Survey on Recommender Systems

Part I: Background Information (same privacy agreement)
Please give us some information about your background.

1. Please choose your gender:
   □ Male □ Female

2. Please select your age group:
   □ 20 - 21 □ 21 - 30 □ 31 - 40 □ 41 - 50 □ 51 - 60 □ 61 -

3. Please fill in your nationality:
   _______________________

4. Which country do you reside in?
   _______________________

5. How long have you stayed in your residence country?
   _______________________

6. Please fill in your profession:
   _______________________

7. Please select your education level:
   □ Primary School □ High School □ College □ Graduate School

8. How would you rate yourself as a computer user?
   □ No experience □ Beginner □ Average □ Advanced

9. How frequently have you used the Internet?
   □ Never
   □ Very infrequently (just a few times overall)
   □ Infrequently (a few times a month)
   □ Moderately (1-3 times a week)
   □ Regularly (daily/almost daily)

10. Please list the recommender sites that you have used and frequency of usages.
    ___________________________
11. Do you tend to trust a person/thing, even though you have little knowledge of it?

__ Very probably not
__ Probably not
__ Probably
__ Very Probably
__ Definitely

12. Please fill in your email address if you want to be eligible for the prizes and receive information about the outcome of the survey.

____________________________
Part II: Start of Evaluation

In the following, please answer all of the questions. If two questions appear similar to you, answer them similarly.

1. Please tell us which system you used in the past 1-6 months that you’d like to evaluate in this survey.

2. Please write here the name(s) of at least one item you received from the above recommender system.
ResQue Questionnaire

Part III: Questionnaire

Please fill in the questionnaire. All questions are required except specification.

1. Quality of Recommended Items

1.1 Accuracy
1.1.1 The items recommended to me matched my interests.
   _Strongly Agree   _Agree   _Neither agree nor disagree   _Disagree   _Strongly Disagree   _Not Applicable

1.1.2 This recommender system gave me good suggestions.
   _Strongly Agree   _Agree   _Neither agree nor disagree   _Disagree   _Strongly Disagree   _Not Applicable

1.2 Relative Accuracy
1.2.1 The recommendations I received better fits my interests than what I may receive from a friend.
   _Strongly Agree   _Agree   _Neither agree nor disagree   _Disagree   _Strongly Disagree   _Not Applicable

1.3 Familiarity
1.3.1 Some of the recommended items are familiar to me.
   _Strongly Agree   _Agree   _Neither agree nor disagree   _Disagree   _Strongly Disagree   _Not Applicable

1.4 Attractiveness
1.4.1 The items recommended to me are attractive.
   _Strongly Agree   _Agree   _Neither agree nor disagree   _Disagree   _Strongly Disagree   _Not Applicable

1.5 Novelty
1.5.1 The items recommended to me are novel.
   _Strongly Agree   _Agree   _Neither agree nor disagree   _Disagree   _Strongly Disagree   _Not Applicable

1.5.2 This recommender system helped me discover new products.
   _Strongly Agree   _Agree   _Neither agree nor disagree   _Disagree   _Strongly Disagree   _Not Applicable

1.6 Diversity
1.6.1 The items recommended to me are diverse.
   _Strongly Agree   _Agree   _Neither agree nor disagree   _Disagree   _Strongly Disagree   _Not Applicable

1.6.2 The items recommended to me are similar to each other.
   _Strongly Agree   _Agree   _Neither agree nor disagree   _Disagree   _Strongly Disagree   _Not Applicable

1.7 Context Compatibility
1.7.1 I was only provided with general recommendations (e.g., top rated products), which are the same for anyone.
   _Strongly Agree   _Agree   _Neither agree nor disagree   _Disagree   _Strongly Disagree   _Not Applicable

1.7.2 The recommendations are not outdated.
   _Strongly Agree   _Agree   _Neither agree nor disagree   _Disagree   _Strongly Disagree   _Not Applicable
2. Interaction Adequacy

2.1 This recommender system allows me to tell what I like/dislike.
   __Strongly Agree  __Agree  __Neither agree nor disagree  __Disagree  __Strongly Disagree  __Not Applicable  

2.2 This recommender system allows me to modify my taste profile.
   __Strongly Agree  __Agree  __Neither agree nor disagree  __Disagree  __Strongly Disagree  __Not Applicable  

2.3 This recommender system explains why the products are recommended to me.
   __Strongly Agree  __Agree  __Neither agree nor disagree  __Disagree  __Strongly Disagree  __Not Applicable
3. Interface Adequacy

3.1 The information provided for the recommended items is sufficient for me to make a purchase/download decision.
___ Strongly Agree ___ Agree ___ Neither agree nor disagree ___ Disagree ___ Strongly Disagree ___ Not Applicable

3.2 The labels of this recommender system interface are clear.
___ Strongly Agree ___ Agree ___ Neither agree nor disagree ___ Disagree ___ Strongly Disagree ___ Not Applicable

3.3 The labels of this recommender system interface are adequate.
___ Strongly Agree ___ Agree ___ Neither agree nor disagree ___ Disagree ___ Strongly Disagree ___ Not Applicable

3.4 The layout of this recommender system interface is attractive.
___ Strongly Agree ___ Agree ___ Neither agree nor disagree ___ Disagree ___ Strongly Disagree ___ Not Applicable

3.5 The layout of this recommender system interface is adequate.
___ Strongly Agree ___ Agree ___ Neither agree nor disagree ___ Disagree ___ Strongly Disagree ___ Not Applicable
4. Perceived Ease of Use

4.1 Ease of Preference Elicitation and Revision

4.1.1 I found it easy to tell this recommender system what I like/dislike.

__Strongly Agree __Agree __Neither agree nor disagree __Disagree __Strongly Disagree __Not Applicable

4.1.2 I found it easy to modify my taste profile in this recommender system.

__Strongly Agree __Agree __Neither agree nor disagree __Disagree __Strongly Disagree __Not Applicable

4.1.3 I found it easy to make this recommender system recommend new items to me.

__Strongly Agree __Agree __Neither agree nor disagree __Disagree __Strongly Disagree __Not Applicable

4.1.4 I found it easy to inform the system if I dislike/like the recommended item.

__Strongly Agree __Agree __Neither agree nor disagree __Disagree __Strongly Disagree __Not Applicable

4.2 Ease of Initial Learning

4.2.1 I became familiar with this recommender system very quickly.

__Strongly Agree __Agree __Neither agree nor disagree __Disagree __Strongly Disagree __Not Applicable

4.2.2 I easily found the recommended items.

__Strongly Agree __Agree __Neither agree nor disagree __Disagree __Strongly Disagree __Not Applicable
5. **Perceived Usefulness**

5.1 This recommender system helped me find the ideal item.

\[ \__\text{Strongly Agree} \quad \__\text{Agree} \quad \__\text{Neither agree nor disagree} \quad \__\text{Disagree} \quad \__\text{Strongly Disagree} \quad \__\text{Not Applicable} \]

5.2 This recommender system influenced my selection of items.

\[ \__\text{Strongly Agree} \quad \__\text{Agree} \quad \__\text{Neither agree nor disagree} \quad \__\text{Disagree} \quad \__\text{Strongly Disagree} \quad \__\text{Not Applicable} \]

5.3 Using this recommender system to find what I like is easy.

\[ \__\text{Strongly Agree} \quad \__\text{Agree} \quad \__\text{Neither agree nor disagree} \quad \__\text{Disagree} \quad \__\text{Strongly Disagree} \quad \__\text{Not Applicable} \]

5.4 Finding an item to buy/download with the help of this recommender system is easy.

\[ \__\text{Strongly Agree} \quad \__\text{Agree} \quad \__\text{Neither agree nor disagree} \quad \__\text{Disagree} \quad \__\text{Strongly Disagree} \quad \__\text{Not Applicable} \]
6. **Control/Transparency**

6.1 I feel in control of telling this recommender system what I want.
___ Strongly Agree ___ Agree ___ Neither agree nor disagree ___ Disagree ___ Strongly Disagree ___ Not Applicable

6.2 I feel in control of modifying my taste profile.
___ Strongly Agree ___ Agree ___ Neither agree nor disagree ___ Disagree ___ Strongly Disagree ___ Not Applicable

6.3 I understood why the items were recommended to me.
___ Strongly Agree ___ Agree ___ Neither agree nor disagree ___ Disagree ___ Strongly Disagree ___ Not Applicable

6.4 This system's recommender system seems to control my decision process rather than me.
___ Strongly Agree ___ Agree ___ Neither agree nor disagree ___ Disagree ___ Strongly Disagree ___ Not Applicable
7. **Attitudes**

7.1 Overall, I am satisfied with this recommender system.

___ Strongly Agree  ___ Agree  ___ Neither agree nor disagree  ___ Disagree  ___ Strongly Disagree  ___ Not Applicable

7.2 I am convinced of the items recommended to me.

___ Strongly Agree  ___ Agree  ___ Neither agree nor disagree  ___ Disagree  ___ Strongly Disagree  ___ Not Applicable

7.3 I am confident I will like the items recommended to me.

___ Strongly Agree  ___ Agree  ___ Neither agree nor disagree  ___ Disagree  ___ Strongly Disagree  ___ Not Applicable

7.4 This recommender system made me more confident about my selection/decision.

___ Strongly Agree  ___ Agree  ___ Neither agree nor disagree  ___ Disagree  ___ Strongly Disagree  ___ Not Applicable

7.5 The recommended items made me confused about my choice.

___ Strongly Agree  ___ Agree  ___ Neither agree nor disagree  ___ Disagree  ___ Strongly Disagree  ___ Not Applicable

7.6 This recommender system can be trusted.

___ Strongly Agree  ___ Agree  ___ Neither agree nor disagree  ___ Disagree  ___ Strongly Disagree  ___ Not Applicable
8. Behavioral Intentions

8.1 Intention to Use the System
8.1.1 I will use this recommender to find items to buy/download.

__Strongly Agree  __Agree  __Neither agree nor disagree  __Disagree  __Strongly Disagree  __Not Applicable

8.2 Continuance and Frequency
8.2.1 I will use this recommender again.

__Strongly Agree  __Agree  __Neither agree nor disagree  __Disagree  __Strongly Disagree  __Not Applicable

8.2.2 I will use this recommender frequently.

__Strongly Agree  __Agree  __Neither agree nor disagree  __Disagree  __Strongly Disagree  __Not Applicable

8.2.3 I will use this recommender rather than other recommenders.

__Strongly Agree  __Agree  __Neither agree nor disagree  __Disagree  __Strongly Disagree  __Not Applicable

8.3 Recommendation to Friends
8.3.1 I will tell my friends about this recommender.

__Strongly Agree  __Agree  __Neither agree nor disagree  __Disagree  __Strongly Disagree  __Not Applicable

8.4 Purchase Intention
8.4.1 I would buy the items recommended, given the opportunity.

__Strongly Agree  __Agree  __Neither agree nor disagree  __Disagree  __Strongly Disagree  __Not Applicable