

# Welcome to the experiment and thank you for your participation!

On the following pages, you will be presented with a fictitious decision situation using a website with a restaurant recommendation system. You will then be asked some questions about your perception of the system and its recommendations.

Please read all the information you receive during the experiment carefully. Try to put yourself in the situation as best as you can and answer the questions to the best of your knowledge.

This experiment contains controls designed to test your attention. All attention checks must be passed throughout the experiment for successful completion. Failure to pass an attention check will result in immediate termination of the experiment.

All data collected will be kept anonymous and used for scientific research purposes only.

Next

**Please read the following information carefully and put yourself in the situation described**

You are passing through Orlando and are looking for a place to eat or drink. Unfortunately, you don't know your way around Orlando very well, so you need help finding a place to eat and drink. A friend recommends RestauGuide, a website that provides recommendations for restaurants and bars in Orlando based on your current preferences.

Please try RestauGuide to find a restaurant or bar for you. Instructions are provided directly from the website. You will be able to enter your preferences once and receive recommendations. After you receive the recommendations, you can choose one of the five suggestions.

**Important:** After clicking on the **"Next"-button**, you will be **redirected to RestauGuide**. Once you have tested RestauGuide, **leave the website by selecting one of the recommendations presented by clicking on the "Select this recommendation and exit"-button (do not just close the browser tab)**. You will then be redirected again to continue the experiment here.

Please allow a few seconds for RestauGuide to load and **do not click on the "Next"-button several times to speed up the process.** .

Next

## Page 3 (Webapp):

On which of these characteristics do you focus when choosing a restaurant?

Ticking the box means that you like to visit restaurants with these characteristics. A value of 0.1 means less often and 5 means very often. Please tick at least three boxes for the characteristics.

☒ asian food

☒ seafood

☐ breakfast

☐ coffee drinks

☐ nonalcoholic drinks

☐ snacks and finger food

☒ alcoholic drinks

☐ south american food

☐ fast food

☐ sweet food and dessert

☐ italian

☒ veggie and salad

☐ meat

0.1

2.7

5

0.1

4.2

5

0.1

0.7

5

0.1

1.7

5

On which of these attributes do you focus when choosing a restaurant?

Ticking the box means that you put value on this attribute. After that you can specify how much value you put on it. A value of 0.1 means low interest and 5 high interest.

☐ nice ambience

☐ low price

☐ broad selection

☒ good service

0.1

3.3

5

Get Recommendation

Our recommendation for you:



Pho 88 Noodle

What they offer:

☒ Vegetarian

☒ Noodles

☒ Vietnamese

☒ Latenight

☒ Lunch

☒ Restaurant Price Category: 0

Select this recommendation and exit

1. Pho 88 Noodle

Orlando

730 N Mills Ave



2. The Ravenous Pig

Orlando

565 W Fairbanks Ave

[Click here to see what they offer](#)



3. Kabooki Sushi E Colonial Dr

Orlando

3122 E Colonial Dr

[Click here to see what they offer](#)



4. Trader Joe's

Orlando

131 Orlando Ave

[Click here to see what they offer](#)



5. Rocco's Tacos & Tequila Bar

Orlando

7468 W Sand Lake Rd

[Click here to see what they offer](#)

On which of these characteristics do you focus when choosing a restaurant?

Ticking the box means that you like to visit restaurants with these characteristics. A value of 0.1 means less often and 5 means very often. Please tick at least three boxes for the characteristics.

<input checked="" type="checkbox"/> asian food	<input checked="" type="checkbox"/> seafood
<input type="checkbox"/> breakfast	<input type="checkbox"/> coffee drinks
<input type="checkbox"/> nonalcoholic drinks	<input type="checkbox"/> snacks and finger food
<input checked="" type="checkbox"/> alcoholic drinks	<input type="checkbox"/> south american food
<input type="checkbox"/> fast food	<input type="checkbox"/> sweet food and dessert
<input type="checkbox"/> italian	<input checked="" type="checkbox"/> veggie and salad
<input type="checkbox"/> meat	

On which of these attributes do you focus when choosing a restaurant?

Ticking the box means that you put value on this attribute. After that you can specify how much value you put on it. A value of 0.1 means low interest and 5 high interest.

<input type="checkbox"/> nice ambience	<input type="checkbox"/> low price
<input type="checkbox"/> broad selection	<input checked="" type="checkbox"/> good service

Please tick at least five boxes in total to receive a proper recommendation!

Get Recommendation

Our recommendation for you:



1. Pho 88 Noodle  
Orlando  
730 N Mills Ave

Pho 88 Noodle

What they offer:

- ☒ Vegetarian
- ☒ Noodles
- ☒ Vietnamese

- ☒ Latenight
- ☒ Lunch

☒ Restaurant Price Category: 0

Select this recommendation and exit



Thank you!

You can go back to the survey now.

Cancel

Back to survey



Beer



Wine &  
Spirits



Accepts  
Credit Cards

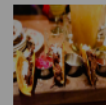


Restaurant  
Price  
Category: 0

Select this recommendation and exit



3. Kabooki Sushi E Colonial Dr  
Orlando  
3122 E Colonial Dr  
[Click here to see what they offer](#)



5. Rocco's Tacos & Tequila Bar  
Orlando  
7468 W Sand Lake Rd  
[Click here to see what they offer](#)

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33% completed

## RestauGuide

Thank you for testing RestauGuide. In the following, we will ask you some questions about your perception of and experience with RestauGuide. Please answer all questions honestly and to the best of your knowledge.

Next

Please indicate your agreement with the following statements.

	strongly disagree			neutral			strongly agree
RestauGuide has given me recommendations for restaurants in Oakland.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide would suit a wide range of customer tastes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide recommends restaurants that are similar to each other.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide recommends a wide variety of restaurants.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide recommends restaurants that would match a wide range of customer preferences.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Next](#)

Please indicate your agreement with the following statements.

	strongly disagree			neutral			strongly agree
RestauGuide represents mainstream tastes rather than my own.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide seems to be personalised to my preferred restaurant characteristics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide understands my restaurant tastes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would trust RestauGuide to give me recommendations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

Please indicate your agreement with the following statements.

	strongly disagree			neutral			strongly agree
I would like to have RestauGuide as an application on my mobile phone.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find RestauGuide's list of recommendations valuable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide helps me to find good restaurants to visit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide helps me to choose satisfactory restaurants.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend RestauGuide to a friend.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next



Please indicate your agreement with the following statements.

	strongly disagree				neutral			strongly agree
RestauGuide does a good job of putting better restaurants at the top.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide recommends restaurants that are obviously bad.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide recommends restaurants that I find appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide shows me alternatives to the recommended restaurant.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide recommends restaurants that are likely to be among the best restaurants I will visit in the next year if I go there.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

Please indicate your agreement with the following statements.

	strongly disagree			neutral			strongly agree
The recommended restaurants are located in Orlando.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide recommends restaurants that I would not expect.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide offers few restaurants with new characteristics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide recommends restaurants with characteristics I know.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide recommends restaurants with characteristics I would not have thought of.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide recommends restaurants that surprise me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Next](#)

## RestauGuide

Thank you for answering the questions about RestauGuide. We would like to ask you a few questions about your general attitude towards online shopping and recommendation systems. Please answer all questions honestly and to the best of your knowledge.

Next



Please indicate your agreement with the following statements.

	strongly disagree			neutral			strongly agree
I am comfortable with shopping online.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I frequently rely on systems that provide personalized product recommendations (e.g., "Recommended for You" sections on Amazon, Netflix, TripAdvisor, or Yelp).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am comfortable with using computers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

Please indicate your agreement with the following statements.

	strongly disagree			neutral			strongly agree
I always feel that there are many good products out there waiting to be discovered.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often learn about new products from a variety of sources.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to try products that others recommend.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I get a lot of pleasure from discovering products that I like.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

Please indicate your agreement with the following statements.

	strongly disagree			neutral			strongly agree
My product preferences are not limited to certain types or categories.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often buy products from different categories and styles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's hard to categorize the products that I like.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to discuss products with people who have different tastes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have bought many non-mainstream products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

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89% completed

## Feedback

1. You can provide us with your feedback about the website here:

Feedback:

Next

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# Thank you very much for your participation!

We would like to thank you very much for participating in this experiment and hence supporting our research!

Your answers were transmitted. You may close this tab now.