We present a dataset, “A survey for product recommendation”, comprised of the participators’ responses against the questions we have asked to gather information about preferable online platform, how much time they spend on these platforms, which items are they interested to, and many more. The online platforms were prefixed and they were: Web Browser Advertisements and videos, Facebook Advertisements, and YouTube Advertisements and videos. Also, participants answered in the scope of provided criteria: Car, Art, Gadget, Interior, and Food for their favorite item type. The dataset is made publicly available and we encourage other researchers to use it for testing their own affective recommendation systems.

How to use:

If you are interested in using this dataset, you will have to download the file no request is needed to be made as its access is public.

Credits:

Firstly, we would like to thank 66 participants for their patience and altruism to let us know their preferences. The dataset was collected by us, the research members:

1. Sadman Sakib Akash, BRAC University, Dhaka, Bangladesh
2. Dr. Golam Rabiul Alam, BRAC University, Dhaka, Bangladesh

Dataset description and collection procedure:

Each column of the dataset except the first two, contains the responses of the respected subjects against our query. The subjects have been carefully chosen and they are between 20-35 years old. Bangladesh is a developing country, as a result, mostly the young demographic is infatuated with online platforms, for this reason, we concentrated on the mentioned age range. We tried to maintain equal gender distribution, despite among the 66 subjects, 28 is female and 38 is male. The questions had been provided via a URL (Uniform Resource Locator) and the corresponding responses were collected with the help of Google form, subsequently it was stored in a Google sheet.

Research objectives:

There were a myriad of datasets available online for the advancement of recommendation systems. But, for the scope of our research we did not need the relevant data based on an item. Whereas, our dataset is concentrated on consumers’ used online platform for a preferred type of item. After that, having some insights from this dataset, we have started our research work to recommend a type of item for a specific consumer based on their given responses.

The Dataset: “A survey for product recommendation”

The source file of the dataset: <https://docs.google.com/spreadsheets/d/149_XkMz4toLUptj1avurFpGIWf9GJqQ8KPQDxJgaQs4/edit?usp=sharing>

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Timestamp | Participants | On which online media do you spend your time most? | Before buying something, at first from where do you get the news of that product normally? | Before buying something where do you usually look into? | What color do you like? | In YouTube, which product based channels are you subscribed to? (Mention at least 3 product based channels, For Example: Car, Gadget, Sartorial ) | From above mentioned products Which one do you like most? | Usually how much time do you spend on YouTube? | Which product pages in Facebook do you like? (Mention at least 3, For Example: Cosmetics, Gadget, Book ) | From above mentioned products Which one do you like most? | How much time do you spend on Facebook? | Do you click on Advertisements on browser? | Which Advertisements usually attract your attention in Web Browser? |
| 9/6/2020 17:02:48 | Subject 1 | YouTube | Web Browser Advertisements | Web Browser | Blue | Car, Gadget, Sartorial | Gadget | 3 hrs | Cosmetics, Gadget, Book | Gadget | 1 hr | Yes | Gadgets |
| 9/6/2020 17:32:24 | Subject 2 | Facebook | Facebook Advertisements | Web Browser | Black | Laptop, mobile ,robot | Robots | 3 hrs | Cosmetics, Art supply, jewellery | Art supply. | 5 hrs | No | Discount |
| 9/6/2020 20:04:31 | Subject 3 | Web Browser | Web Browser Advertisements | YouTube | Black | Gadget, Sports, Stationary | Gadgets | 1 hr | Gadget, Sports, Stationary | Gadget | 1 hr | Maybe | Discount |
| 9/7/2020 16:16:11 | Subject 4 | YouTube | YouTube Advertisements | YouTube | Black | Gadget,car,art | Gadget | 5 hrs | Gadget,car,art | Gadget | 1 hr | Maybe | Discount, Gadgets, Food |
| 9/7/2020 16:16:13 | Subject 5 | Facebook | Facebook Advertisements | Facebook | Black | Food only | Food | 1 hr | Books, food, clothing,house items, body care products | Food | 3 hrs | No | Discount, Gadgets, Food |
| 9/7/2020 16:16:36 | Subject 6 | Web Browser | Facebook Advertisements | Web Browser | Red | None | PC | 30 mins | Techcessories BD | Techcessories BD | 3 hrs | No | Gadgets, Food |
| 9/7/2020 16:18:58 | Subject 7 | YouTube | Facebook Advertisements | Web Browser | Black | Gadget ; Education ; Audiobook(Novel/story) | Audiobook | 3 hrs | Tutions , Gadget , service | Tution related pages | 3 hrs | No | Gadgets |
| 9/7/2020 16:19:30 | Subject 8 | Web Browser | Instagram Advertisements | Web Browser | Black | Anime, makeup, kpop | Anime | 3 hrs | Gadgets, clothes, food products | Food products | 1 hr | No | Discount, Food |
| 9/7/2020 16:20:28 | Subject 9 | YouTube | Facebook Advertisements | Web Browser | Black | Supercar blonde , ATC Bangladesh , technical Guruji | Supercar blonde | 5 hrs | Supercar blonde , unbox therapy , daraz | Unbox therapy | 3 hrs | No | Discount, Gadgets, Food, Cars |
| 9/7/2020 16:20:32 | Subject 10 | Instagram | Instagram Advertisements | Instagram | Blue | Gadgets and gears, | Mobile | 1 hr | Book Orbit | Books | 1 hr | No | Mobile operator |
| 9/7/2020 16:23:41 | Subject 11 | YouTube | YouTube Advertisements | YouTube | Blue | UnboxTherapy, JerryRigEverything, Linus Tech Tips | Depends on product | 5 hrs | None | None | 3 hrs | No | Discount, Gadgets |
| 9/7/2020 16:24:34 | Subject 12 | YouTube | Facebook Advertisements | YouTube | Black | PC, Food, Satire | PC | 3 hrs | not sure | not sure | 1 hr | No | Mobile operator |
| 9/7/2020 16:24:37 | Subject 13 | Facebook | Facebook Advertisements | Facebook | Black | Gadget,food | Food | 3 hrs | Cosmetics,clothings,jewellery | Jewellery | 7 hrs | No | Food |
| 9/7/2020 16:25:36 | Subject 14 | YouTube | Facebook Advertisements | Web Browser | Blue | Car, Art, Interior, Gadget | Gadget | 5 hrs | Gadget,Food, Gaming accessories | Gaming accessories | 5 hrs | No | Discount, Food |
| 9/7/2020 16:31:23 | Subject 15 | YouTube | Facebook Advertisements | Web Browser | Blue | Gadget | Car | 3 hrs | Cosmetics, Clothes, Accessories | Cosmetics | 30 minutes | No | Food |
| 9/7/2020 16:32:27 | Subject 16 | Web Browser | Web Browser Advertisements | Web Browser | Black | None | None | Depends on how much work I have left | Gadget and book | Gadget | 1 hr | No | Gadgets |
| 9/7/2020 16:50:18 | Subject 17 | YouTube | YouTube Advertisements | Web Browser | Blue | Computer, Games, Gadget | Computer | Depends on the content. | None | None | 1 hr | No | None because when I need something I just search it and buy it. Usually I don't get attracted to any ads. |
| 9/7/2020 17:00:49 | Subject 18 | YouTube | YouTube Advertisements | YouTube | Black | interior, gadget | interior | 3 hrs | I don't have any facebook account | I don't have any facebook account | I don't have any facebook account | No | nothing |
| 9/7/2020 17:10:00 | Subject 19 | YouTube | YouTube Advertisements | Web Browser | Black | Fashion, Food, Comedy | Comedy | 7 hrs | Fashion, Food, Comedy | Comedy | 1 hr | Maybe | Discount |
| 9/7/2020 17:15:49 | Subject 20 | YouTube | YouTube Advertisements | YouTube | Black | Car, phone, bikes | Cars | 5 hrs | Nothing | Nothing | 1 hr | No | Nothing on Facebook |
| 9/7/2020 17:35:47 | Subject 21 | Facebook | Facebook Advertisements | Web Browser | Blue | Computer, Games, Mobile | Games | 5 hrs | Computer, Games,Cars | Computer | 5 hrs | No | Gadgets |
| 9/7/2020 18:04:19 | Subject 22 | Facebook | YouTube Advertisements | Facebook | Black | Hardware Unboxed, MKBHD, Gamers Nexus | Gamers Nexus | 1 hr | DSLR, Smartphones, PC hardware | PC hardware | 5 hrs | No | Discount, Gadgets, PC Hardware |
| 9/7/2020 18:07:11 | Subject 23 | Instagram | Instagram Advertisements | Web Browser | Yellow | None | Games | 3 hrs | Book, Dress, Arts and Craft selling pages | Book | 30-40 mins | Maybe | Discount, Gadgets, Mobile operator |
| 9/7/2020 18:08:32 | Subject 24 | Facebook | Facebook Advertisements | Facebook | Blue | Marcus Brownlee | Boston Dynamics | 1 hr | buy sell groups | cpu,ram,gpu | 7 hrs | No | Discount |
| 9/7/2020 18:55:02 | Subject 25 | YouTube | Web Browser Advertisements | YouTube | Black | electorics,gadget,games | gadget | 3 hrs | electonics,gadget,book | gadget | 20-30 min | No | Gadgets |
| 9/7/2020 18:59:01 | Subject 26 | Web Browser | Web Browser Advertisements | Web Browser | Purple | nothing | nothing | bout 7/8 hrs a dayActually, i study lisning to music... in that sence YT is open for an | nothing | gadgets | 1 hr | No | Discount, Gadgets, Food |
| 9/7/2020 19:05:18 | Subject 27 | Instagram | Facebook Advertisements | Web Browser | Black | Gadget, art/stationery, gifts | Gadget | 5 hrs | Books, t-shirts, decor | T-shirts | 3 hrs | Maybe | Food |
| 9/7/2020 19:22:58 | Subject 28 | Facebook | Web Browser Advertisements | Web Browser | Black | Smartphone, car | None | 1 hr | Book, t-shirts, smartphone | Books | 3 hrs | No | Gadgets, Food |
| 9/7/2020 19:30:32 | Subject 29 | Instagram | Facebook Advertisements | Facebook | Black | none | none | 1 hr | Cosmetics/Gadgets | Cosmetics | 3 hrs | No | Gadgets |
| 9/7/2020 20:00:00 | Subject 30 | YouTube | Facebook Advertisements | Facebook | Yellow | car, comedy, educational | comedy | 5 hrs | clothes , gadget , book | gadget | 3 hrs | No | Gadgets, Mobile operator, Food, Cars |
| 9/7/2020 20:09:14 | Subject 31 | YouTube | Facebook Advertisements | Web Browser | Blue | Gadgets accessories phones | Gadgets | 3 hrs | Gadget book cloth | Book | 3 hrs | No | Gadgets |
| 9/7/2020 20:12:49 | Subject 32 | Web Browser | Web Browser Advertisements | Web Browser | Blue | Car,smart gadget,food | Car | 3 hrs | Gadgets,bike,car | Car | 3 hrs | Yes | Cars |
| 9/7/2020 20:25:39 | Subject 33 | Facebook | Facebook Advertisements | YouTube | Black | gadget , techs , computer hardwares | gadget | 3 hrs | gadgets , books | gadgets | 5 hrs | No | Discount, Gadgets, Food |
| 9/7/2020 21:13:20 | Subject 34 | Facebook | YouTube Advertisements | Facebook | Green | Gadget,Game,Groceries. | Games | 1 hr | Gadget,Toys,Groceries | Toys | 1 hr | No | Discount, Gadgets, Mobile operator, Food |
| 9/7/2020 22:34:51 | Subject 35 | YouTube | YouTube Advertisements | YouTube | Black | Gadget, clothing. | Gadget | 1 hr | Gadget, food, clothing | Food | 1 hr | No | Gadgets |
| 9/7/2020 22:50:43 | Subject 36 | YouTube | Facebook Advertisements | YouTube | Blue | MKBHD, Beboom, Everythingapplepro | Gadget | 3 hrs | Livewire, Fair Trade Electronics | Smartphone | 1 hr | No | Gadgets |
| 9/7/2020 22:50:57 | Subject 37 | YouTube | Web Browser Advertisements | Facebook | Green | phones, gardening, headphones | phones | 5 hrs | gadget, book, clothes | gadget | 1 hr | No | Discount, Food |
| 9/7/2020 22:54:12 | Subject 38 | YouTube | Facebook Advertisements | Web Browser | Blue | Gadgets House tour | Tour related | 3 hrs | Gadget shoes&bags Food | shoes&bags | 3 hrs | No | Gadgets, Food |
| 9/7/2020 23:13:55 | Subject 39 | Web Browser | Web Browser Advertisements | Web Browser | Black | ATC, Marques Brownlee, Youtube bangla | Gadgets | 7 hrs | ATC | Gadgets | 7 hrs | No | Gadgets |
| 9/7/2020 23:23:42 | Subject 40 | YouTube | Facebook Advertisements | Web Browser | Blue | Tech KOTHON | Mobile | 3 hrs | Shirt,t-shirt,sweater | Shirt | 1 hr | No | Mobile operator, Food |
| 9/7/2020 23:33:43 | Subject 41 | YouTube | Instagram Advertisements | Facebook | Red | Gaming,car,gadget | Gaming | 3 hrs | Gaming,football,music | Football | 5 hrs | No | Cars |
| 9/7/2020 23:37:45 | Subject 42 | Web Browser | Facebook Advertisements | Reference from elders | Green | Plants, Gadget, music instruments | Gadget | 5 hrs | Gadget, travel goodies , plants | Plants | 3 hrs | Maybe | Gadgets, Mobile operator, Food |
| 9/8/2020 0:19:49 | Subject 43 | Facebook | Facebook Advertisements | Web Browser | Blue | Camera, Photoshop, Music | Camera | 5 hrs | Camera, Photograpy, Gadget | Photography | 5 hrs | Maybe | Discount |
| 9/8/2020 2:11:45 | Subject 44 | Facebook | Web Browser Advertisements | Facebook | Black | Gadget , Accessories , mobile | Gadget | 3 hrs | Gadget, Book, Mobile | Mobile | 3 hrs | Maybe | Discount, Gadgets, Food |
| 9/8/2020 3:21:39 | Subject 45 | YouTube | Facebook Advertisements | Web Browser | Black | Gadgets, Computer Hardware, Cars | Computer Hardware | 1 hr | Gadgets, Phone covers, Books | Gadgets | 3 hrs | Maybe | Gadgets, Food, Cars |
| 9/8/2020 3:30:04 | Subject 46 | YouTube | Facebook Advertisements | YouTube | Blue | Beauty blog, Tech based, Product Review Based Channels | Products Review | 3 hrs | Cosmetics and Cloths, Online Writer and Books, Memes | Books and Writers | 3 hrs | Maybe | Gadgets |
| 9/8/2020 11:07:20 | Subject 47 | Facebook | Facebook Advertisements | Facebook | Black | Gadget, Costume, Accessory | Gadget | 1 hr | Costumes, gadget,. accessory | costume | 3 hrs | Maybe | Gadgets, Food |
| 9/8/2020 12:56:10 | Subject 48 | Web Browser | Facebook Advertisements | Wherever there is a review of the product | Blue | Smartphones, Laptops, Gadgets | Smartphones | 1 hr | T-shirts, Sportswear, Gadgets | T-shirts | 3 hrs | Maybe | Discount, Gadgets, Mobile operator |
| 9/8/2020 15:55:50 | Subject 49 | YouTube | YouTube Advertisements | YouTube | Blue | PC, Phone , Gadget | PC | 3 hrs | PC parts, Phone , Gadgets | PC parts | Less than hour | Maybe | PC |
| 9/8/2020 17:47:15 | Subject 50 | Instagram | Instagram Advertisements | Facebook | Green | Clothing, Books, Art Supplies | Clothing | 3 hrs | Books, Clothing, Food | Books | 1 hr | No | Food |
| 9/8/2020 18:33:13 | Subject 51 | YouTube | Facebook Advertisements | YouTube | Black | Gadget, Podcast, Interviews | Podcast | 3 hrs | Gadget, Food, Book | Gadget | 1 hr | No | Discount, Mobile operator, Food |
| 9/8/2020 20:01:43 | Subject 52 | Instagram | Instagram Advertisements | Web Browser | Blue | car car car | car | use youtube only for music and educational purpose | car book gadget | car | 1 hr | Maybe | Cars |
| 9/9/2020 2:05:36 | Subject 53 | YouTube | Instagram Advertisements | Ask elders/parent all about the product | Black | Stationary, Gadget, health care products | Stationary | 3 hrs | Stationary, Cosmetics and whatever necessary in times | Stationary | less than an hour | Yes | Discount, Gadgets, Food, free courses, job hunt related, clothing etc |
| 9/9/2020 15:55:53 | Subject 54 | YouTube | Facebook Advertisements | Facebook | Blue | Songs, Travel, Aviation | Travel | 3 hrs | Religion, Cricket, Food | Religion | 1 hr | No | Food |
| 9/9/2020 16:31:01 | Subject 55 | Web Browser | Facebook Advertisements | YouTube | Blue | GADGET, HOME DECOR, CAR | GADGETS | 3 hrs | BOOKS, GADGET, TSHIRTS | BOOKS | 5 hrs | No | Gadgets |
| 9/9/2020 21:52:02 | Subject 56 | Web Browser | Web Browser Advertisements | Web Browser | Black | gadgets, games, car | games | 1 hr | games, car, books | games | 1 hr | No | Discount |
| 9/9/2020 22:05:35 | Subject 57 | Facebook | Facebook Advertisements | Web Browser | Black | CSE courses' tutorials | none | 1 hr | cosmetics, gadgets, outfits | makeups | 1 hr | No | Discount |
| 9/10/2020 0:33:53 | Subject 58 | YouTube | Facebook Advertisements | YouTube | Red | Skincare | Computer | Most of the time. | Skincare, clothes, digital accessories | Clothes | 1 hr | No | None. I stay away from them. :P |
| 9/10/2020 18:55:54 | Subject 59 | Facebook | Facebook Advertisements | Web Browser | Blue | mobile, gadget, headphones | headphones | 1 hr | Jersey, gadget, ps4 games | ps4 games | 3 hrs | No | Discount, Gadgets, Mobile operator |
| 9/10/2020 21:36:18 | Subject 60 | YouTube | Web Browser Advertisements | YouTube | Black | Marques Brownlee, Linus Tech Tips, | Electronic gadget based channels | 1 hr | Dont follow facebook for product recommendations.. | Clothes | very low, i do use messenger | No | Discount, Gadgets, Mobile operator |
| 9/11/2020 1:16:11 | Subject 61 | Web Browser | Facebook Advertisements | YouTube | Blue | Gameranx (Game) , IGN (Game), DaveLee (Gadget) | Games | 1 hr | Foodbank (food), Notebored (Stationary), SM Products (Stationary) | Foodbank | 1 hr | No | Discount, Food |
| 9/11/2020 1:16:11 | Subject 62 | YouTube | Facebook Advertisements | YouTube | Blue | Gadgets. Marques Brownlee, Dave Lee, Jonathan Morrison | Gadgets | 1 hr | Foodbank, Notebored Stationary, SM Products | Foodbank | 5 mins | No | Discount, Gadgets, Food |
| 9/11/2020 17:27:59 | Subject 63 | Web Browser | YouTube Advertisements | Web Browser | Yellow | Gadget, computer and laptops , car | computer and laptops | 3 hrs | Gadget, cars, engineering products | cars | 3 hrs | No | Gadgets, Food, Cars |
| 9/13/2020 22:25:32 | Subject 64 | Instagram | Facebook Advertisements | YouTube | Black | Makeup, Food recipe | Makeup | 3 hrs | Cosmetics, Dress, jewelry | Cosmetics | 5 hrs | No | Discount |
| 9/13/2020 23:25:38 | Subject 65 | Web Browser | Facebook Advertisements | Web Browser | Black | Bike, Gadget, Entertainment | Bike | 1 hr | Gadget, Bike, Daily needs | Gadget | 3 hrs | No | Gadgets |
| 9/23/2020 22:25:14 | Subject 66 | YouTube | Facebook Advertisements | YouTube | Black | Games, Computer Components, Android Products | Games | 5 hrs | Menswear, watch, Hair care | Menswear | I do not have a facebook acoount | No | Gadgets |