### Results of Post-Study Assessment

### Conclusions

- **H1 & H2:** accuracy is perceived equally by all users; dimensions like confidence & diversity show the expected trend.
- **H3:** on average, users are likely to significantly benefit from behavioural recommendations.

### Search & Browse

- First online shops provided categories to be browsed
- Search tools rapidly followed, allowing to target items more precisely

### Explicit Ratings

- Today's recommenders rely on explicitly expressed ratings of items

### Behavioural Recommenders

- Current research explores indirect ways for users to express preferences
- Past purchases, repeated uses, reading time, decisive actions, ...

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### Personalisation

*To what extent should users give up control of their interaction in favour of depending on intelligent “agents”?*

Twenty years ago, knowledgeable sellers were available in shops to advise and inform people about products. What is available today, now that shops are online?

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### How Users Perceive and Appraise Personalised Recommendation Systems

Nicolas Jones & Pearl Pu, Human Computer Interaction Group
Faculty of Computer and Communication Science, École Polytechnique Fédérale de Lausanne

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### Hypotheses

- **H1:** search & browse will provide higher recommendation accuracy for users with a small profile size.
- **H2:** there exists a profile size as of which a behavioural recommender proposes a better accuracy than search & browse.
- **H3:** on average, users are likely to significantly benefit from behavioural recommendations.

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### Participants’ Profile

- Age group: 18% 25-30, 66% 18-24, 15% >30
- How often do you visit Amazon.com?: 15% Never, 43% A few times a year, 42% A few times a month, 1% Nearly everyday
- I read a lot of books: 15% Agree, 43% Neutral, 43% Disagree

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### Experiment Setup

**Goal:** to find five books to buy on Amazon.com’s book shop.
- 20 people used the traditional search & browse as our baseline for direct manipulation.
- 2x20 other users navigated through recommendations generated from their past purchase history.

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### Search & Browse

- Direct manipulation

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### Behavioural Recommender

- Automation

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### Explicit Ratings

- Current recommender systems

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### Behavioural Recommender

- Automation vs. direct manipulation