

Welcome to the experiment and thank you for your participation!

On the next pages, you will be presented with a fictitious decision-making situation and see the proposal of an online recommendation system for a restaurant. Then you will be asked some questions about how you perceived the system and the recommendation. First, you will still be asked general questions.

Please read all the information you receive during the experiment carefully and try to put yourself in the situation as best you can to answer the questions to the best of your ability. This experiment contains control mechanisms to check your attention.

All data collected will be stored anonymously and used for academic 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):

	strongly disagree	moderately disagree	neutral	moderately agree	strongly agree
I generally have faith in humanity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I generally trust other people unless they give me reason not to.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend to count upon other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I generally trust other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Entry questions (2/3):

	strongly disagree	moderately disagree	neutral	moderately agree	strongly agree
I am comfortable with shopping online.	<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"/>

	no	yes
I have used recommendation systems before, i.e. on Amazon, Netflix, TripAdvisor or Yelp.	<input type="radio"/>	<input type="radio"/>

Entry questions (3/3):

	strongly disagree	moderately disagree	neutral	moderately agree	strongly agree
	0	1	2	3	4
When I buy a product online, the reviews presented on the Web site are helpful for my decision making.	<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 Web site make me confident in purchasing the product.	<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"/>
If I do not read the reviews before I buy a product online, I worry afterwards whether it was the right decision.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Your friend Marc is visiting Orlando and has asked you to give him a good restaurant recommendation. Unfortunately, you do not have time to accompany him. Since you want to suggest something he likes in good conscience, you use a rating platform with a recommendation system for restaurants on the Internet.

On the same website, you find Marc's profile and see that he has visited and rated the following restaurants in Boston so far.

Please read the reviews carefully to get a good feel for Marc's preferences.

Boston's Fish House ★★★★★: "I've had two dishes here so far - the fried oyster basket and the chilled lobster roll. Both were so exceptional that I haven't tried anything else yet. The team is reliable and friendly, and the seafood breeding is delicious and light. The quality of the seafood is always fresh. Two thumbs up for the food, as fresh as straight from the fish market!"

Hamilton's Kitchen Winter Park, ★★★★★:

"Elegant, tasty food, very affordable brunch, friendly staff, delicious desserts, always fresh, and the ambience is always very nice - the terrace seating during COVID is especially great. We love this place. Always a good choice, whether for a business lunch or a date."

Jade Sushi & New Asian ★★★★★: "This place has really changed! The renovation is beautiful and the new menu is great! The sushi is always fresh and delicious. All the menu items, old and new, are delicious! We always go for: sunrise roll, egg sushi, avocado roll, fried chicken wings (no sauce), Singapore Mei Fun, nigiri sushi, pineapple beef/chicken, garlic chicken, etc. etc. There's just a lot of good food here. I tried the new ramen the other day - really yummy! Keep it up, Jade!"

Kabooki Sushi E Colonial Drive ★★☆☆☆: "I find this place very, very overpriced. I can get much better sushi for less money at other fabulous sushi restaurants. I'm not a stingy person, and if I got quality and the sushi expertise worth my money for what I pay here, I wouldn't complain. But I feel like the sushi rice is not well cooked and seasoned, the nigiri is small, the fish slices are too thin and too small, and it's just not up to my standards. It's definitely not an authentic Japanese sushi experience. I prefer to go to Boku or Jade where the seafood is so fresh and tasty, expertly cut, the shari ! (rice) is perfect and the price is more reasonable. Sorry, Kabooki."

Hawkers Asian Street Food ★★☆☆☆: "After a good visit a few months ago, I was excited. But then I had another service fiasco. I'll spare you the details. Let's just say the food is fantastic, but the service is bad."

To try out the website's recommendation system, Marc gives you access to his profile, so when you search for a restaurant for Marc, you enter "Orlando" as the city and receive the following recommendation:

Note: For this study, you were randomly assigned to a group. Each group is shown the output of a different recommendation system. Please rate your assigned system honestly in the following questions according to your impressions. The aim is to find out which recommendation system performs best with the users.

Our recommendation for Marc:



Sus Hi Eatstation

📍 Orlando

japanese

sushi

Our recommendation for Marc:



Sus Hi Eatstation

📍 Orlando

japanese

sushi

Why? - This restaurant is advertised as a great place for lunch and dinner in a casual atmosphere. For dinner, Sus Hi Eatstation offers sushi, Asian fusion, wraps, and more. From what we know about it, we think Marc will really like this restaurant!

Our recommendation for Marc:



Sus Hi Eatstation

📍 Orlando

japanese

sushi

Why? - In their customer reviews, guests especially praise the nice ambiance, Asian food and seafood, of Sus Hi Eatstation:

Tom ★★★★★: "If you like sushi -- or various Asian cuisine in general -- this is a great place to check out!"

Olivia ★★★★★: "The fresh salmon and tuna were tender and delicious, the eel was incredible, the veggies and masago offered the perfect interesting texture, and the fun Asian lychee soda just looked too interesting and different not to try-it did not disappoint."

Our recommendation for Marc:



★★★★★

Sus Hi Eatstation

Orlando

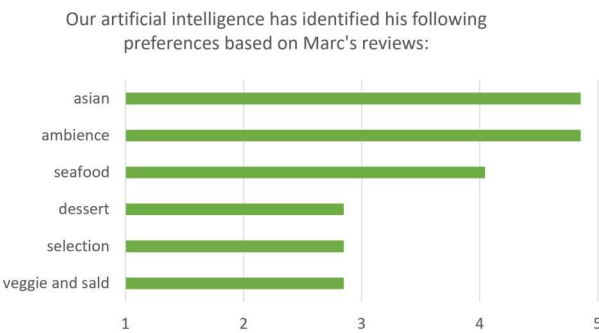
japanese

sushi

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Our recommendation for Marc:



★★★★★

Sus Hi Eatstation

Orlando

japanese

sushi

Alternative:



★★★★★

Pho noodle

Orlando

vietnamese

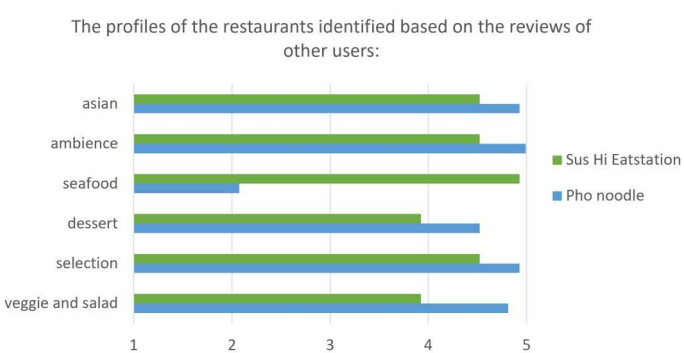
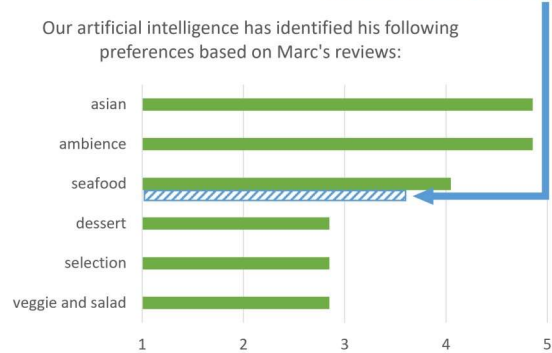
noodle

Why? - In their customer reviews, guests especially praise the nice ambiance, Asian food and seafood, of Sus Hi Eatstation:

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Compared to the alternative, we recommend the "Sus Hi Eatstation" mainly because of the well rated seafood. However, if **seafood** is a **little less important** to Marc today, we would recommend "Pho noodle" instead:



Please indicate your agreement with the following statements.

	strongly disagree	moderately disagree	neutral	moderately agree	strongly agree
The recommendation provided by the system can be trusted.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't trust the recommendation provided by the system.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you very much for your participation!

We would like to thank you very much for your help.

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