

Annexe 8 : Visualisation de l'application en ligne et des différentes étapes de la procédure

■ Introduction et connexion

Welcome to our experiment !

We are delighted to have you on board !

My name is Teo Baldi and I'm in my final year of a Master's degree in Management Engineering. As part of my Master's thesis at the Belgian university UCLouvain and in collaboration with Professor Corentin Vande Kerckhove, we are investigating recommender systems. Your participation will help us in our research efforts. That is why we will guide you through a series of steps :


- Movies ratings :** You will be asked to rate a selection of movies.
- Socio-demographic information :** You will be invited to tell us a bit about yourself and your familiarity with recommender systems through a series of questions.
- Movie recommendations :** You will be offered movie recommendations and will be able to add movies you want to watch in the near future to your watchlist.
- Final survey on your experiment feedback :** You will be asked to share your thoughts and your experience on the movie recommendations.
- Conclusion :** Finally, we will wrap up the experiment and describe your concrete contribution to this experiment.

Once you have completed an entire step, you can proceed to the next one by clicking on the button at the bottom right (always in blue).

Sign In

Please enter your code below.


Code



■ Présentation des films à noter (étape 1)

UCLMovies

Hi, User 0! Could you please rate all the following movies ?



Harry Potter and the Philosopher's Stone

- Year : 2001
- Genre(s) : Adventure|Family|Fantasy
- Actors : Daniel Radcliffe, Rupert Grint, Emma Watson
- User score : 79%
- Overview : Harry Potter has lived under the stairs at his aunt and uncle's house his whole life. But on his 11th birthday, he learns he's a powerful wizard - with a place waiting for him at the Hogwarts School of Witchcraft and Wizardry. As he learns to harness his newfound powers with the help of the school's kindly headmaster, Harry uncovers the truth about his parents' deaths - and about the villain who's to blame.

[Click to watch the trailer](#)


Please rate this movie by clicking on a star

★★★★★

Your rating : 4

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Please rate all the movies before submitting.



How to Train Your Dragon

- Year : 2010
- Genre(s) : Animation|Action|Adventure
- Actors : Jay Baruchel, Gerard Butler, Craig Ferguson
- User score : 78%
- Overview : As the son of a Viking leader on the cusp of manhood, shy Hiccup Horrendous Haddock III faces a rite of passage: he must kill a dragon to prove his warrior mettle. But after downing a feared dragon, he realizes that he no longer wants to destroy it, and instead befriends the beast - which he names Toothless - much to the chagrin of his warrior father.

[Click to watch the trailer](#)

Please rate this movie by clicking on a star

★★★★★

Your rating : 0

Please submit your answers by clicking on this button :

Make sure to rate all the movies before submitting.

▪ Questionnaire socio-démographique (étape 2)

UCLMovies

Now it's time to find out more about you ! Please answer all the following questions.

What is your gender ?

How old are you ?

What is your nationality ?

What is your highest level of education ?

What is your occupational category ?

How would you rate your movie-watching habits ?

What is your average number of movies streamed per month ?

What are your preferred movie genres ?

- Drama
- Comedy
- Action
- Crime
- Adventure
- Romance
- Thriller
- Horror
- Science fiction
- Animation
- Fantasy

Have you ever heard of the concept of a Recommender System in the context of online platforms such as Netflix, Amazon, or Spotify ?

Are you aware that the recommendations for movies, products, or music on these platforms are generated by Recommender System algorithms ?

In the field of cinema, have you ever noticed personalized recommendations based on your viewing preferences on these platforms ?

To what extent do you follow the recommendations provided by these Recommender Systems ?

Please submit your answers by clicking on this button :


Make sure to fill out all fields before submitting.

■ Présentation d'exemples de recommandations (étape 3)

UCLMovies

Here are the movies we recommend to you :

You can add all the movies you are interested in to your watchlist.




Captain Fantastic

- **Year :** 2016
- **Genre(s) :** Comedy|Drama
- **Actors :** Viggo Mortensen, Samantha Isler, Annalise Basso
- **User score :** 79%
- **Overview :** *A father living in the forests of the Pacific Northwest with his six young kids tries to assimilate back into society.*

[Click to watch the trailer](#)

[Add to watchlist](#)



Three Billboards Outside Ebbing, Missouri

- **Year :** 2017
- **Genre(s) :** Comedy|Crime|Drama
- **Actors :** Frances McDormand, Woody Harrelson, Sam Rockwell
- **User score :** 81%
- **Overview :** *After seven months have passed without a culprit in her daughter's murder case, Mildred Hayes makes a bold move, painting three signs leading into her town with a controversial message directed at Bill Willoughby, the town's revered chief of police. When his second-in-command Officer Jason Dixon, an immature mother's boy with a penchant for violence, gets involved, the battle between Mildred and Ebbing's law enforcement is only exacerbated.*


[Click to watch the trailer](#)

[Add to watchlist](#)

[Go to Watchlist](#)

UCLMovies


Your watchlist



Captain Fantastic

- **Year :** 2016
- **Genre(s) :** Comedy|Drama
- **Actors :** Viggo Mortensen, Samantha Isler, Annalise Basso

[Remove from watchlist](#)



Three Billboards Outside Ebbing, Missouri

- **Year :** 2017
- **Genre(s) :** Comedy|Crime|Drama
- **Actors :** Frances McDormand, Woody Harrelson, Sam Rockwell

[Remove from watchlist](#)

[Back to recommendations](#)

[Finish with the final survey](#)

■ Post-questionnaire (étape 4)

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Before concluding the experiment, please answer all the following questions.

The movie recommendations were helpful :

Strongly Disagree Disagree Neither Agree Strongly Agree

The movie recommendations were relevant to my cinematic preferences :

Strongly Disagree Disagree Neither Agree Strongly Agree

The website recommended the genre of movies I like :

Strongly Disagree Disagree Neither Agree Strongly Agree

The movie recommendations were personalized based on my past interactions (rating phase) :

Strongly Disagree Disagree Neither Agree Strongly Agree

I enjoyed discovering new movies through the recommendations provided on this website :

Strongly Disagree Disagree Neither Agree Strongly Agree

The variety of recommended movies was satisfactory for me :

Strongly Disagree Disagree Neither Agree Strongly Agree

The movie recommendations on this website align with what I would expect from an ideal recommendation service :

Strongly Disagree Disagree Neither Agree Strongly Agree

Overall, I consider the movie recommendation experience on this website to be positive and satisfactory :

Strongly Disagree Disagree Neither Agree Strongly Agree

The list of movies was varied :

Strongly Disagree Disagree Neither Agree Strongly Agree

Many movies on the list differed from the other movies on the list :

Strongly Disagree Disagree Neither Agree Strongly Agree

The recommendation list contained movies of different genres :

Strongly Disagree Disagree Neither Agree Strongly Agree

The recommendation list contained movies released in different periods or years :

Strongly Disagree Disagree Neither Agree Strongly Agree

Please submit your answers by clicking on this button :

Make sure to answer all the questions before submitting.

- Remerciements et déconnexion (étape 5)

The objective of this experiment that we have conducted through this website is to attempt to answer the following research question : *"How does the inclusion of diversity in online evaluated recommendation systems impact users' intentional consumption volume ?"*

We would like to express our heartfelt gratitude to you for taking the time to complete our survey. Your participation will contribute significantly to our research efforts.

Rest assured that your responses will be treated with the utmost confidentiality and used solely for analytical purposes.

To complete this experiment and validate your participation, please click on the logout button below.

THANK YOU !

Logout

