Critiquing Recommenders for Public Taste Products

Pearl Pu, Maoan Zhou & Sylvain Castagnos, Human Computer Interaction Group
Faculty of Computer and Communication Science, École Polytechnique Fédérale de Lausanne

Editorial Picked Critiques (EPC)

A new algorithm combining:
• Editorial opinions
• Popularity information
• Critiques automatically generated by data mining techniques

Comparative User Study

Application domain: Online perfume shop
• Typical public taste goods
• People frequently buy perfumes
• Complex in terms of number of features

In order to measure users’ satisfaction:
• Interface A: newly developed EPC
• Interface B: generalized version of both dynamic and preference based critiquing
• 12 evaluation questions

22 users (online & in-lab)

Results

Conclusion

• EPC is better in all of the 12 dimensions (9 p-values < 0.05)
• EPC is 2.42 times more preferred than general CBR
• EPC is 21% more attractive
• EPC provides 29% more confidence for purchase

• EPC significantly improves the quality of recommendations both in terms of content and ease of use
• EPC overcomes limitations for public taste products
• This new approach matches with the need for popularity information, editorial suggestions, and need for personalization

* See also “Recommenders’ Influence on Buyers’ Decision Process” in the same conference proceedings