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 - 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.

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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.
Part III: Questionnaire

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

1. The items recommended to me match my interests.
   __ Strongly Agree   __ Agree   __ Neither agree nor disagree   __ Disagree   __ Strongly Disagree   __ Not Applicable

2. The recommender systems helped me discover new products.
   __ Strongly Agree   __ Agree   __ Neither agree nor disagree   __ Disagree   __ Strongly Disagree   __ Not Applicable

3. The items recommended to me are diverse.
   __ Strongly Agree   __ Agree   __ Neither agree nor disagree   __ Disagree   __ Strongly Disagree   __ Not Applicable

4. The layout and labels of the recommender interface are adequate.
   __ Strongly Agree   __ Agree   __ Neither agree nor disagree   __ Disagree   __ Strongly Disagree   __ Not Applicable

5. The recommender explains why the products are recommended to me.
   __ Strongly Agree   __ Agree   __ Neither agree nor disagree   __ Disagree   __ Strongly Disagree   __ Not Applicable

6. 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

7. I found it easy to tell the system what I like/dislike
   __ Strongly Agree   __ Agree   __ Neither agree nor disagree   __ Disagree   __ Strongly Disagree   __ Not Applicable

8. I became familiar with the recommender system very quickly.
   __ Strongly Agree   __ Agree   __ Neither agree nor disagree   __ Disagree   __ Strongly Disagree   __ Not Applicable

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

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

11. The recommender helped me find the ideal item.
    __ Strongly Agree   __ Agree   __ Neither agree nor disagree   __ Disagree   __ Strongly Disagree   __ Not Applicable

12. Overall, I am satisfied with the recommender.
    __ Strongly Agree   __ Agree   __ Neither agree nor disagree   __ Disagree   __ Strongly Disagree   __ Not Applicable

13. The recommender can be trusted.
    __ Strongly Agree   __ Agree   __ Neither agree nor disagree   __ Disagree   __ Strongly Disagree   __ Not Applicable
14. I will use this recommender again.
   - Strongly Agree
   - Agree
   - Neither agree nor disagree
   - Disagree
   - Strongly Disagree
   - Not Applicable

15. I would buy the items recommended, given the opportunity.
   - Strongly Agree
   - Agree
   - Neither agree nor disagree
   - Disagree
   - Strongly Disagree
   - Not Applicable