**Trust**).

I am satisfied by these recommendations (**Satisfaction**).

The explanation has helped me provide ratings to the movies (**Helpfulness**)

**[Strongly Agree, Agree, Neither, Disagree, Strongly Disagree]**

1. Each user sees all 3 explanation methods in different orders. For each explanation method, the baseline is also shown. Users are asked to rate the movies and say which one they would watch.

There can either answer all the metrics questions at the end (*assess overall impact of explanation methods for collaborative filtering*) or they can answer them after each explanation (see section 6 for questions).

1. Ask users to rate provide an overall rating to each explanation interface they have seen (out of 10)

**Interview Questions** (really needed?)

Potential Questions (to be finalised):