Online recommendation algorithms

1: Online recommendation algorithms

What kind of online recommendation algorithms are you familiar with? Rate the items below from 1-5, from most influential to least influential.

[   ] Social media platforms - for example: Facebook, Instagram, Twitter (X), Tik Tok

[   ] E-commerce websites - for example: Amazon, eBay, Alibaba

[   ] Streaming services - for example: Netflix, Spotify, YouTube

[   ] News aggregators - for example: Google News, Apple News, Facebook (X)

[   ] Dating apps - for example: Tinder, Bumble, Hinge

Explain why the top ranked item is most influential: _____

_____

2: Personalization

How do you think online recommendation algorithms personalize your experience? Rate the items below from 1-5, from most influential to least influential.

[   ] Browse history - based on your previous searches and visits

[   ] Purchase history - suggesting products similar to your past purchases

[   ] Likes and interactions - based on your engagement with posts, videos, or songs

[   ] Location data - location-specific recommendations, such as nearby restaurants or events

[   ] Demographic information - based on age, gender, or other demographic data

Explain why the top ranked item is most influential: _____

_____

3: Impact

What impact do online recommendation algorithms have on your online experience? Rate the items **P** – positive or **N** - negative

[   ] Discovering new content – helps you find new products, services, or entertainment

[   ] Saving time - reduces the effort required to search for relevant content

[   ] Echo chambers - limits exposure to diverse perspectives by reinforcing existing preferences

[   ] Targeted advertising - shows ads that are more likely to be relevant to your interests

[   ] Privacy concerns - uses personal data to generate recommendations

[   ] Influencing decisions - sways your choices in purchasing, entertainment, or political views

[   ] Convenience - makes it easier to find and access content that aligns with your preferences

[   ] Dependency – creates a reliance on algorithms for decision-making and content discovery

Overall, do you feel positively or negatively about recommendation algorithms: _____

_____

_____