

Welcome to the experiment and thank you for your participation!

On the next pages, you will be presented with a fictitious decision situation and will use an online restaurant recommendation system. You will then be asked some questions about how you perceived the system and its recommendation. First, however, you will be asked some general questions.

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

This experiment contains controls to check your attention. All attention checks must be passed throughout the experiment in order to receive the payout of US\$1.5 for successful completion (see task description). Failure to pass an attention check will result in immediate termination of the questionnaire.

All data collected will be stored anonymously and used for scientific research purposes only.

Demographics

I am years old.

My highest educational qualification is:

- ☐ No qualification
- ☐ Lower secondary school leaving certificate
- ☐ Secondary school or equivalent qualification
- ☐ Technical college or university entrance qualification
- ☐ University degree (e.g. Bachelor or Master)

I assign myself to the following gender:

- ☐ female
- ☐ male
- ☐ diverse

no yes

Is English your mother tongue?

☐ ☐

Entry questions (1/3):

[illegible]

Entry questions (2/3):

	strongly disagree		neutral		strongly agree
I am comfortable with using computers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am comfortable with shopping online.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I commonly 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"/>

Entry questions (3/3):

	strongly disagree			neutral			strongly agree
If I did not read reviews before buying a product online, I would worry afterwards if it was the right decision.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I buy a product online, the reviews presented on the website make me confident in purchasing the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I buy a product online, the reviews presented on the website are helpful for my decision making.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I buy a product online, I always read reviews (e.g. product reviews on Amazon), that are presented on the website.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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

Please test RestauGuide to find a restaurant or bar for you in Orlando. Instructions will be provided directly by the application. You will be able to state your preferences and receive suitable recommendations. You can modify your preferences in multiple runs to get familiar with the system and refine the recommendations.

Please click on the following link to access RestauGuide **before** continuing the survey with "next":
www.restauguide.com.

Important: When you have tested RestauGuide sufficiently, **exit the program by using the "Exit"-button (do not just close the browser tab)**. You can then continue the questionnaire here.

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.

1. To continue with the survey, please enter the password you received from RestauGuide.

Password:

Indicate whether each of the statements below is true or false for RestauGuide, which you have tested just now.

RestauGuide provided a short (textual) reasoning supporting the recommended restaurant or bar.

- ☐ Disagree
- ☐ Agree

RestauGuide explained to me, what the tipping point for the recommended restaurant was compared to another viable alternative.

- ☐ Disagree
- ☐ Agree

RestauGuide presented reviews from previous guests as a reasoning for the recommended restaurant.

- ☐ Disagree
- ☐ Agree

RestauGuide suggested several alternatives to the recommended restaurant.

- ☐ Disagree
- ☐ Agree

Please indicate your agreement with the following statements.

[illegible]

Please indicate your agreement with the following statements.

[illegible]

Please indicate your agreement with the following statements.

[illegible]

Please indicate your agreement with the following statements.

[illegible]

Please indicate your agreement with the following statements.

	strongly disagree		neutral		strongly agree
The recommended restaurants match my needs very well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am interested to know more about the recommended restaurants.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The recommended restaurants were located in Oakland.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is likely that I would choose a recommended restaurant in the given scenario.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Please indicate your agreement with the following statements.

	strongly disagree			neutral			strongly agree
I would be willing to provide contact information like my name, address, and phone number to RestauGuide.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be willing to provide personal information such as my age or gender to RestauGuide.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be willing to share details about the context or reason for my restaurant visit (e.g., family or friend get-together, date) with RestauGuide.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Feedback

You are welcome to give us feedback on this study here.

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.