**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/views on explanations:

* I understand how recommendations are made to me by the recommender systems that I use (Netflix, Spotify, YouTube, BBC iPlayer, Apple TV, Amazon Prime…)
* Recommender systems need more explanations to support their recommendations.

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 is mistaken (**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 decide how likely I would be to watch each recommendation (**Helpfulness**)

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

transparency, scrutability, (efficiency,) effectiveness, persuasiveness, satisfaction and trust. + Helpfulness

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

**Any comments?**

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.

**Interview Questions** (really needed?)

Potential Questions (to be finalised):