

## Welcome Page

4% completed

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

On the following pages, you will be presented with a fictitious decision situation using an online restaurant recommendation system. You will then be asked some questions about your perception of the system and its recommendations. 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 best 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 in order to receive the US\$1.5 payout 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 kept anonymous and used for scientific research purposes only.

Next



Trust in General



Entry questions (1/3):

	strongly disagree			neutral			strongly agree
	<div></div>						
My tendency to trust a person/thing is high.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is easy for me to trust a person/thing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend to trust a person/thing, even though I have little knowledge of it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trusting someone or something is difficult for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next



## Familiarity with RS

12% completed

### 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"/>	<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"/>	<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"/>	<input type="radio"/>	<input type="radio"/>

Next



## Familiarity with OCRs

16% completed

### 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"/>
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"/>
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"/>
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"/>

Next



## Scenario Description

20% completed

**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 in Orlando based on your current preferences.

Please test RestauGuide to find a restaurant or bar for you. 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.

**Important:** After clicking on **next**, you will be **redirected to RestauGuide**. When you have tested RestauGuide sufficiently, **exit the program by using the "Exit"-button (do not just close the browser tab)**. You will then be redirected again to continue the questionnaire here.

Next



## RestauGuide – Startpage

RestauGuide

On which of these attributes do you focus when choosing a restaurant and how much do you like them?

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

<input type="checkbox"/> asian food	<input type="checkbox"/> sweet food and dessert
<input type="checkbox"/> bread	<input type="checkbox"/> veggie and salad
<input type="checkbox"/> breakfast	<input type="checkbox"/> alcoholic drinks
<input type="checkbox"/> fast food	<input type="checkbox"/> coffee drinks
<input type="checkbox"/> italian	<input type="checkbox"/> price
<input type="checkbox"/> meat	<input type="checkbox"/> selection
<input type="checkbox"/> seafood	<input type="checkbox"/> service
<input type="checkbox"/> south american food	

Get Recommendation

Exit

## RestauGuide

The different outlines of RestauGuide for the different treatment groups, can be accessed and tested via the following link:

[https://ibarecsys.shinyapps.io/restauguide\\_overview](https://ibarecsys.shinyapps.io/restauguide_overview)



## Introductory Text

25% 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





## Competence

30% completed

Please indicate your agreement with the following statements.

	strongly disagree			neutral			strongly agree
RestauGuide is like a real expert in assessing restaurants.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide has the expertise to understand my needs and preferences about restaurants.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide has good knowledge about restaurants.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide generates recommendations based on restaurants I have visited in the past.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide has the ability to understand my needs and preferences about restaurants.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide considers my needs and important attributes of restaurants.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

Benevolence

35% completed

Please indicate your agreement with the following statements.

	strongly disagree		neutral				strongly agree	
RestauGuide gave me recommendations for restaurants 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 keeps my interests in its mind.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
RestauGuide wants to understand my needs and preferences.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
RestauGuide puts my interests first.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Next



## Integrity

40% completed

Please indicate your agreement with the following statements.

	strongly disagree			neutral			strongly agree
RestauGuide is honest.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider RestauGuide to be of integrity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RestauGuide provides unbiased product recommendations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next



## Intention to Use

50% completed

Please indicate your agreement with the following statements.

	strongly disagree			neutral			strongly agree
I would be willing to use RestauGuide as an aid to help with my decisions about which restaurant to choose.	<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 let RestauGuide assist me in deciding which restaurant to choose.	<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 use RestauGuide as a tool that suggests to me a number of restaurants from which I can choose.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next



## Intention to Adopt

55% completed

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"/>	<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"/>	<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"/>	<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"/>	<input type="radio"/>	<input type="radio"/>

Next



## Intention to Give Information

60% completed

### 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"/>

Next



## Feedback

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

Next



## Completion Page

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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.



**End of Interview, if the participant failed an attention check:**

44% completed

## End of Interview

Unfortunately, you have failed to answer a control question correctly. For this reason, we unfortunately have to exclude you from the experiment.

Because we can only accept one-time participants that have successfully completed the entire survey, please **do not try to guess a random completion code** and **do not restart the experiment**, as this will force us to **officially reject your submission**.

Thank you for your participation.



**Reminder if the participant did not interact with RestauGuide sufficiently (i.e., if the participant did not retrieve a recommendation):**

24% completed

**It appears that you have not sufficiently interacted with RestauGuide as you have not retrieved a single recommendation. Once more, we would like to ask you to test RestauGuide sufficiently in order to be able to participate in the survey.**

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.

**Important:** After clicking on **next**, you will be **redirected to RestauGuide**. When you have tested RestauGuide sufficiently, **exit the program by using the "Exit"-button (do not just close the browser tab)**. You will then be redirected again to continue the questionnaire here.

**Next**

