Workshop on User-Centric Evaluation of Recommender Systems and Their Interfaces

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Categories and Subject Descriptors

H.1.2. **[Models and principles]**: User/Machine Systems–*software psychology*; H.4.2. **[Information Systems Applications]**: Types of Systems–*decision support*; H.5.2 **[Information Interfaces and Presentation]**: User Interfaces–*evaluation/methodology, interaction styles, user centered design*

General Terms

Human Factors, Experimentation, Measurement, Design, Management, Performance, Standardization.

Keywords

Recommender systems, human-computer interaction, interaction design, user experience, user interfaces, field trials, user studies.

1. WORKSHOP GOALS

In his keynote speech at the 2009 Recommender Systems conference, Francisco Martin indicated that the main challenge in recommender system industry is not to discover algorithms that provide good recommendations, but to provide users with a usable and intuitive interface for presenting these recommendations and eliciting feedback [1]. Several researchers have argued that other factors that may influence the user experience have not received the amount of attention they deserve [2][3][4]. Unfortunately, the research on 'Human-Recommender Interaction' is scarce. While algorithm optimization and off-line testing using measures like RMSE are standard procedure in the recommender systems community, theorizing about consumer decision processes and measuring user experience in online tests is much less common.

Meanwhile, researchers in Marketing and Decision-Making have been investigating consumer choice processes in great detail, but only sparingly put this knowledge to use in technological applications. Likewise, the field of Human-Computer Interaction has been studying the usability of interfaces for ages, but does not seem to connect the dots between research on consumer choice, and recommender system interfaces.

The workshop on User-Centric Evaluation of Recommender Systems and Their Interfaces (UCERSTI) tries to bridge the gaps between these fields by providing a platform for Human-Recommender Interaction research.

2. ACTIVITIES AND COVERED TOPICS

The main part of our workshop consists of the presentation of several submitted and peer-reviewed papers. The accepted papers can be found online at http://CEUR-WS.org/Vol-612

The papers cover the following topics:

- Design and evaluation of recommender system user interfaces, including preference elicitation methods and user-adaptive recommender interfaces
- Qualitative as well as quantitative evaluation of recommender systems such as case studies, think-aloud evaluations, controlled experiments, and field trials
- User-recommender interaction measurement techniques such as questionnaires and process data analysis
- Design guidelines for recommender systems

The workshop also includes a keynote by Francisco Martin about industry challenges in the user-centric evaluation of recommender systems, a keynote by Pearl Pu about the academic challenges, and a panel discussion about encouraging and standardizing user-centric research in the field of recommender systems.

3. ACKNOWLEDGMENTS

4. REFERENCES

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[3] Murray, K. B. and Häubl, G. 2008. Interactive consumer decision aids. In *Handbook of Marketing Decision Models*, B. Wierenga, Ed. Springer Science + Business Media. Springer, New York, NY, 55-77.

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