

# Appendix For Deconstructing the Filter Bubble: Consumer Decision-Making and Recommender Systems

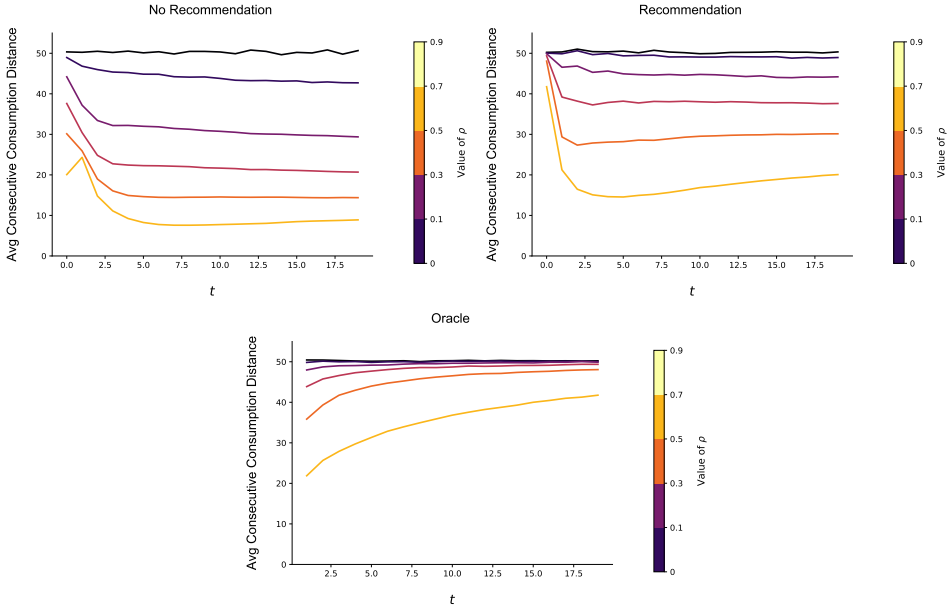


Fig. 1. Extent of Local Consumption as strength of correlation,  $\rho$ , varies.  
No Recommendation (Top Left), Recommendation (Top Right) and Oracle (Bottom)

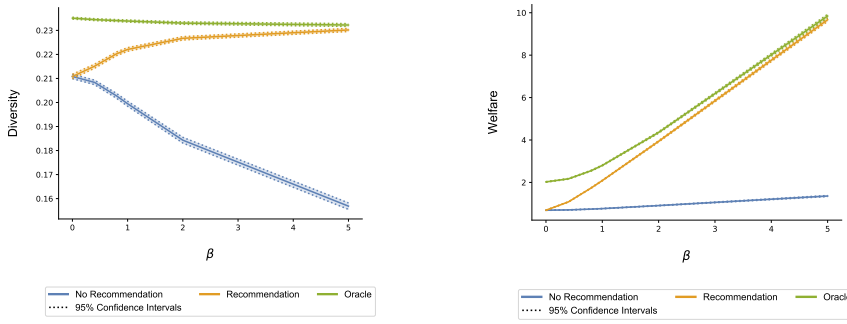


Fig. 3. User Welfare and Diversity as the strength of the common value component,  $\beta$ , varies

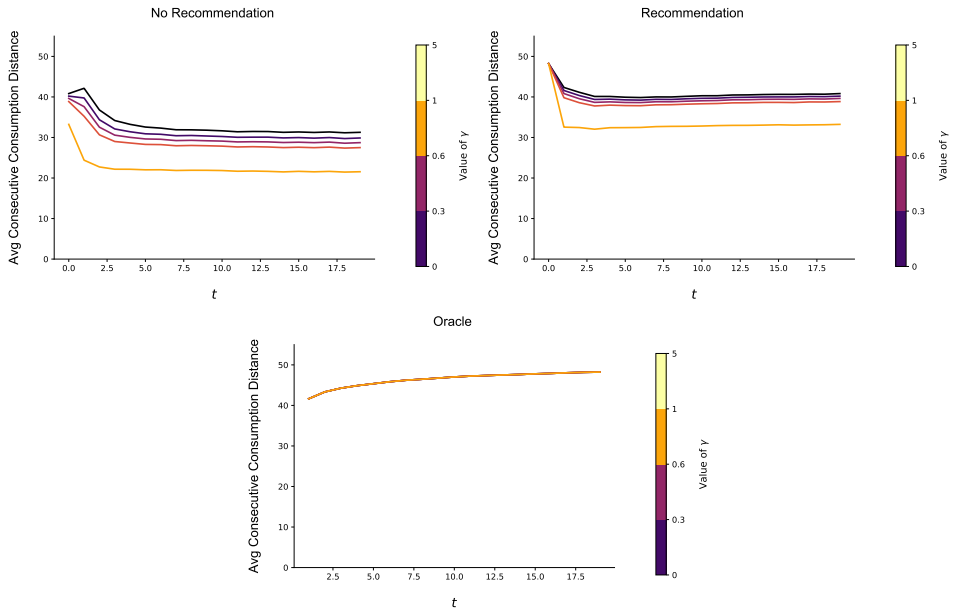


Fig. 2. Effect of Risk Aversion ( $\gamma$ ) on Local Consumption  
No Recommendation (Top Left), Recommendation (Top Right) and Oracle (Bottom)

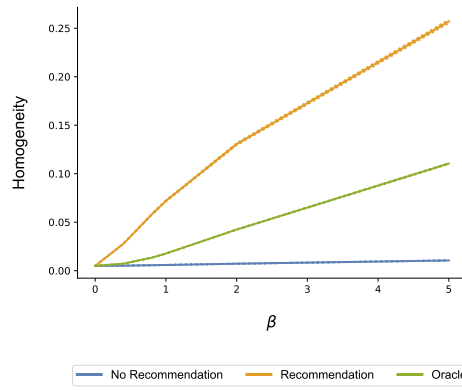


Fig. 4. Strength of Recommendation ( $\beta$ ) and Homogeneity

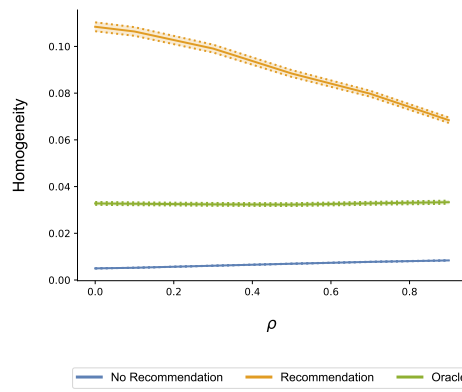


Fig. 5. Correlation ( $\rho$ ) and Homogeneity