Clearing-Up the Black Box: Personalization Transparency and Regulatory Focus in Recommendation Systems

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Research-in-Progress

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Abstract

Recommendation systems automate most of our decision process to facilitate a final decision: They learn from our past behavior, filter our choices, and present a subset of alternatives to us. Consequently, organizations have paid much attention to refine the accuracy of recommendations to match users' needs. However, increasing evidence and research calls warn against unilaterally focusing on the system without considering the users' trade-offs. Simply choosing from a curated set of options might deprive users from a thorough understanding of their preferences; or even deny them the unexpected discoveries resulting from their own decision efforts. We expect to learn how users perceive the recommendation system to understand recommendations–personalization transparency– and how their decision-making orientation affect their choice of unfamiliar recommendations–regulatory focus. We propose two studies to fill these gaps. First, we will further explore other factors affecting users' perceptions of the recommendation process by interviewing and observing people using Netflix. Using a confirmatory controlled experiment, we will validate our resulting model which, for now, hypothesizes the interaction between the above constructs to enhance users' adherence to recommendation. The spirit of this research is our strong expectation that recommendation systems will enjoy stronger acceptance if designed to reciprocate the faith users put in them, by compensating users for this loss of decision-making. More generally, we hope to contribute to our initial understanding of why we are willing to delegate daily decision-making tasks to intelligent services, and allow them to take greater control of our decisions.

Keywords: Recommendation systems, personalization transparency, regulatory focus, recommendation adherence, Netflix.

A New Reconceptualization of System Usage Based on a Work System Perspective

Completed Research Paper

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Abstract

The DIGIT 2021 CFP emphasizes "building resilience with information technology in a time of disruptions." This paper addresses that issue by going back to basics. It argues that typical uses of the common concept of system usage are insufficient for supporting insightful discussions of using IT for resilience. It proposes a reconceptualization of the concept of system usage in which the concept of IS usage is defined based on a work system perspective in which an IS is a type of work system. The reconceptualization is applied to two case studies, one involving mission- critical workarounds of an ERP system and one involving an electronic medical records (EMR) system. Those examples illustrate many important aspects of IS usage that tend to be ignored in discussions of variables related to a typical notion of system usage. This reconceptualization of system usage has many implications related to describing information systems and the ways they support, control, or perform activities in other work systems. That approach provides a deeper appreciation of where and how IT can support resilience in a time of disruptions.

Keywords: IS usage, system usage, information system, work system perspective