

By paying users for better data, the recommendation system would get the information resource not only based on the user reaction, clicks and waiting time which may be misleading, but also based on the input data by users. Since if the company pays users for more detailed and secret data, users would be more likely to share their thoughts about certain things, and their trend for different kinds of objects, which is more trustworthy than just a single click or waiting time. In such a case, when the recommendation system collects all those data, the model could be more accurate. To reduce the echo chamber effect, if recommendation systems only use the data of user reaction, which may result in negative effect, strengthen the echo chamber effect, make users only reinforce their opinions about items. However, with the user-provided detailed data, the model could recommend news or posts which are more specific against the user's own opinion, to bring in diverse perspectives for users, which would reduce the echo chamber effect.

Furthermore, if the echo chamber effect can be reduced for all users, it is clear that users would not have extreme opinions about certain items, every user can accept opinions from different perspectives and can absorb them, it would be helpful for the forums and systems to build a peaceful atmosphere, everyone can share their own opinions and discuss, which would attract more users to use the systems, bring more revenue and benefits for the system.

Also, for the advertisement revenue, based on the user-provided detailed data, the advertisement could be more effective for specific users, in such a case, the revenue for the company can also increase. I believe the cost that pays to users can easily be covered by those increases in revenue.