

Vishva Desai (u1368790)

Interview Transcribed:

https://drive.google.com/drive/folders/18giqTnz1Bwkh1eWgceYezi010xUQOH68?usp=share_link

Time Interval: 00:00 - 11:00

Interviews Conducted:

1. https://drive.google.com/drive/folders/18giqTnz1Bwkh1eWgceYezi010xUQOH68?usp=share_link
2. https://drive.google.com/drive/folders/1fGPFQU5_ibbTc0wu4z8_eqdumNaVwduX?usp=share_link

Observer/note-taker Interviews:

1. https://drive.google.com/drive/folders/1Lqy5opd6Jqd4b17Ma5p5S8phcRV9s4_d?usp=share_link
2. https://drive.google.com/drive/folders/1wc5cyHc3FSbgUlaApGp_l3Vcf4bNZ9f6?usp=share_link

Interview Transcribed using zoom audio transcription:

https://drive.google.com/drive/folders/18giqTnz1Bwkh1eWgceYezi010xUQOH68?usp=share_link

TRANSCRIPTION BEGINS

Vishva - Well, hello! My name is Vishva Desai. Welcome to HCI class CS 6540.

With us is Thomas, who is also part of the project team.

Thomas will be our notetaker for this interview.

To inform you in this exercise you will answer some questions related to the research we are currently conducting in the class.

This interview will take about 30 min of your time

This exercise will not reveal your name or identity, and will not record you, but only your voice with the transcription on

This recording will be shared with the University of Utah course Staff of CS 6540, and the project team, which consists of me, Thomas and Murad, our other teammate and the recordings will be stored and uploaded on GCloud

and will be used for educational purposes only, and will be destroyed at the end of the semester, and there are no risks involved in this exercise.

Do you understand these terms?

Interviewee - Yes, I do.

Vishva - Your participation is voluntary, and you can choose to exit this exercise at any time, and you can request to destroy this recording, and recording at any time as well. Having heard all the information about this exercise, do you consent to participate in this interview?

Interviewee - Yes, I do.

Vishva - Uhh Okay, so let's start with the questions.

Firstly. How do you what do you think is defined by a personalized recommendation system?

Interviewee - Uhh, so in my perception, a personalized recommendation system is just like the suggestions given by a different application as per the use for example, if I'm searching something just like some favorite brand or a different music.

So the AI of the system will, you know, collect the data as per my understanding, and give the recommendation as per that. So that is my understanding for personalized, personalized recommendation system.

Vishva - Okay, do you know something about how they work, or how do you think they work? What goes behind the scenes?

Interviewee - Uh, uh, I do not have any idea like how do they work?

But just what I understand is a site shows a selection of product recommendations, you know, unique to, every individual just like a person, whoever is searching on a website. So they give different recommendations as per the individual visitor based on their behavior and their profile.

And this is all based on machine learning and algorithms. So that's what I understand. But obviously, I do not have a deep-down understanding of this.

Vishva - Yeah, that's fine that's fine, that's perfect.

So do you think that you have encountered personalized recommendations in your day-to-day life or any platforms that you think use the recommendation system?

Interviewee- Yes, obviously Vishva. So whenever you know I'm searching for any of the product just say like for different clothes or perfumes of different brand, be it restaurant. So whenever I search, you know, next time I can see the popup on my phone, you know, giving different recommendations. If i'm searching indian restaurant for best food sometimes it happens that you know I get the pop-up for different Indian restaurant near me, or a different brand having you know, discount sales, whatever.

So this is the experience which I have been to. Obviously Spotify.

So yeah, if i'm listening to for music of you know some unique genres. So it gives me the suggestions of that only if I'm into Bollywood, Hollywood, or different you know Latin songs.

So it gave me suggestion as per that which obviously, I believe you know, It's the machine is tracking my behavior and my profile. And it is, you know, based on the algorithm.

It is giving me that recommendation

Vishva - Right! right! So do you think, apart from spotify, there are some platforms which you use that use personal recommendations.

Interviewee - Oh, I think so like I used to use the Zomato back in India, so it also used to give me personalized recommendation.

Here we can say, Door dash. We have options we have different, you know.

Clothing brands like Adidas, Nike, I have, you know.

I have seen, you know these brands also giving me like a suggestion regarding the you know, the clothes the type of clothes I'm looking for.

If I'm you know putting something in the cart then they start giving me recommendation that you know this product is on discount.

You can buy it this time, or you know. Oh, now, in the coming 10-15 days they'll be having sale. So that is my understanding, you know, a different brands apart from Spotify giving me recommendation.

Vishva - Okay.. Okay.. Okay, so like what is your general perception of personalized recommendations given to you by an app like you said, Door Dash or Spotify. Do you trust them? And what, according to you, is trust when it comes to those apps.

Interviewee - Oh, can you please rephrase it? you know I'm not able to get the understanding of this question?

Vishva - Okay, like. So I'm just looking to find out what your perception is about those recommendations that you get on Spotify, or Door Dash like. Do trust them like or do you think that the recommendations that are spewed out are accurate, or.. or.. or you can say that have been They have been like.. they.. you got them in the right way in terms of the data that they have.

Interviewee - All right. So I understood. So I can plot an example I'm not sure. I'm not pretty sure that you know the recommendation given by different applications or sites are 100% accurate.

But yeah, definitely, there is some you know we can trust them around 60-70 percent, because I have observed this on Netflix.

So I'm a person who who who loves to watch Netflix.

So whenever I watch any series, it gives me suggestions. And as for my viewing habits, the behavior, I think those suggestions given by Netflix are really accurate because I really love to this.. this suggested recommendation which they give, and if I watch that particular web series, I.. I love it.

So I think that Netflix understands that. But yeah I'm not 100% sure that other brands like you know every brand. Whoever is giving personalized recommendations is 100%

accurate, because they are just observing. You know our behavior, and they are giving on that basis. So yeah.

Vishva - Okay, so like you trust some and then there are some that you don't trust.

Interviewee - It depends from application to application, and it depends from scenario to scenario

Vishva - Alright perfect. So do you think that these suggestions, like you, said Netflix, or.. or Door Dash, affect the time you spend or other resources like money?

Interviewee - I believe they study my like any users profile. There is no money like. I cannot say no money, but I think that the more you know, apt thing to say regarding this recommendation is, they study the data, whatever you know my behavior.

My whatever I am the things that I'm doing while you know scrolling that particular application.

So money in my observation I don't think plays that much role than, the time plays, and the observation of data, plays.

Vishva - So you think that you spend a little more time on this application because of the recommendations that they give you like they cause you to spend some more time.

Interviewee - Yeah. Obviously they are helpful because we do not you know, have to. So, run around, and it.. it's helpful.

Vishva - Alright so do you think that the usage because of this recommendation is expensive?

Interviewee - Oh, sorry I ..I cannot hear sorry Vishva I couldn't hear you. Your voice is, you know.

Vishva - Yeah, just a second..can you hear me know?

Interviewee - Yeah.

Vishva - Okay, what i'm asking, is that you said that the time spent because of the recommendations on these applications is affected right? So do you think that this time spent is excessive because of the recommendations?

Interviewee - Oh, yeah, I think the time which we spend because of this recommendation uh, is you know that we do not have to, you know, search and, you know, spend our time just like I can plot an example of Youtube.

Like whenever I while walking or traveling to any place.

I just love listening music. So sometimes when I am, you know, just traveling.

I cannot just search any song, and it... it gives me suggestions.

So it helps you know me, and it saves my time, as I do not have to search anything, and it just gives me recommendation.

And I really like that song, you know. So that is how it happens.

So Youtube is also a good example along with Spotify, Netflix, and Door Dash.

Vishva - Okay Great! So Do you think that these recommendations get in the way of you fulfilling your other responsibilities?

Interviewee - Other responsibilities, as in?

Vishva - As in anything. Maybe you could be studying or work and like they are distracting, or something like that. That because you're spending time on these applications you know,

Interviewee - No no no! to be very honest I do not think that these recommendations are spoiling my time, or you know, because of that these recommendation, my anything is getting cut off reason being when I have a specific time designated to any particular activity, be it you know music or be it watching any website or anything. So there is a particular time when we do that.

Just that recommendation helps to save that time. So in my perception, I do not think that you know these activities are wasting time.

TRANSCRIPTION END

Observation/notes:

1. https://drive.google.com/drive/folders/1Lqy5opd6Jqd4b17Ma5p5S8phcRV9s4_d?usp=share_link

INTERVIEW OBSERVATION 1 BEGINS

Q1 Something that looks at previous activities and suggests similar content. Looks at your history do some math runs algorithms and spews suggestions.

Q2. Platforms: TikTok, Twitter (guess so) topics, Reddit to some degree (unsure), Apple music playlists. Ecommerce: Amazon (Clothes) Rather go physical shopping

Q3. Trust is Contextual, for example: Music is benign, it is not mistrustful. Is not distrustful of systems. Does not choose to think about trust. The interviewee ignores wrong/irrelevant suggestions. Tiktok is relevant. Tiktok is spooky (omnipotent) in terms of how accurate it can get. Apple Music is not as sophisticated.

Q4. Tiktok definitely time sink. Not using all time but majorly keeps them engaged and they continue to pay money. Twitter's scroll time is more due to relevant content. Apple Music shows new artists and explores the music that consumes time and enters a rabbit hole.

Excessive YES. Doom scrolling pattern. Consume info/tweets about a topic. Tiktok is like a slot machine you keep swiping to get the hit of the video that you might like. Comparison to gambling.

Q5. If the data is aggregated with other people then does not mind. Because its not pointing the interviewee out. If it was accessed as an individual and would look at me only then it would be uncomfortable.

Platform Specific Questions

a) TikTok

Q6. 100%

Q7: To some degree yes. It tries to play off of your emotion to try to keep you on there. Emotional bubble. Gets excessive.

Q8: Do not trust. Relations with the Chinese government are suspicious. What developers at TikTok themselves have said they have access to data makes users uncomfortable. As long as it is for ads and is done securely.

Q9. NO, since there is no private data on the app.

b) Twitter -

Q6. To some degree yes. Not as much but relevant. Hit or miss for the most part. Tries to find relevant stuff. Inferior than TikTok.

Q7: No. does not feel like it's trying to pull the user somewhere or provoke an emotion. Personalized feeds are much better since they show relevant content and make it a more enjoyable experience.

Q8. IDK. Its up to me to decide if I want to be on Twitter. Thinks they are careful about what they share on the app.

Q9. No. does not feel threatened. Thinks they are careful about what they share on the app.

c) Reddit -

Q6. It can feel relevant. But least out of the others. It is more general and not as nuanced. Even the ads are not upfront. The recommendations are subtle.

Q7. Yes. but does not feel like it has a motive. Does not suggest aggressively.

Q8. Yes. everything that you post is public along with the metadata and whatever you post is immediately available online. That makes it feel like it's mistrustful but not necessarily think it has a motive.

Q9. No does not feel threatened. Thinks they are careful about what they share on the app.

d) Apple music - 100%

Q10. Hard Questions. Yes, it is more of a personal choice.

Q11. Negative Impact. Since the systems keep the people emotionally provoked and polarised. Cynical and don't think they would make it positive.

Q12. Yes. student loan shared details and am now getting spam calls and had to freeze my credit. Not an online data leak per se but yes. Wants to be more cautious about what they are sharing.

INTERVIEW OBSERVATION 1 END

2. https://drive.google.com/drive/folders/1wc5cyHc3FSbgUlaApGp_l3Vcf4bNZ9f6?usp=share_link

INTERVIEW OBSERVATION 2 BEGINS

Q1. Classify that as a any sort of streaming service or one that provides you with multiple genres. As the recom come in they need to be related to previous activity on the platform. They require user to search different things. Look up specific thing. Meta data that user is saved in and matches similar tags.

Q2. Youtube Spotify. Atleast Everyday. 2-3 times a day. Pinterest .Instagram Everyday.

Q3. Spotify - Trusting. Trust is be able to go forward without little doubt that consumption is going to be relevant or not. For Youtube - Instagram they watch a video and are bombarded with related videos. Which is not indicative of preference. Not as trusting. Uses small thing to push more content.

Q5. Values data privacy. Current location, birthday should not be shared. Preference, sharing history privacy value is not much.

Platform Specific Questions

a)Amazon

Q6. Kind of

Q7. Does not use as much to see bias

Q8.Yes. Its a big company. More viable for security breach. Mainly debit card info. Not that concerned.

Q9. Yes Mainly debit card info. Not that concerned.

b) Spotify

Q6. Yes. Listens to a specific genre so spotify follows up with similar recomms

Q7.Bias towards smaller artists. Radio of niche genre gets big names more than small.

Q8. Location based suggestions but does not mean they are good or relevant.

Q9. yes would trust. Not much info except debit card and name. Does not mind music preferences being shared.

c) Youtube.

Q6. They can be relevant. Watching one video gives similar content. Tends to oversaturate it.

Q7. Oversaturates based on past content viewed

Q8. Yes would trust. Unavoidable to not give personal data. Rather youtube than other less secure and established application

Q9. No

d) Instagram

Q6. Yes is relevant.

Q7. There is bias. For example, since Instagram has tendency to popularize influencers with known pages.

Q8. Yes would trust

Q9. No. Since user is vigilant sharing data.

Q10. No. Because with more data what can they recommend that is relevant with more personal info. Google maps collects local and recommends near me suggestions. But thats not indicative of preference. The recomms should be based of trending habits on the app.

Q11. Youtube/Instagram/Spotify(podcasts) political/polarizing content possibly is recommended. Just watching one video rushes in similar videos. Which can polarize opinions of the user. Takeaway political recommendations. But whats political?. Deal with oversaturation.

Q12. No there has been no personal effect from a data leak.

INTERVIEW OBSERVATION 2 END