

The Long View





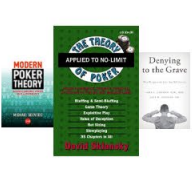





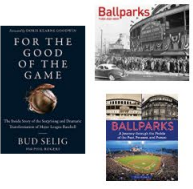

(User Experience, Experiments, Science, and More)

Joseph A. Konstan
GroupLens Research
University of Minnesota

My Background and Biases

With Such Good Technology

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e is awesome. However I have never pushed it for such a long time. Today you
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Why?

- » Goals unclear or wrong (sometimes very short-term)
- » Lack of user-relevant data
- » Lack of underlying preference model
- »?

Lessons from GroupLens and MovieLens

Many Types of Experiment ...

- » Actual lab studies
- » Virtual lab studies
- » Open field deployments (opt-in)
- » Controlled field experiments

Controlled Field Experiments

- » Random assignment (?)
- » Contamination (?)
- » How long do you keep monitoring behavior? Which behavior?
- » Trade-offs between gathering information and losing users
- » Need for a somewhat loyal user base

Issues

- » Ethics and Regulations
 - Human subjects research, institutional review boards
- » Infrastructure for Experimentation
 - Need to persistently identify users (pretty common in RecSys)
 - Need to track experimental participation
- » Oh, and for what purpose?

Let's Talk about Science

The Early Days ...

Algorithm 1

Algorithm 2

...

CTR

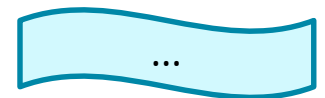
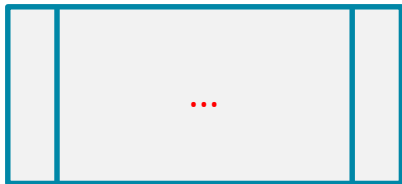
Return Rate

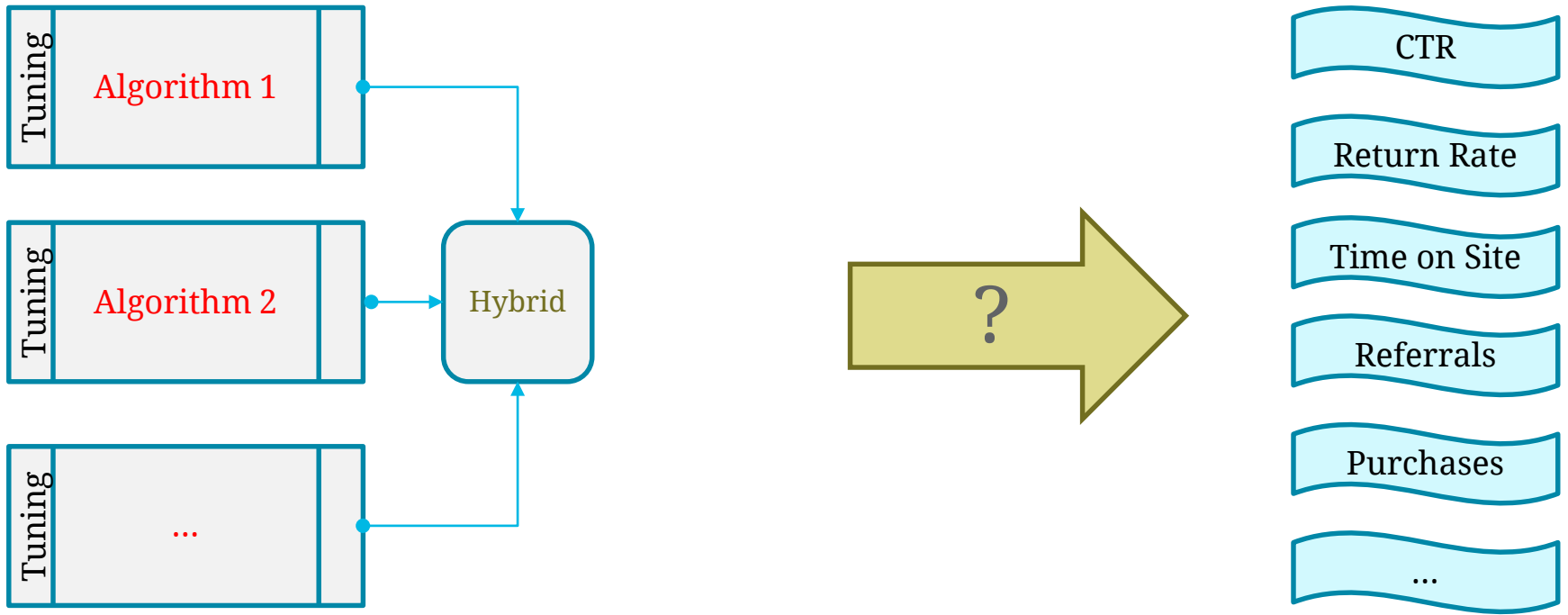
Time on Site

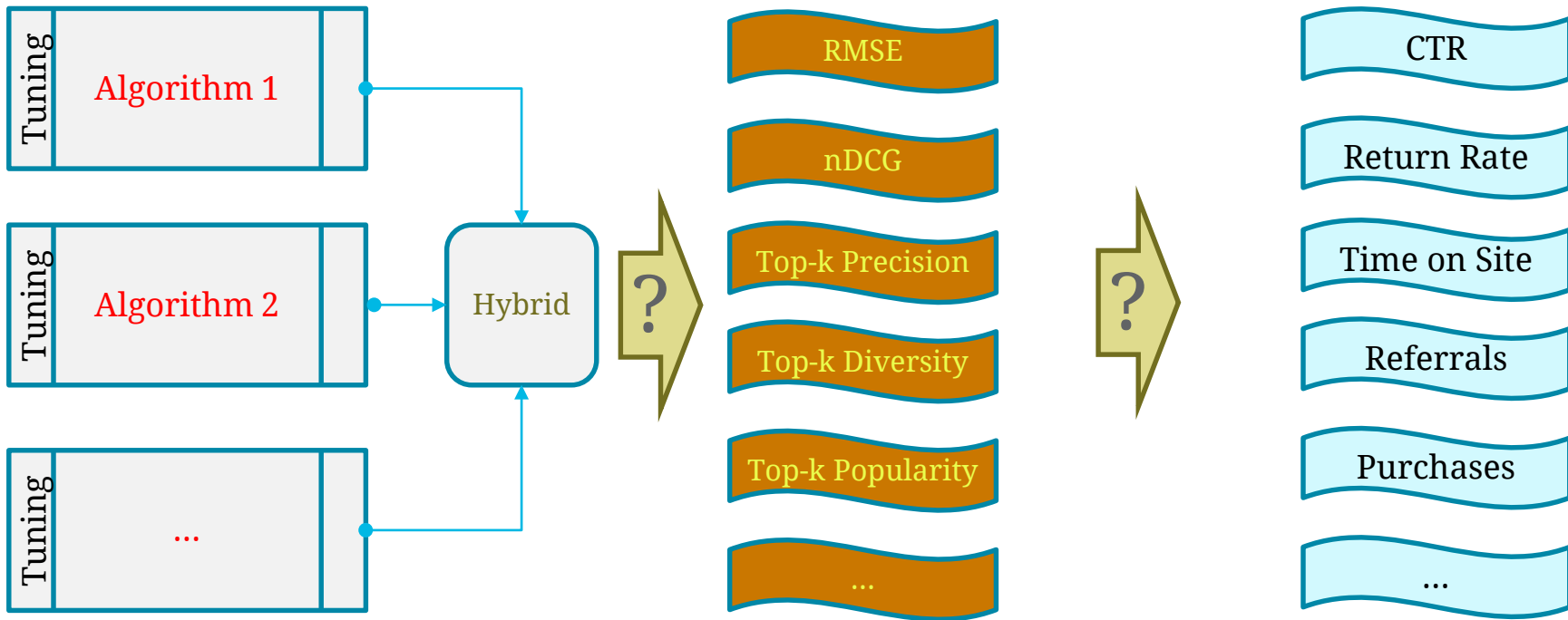
Referrals

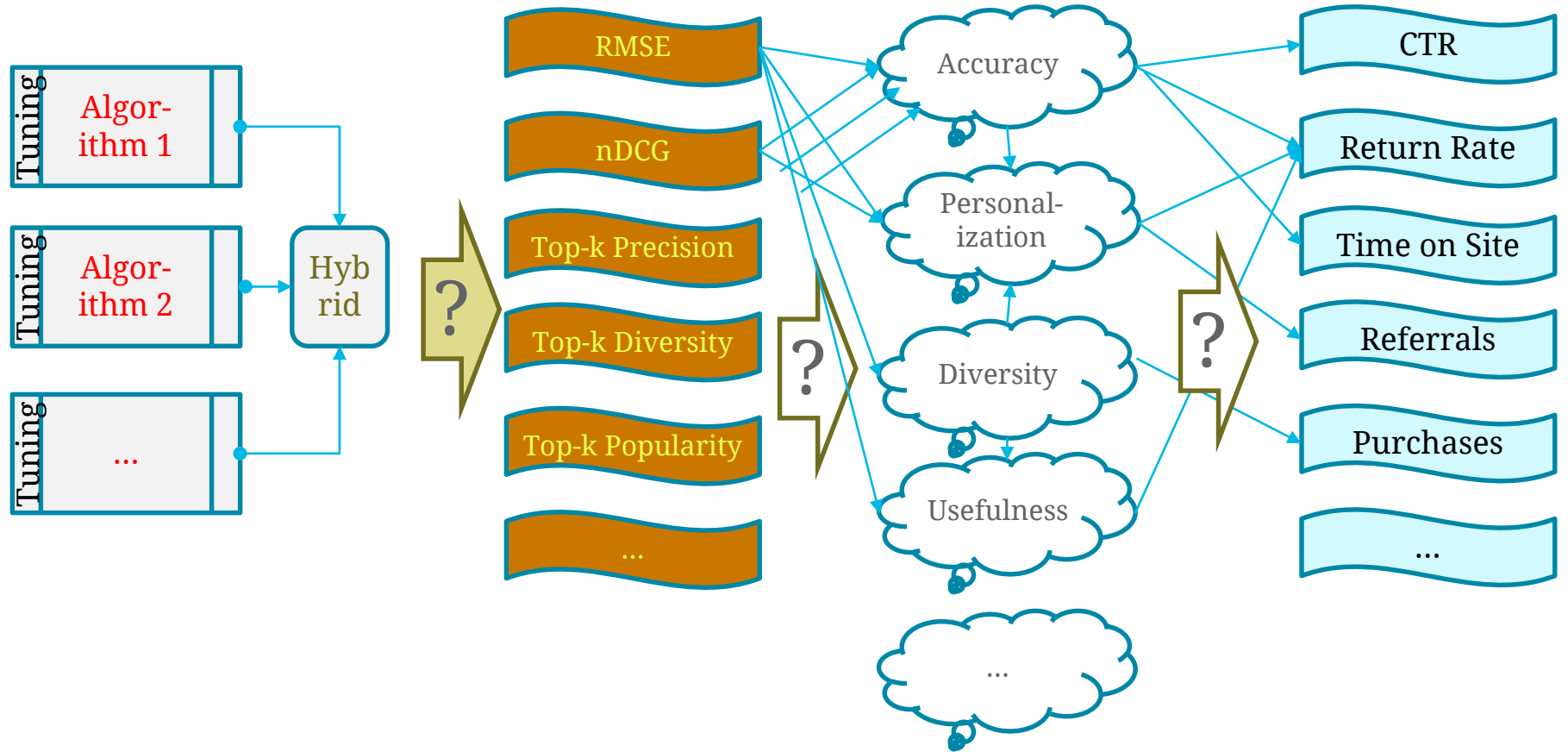
Purchases

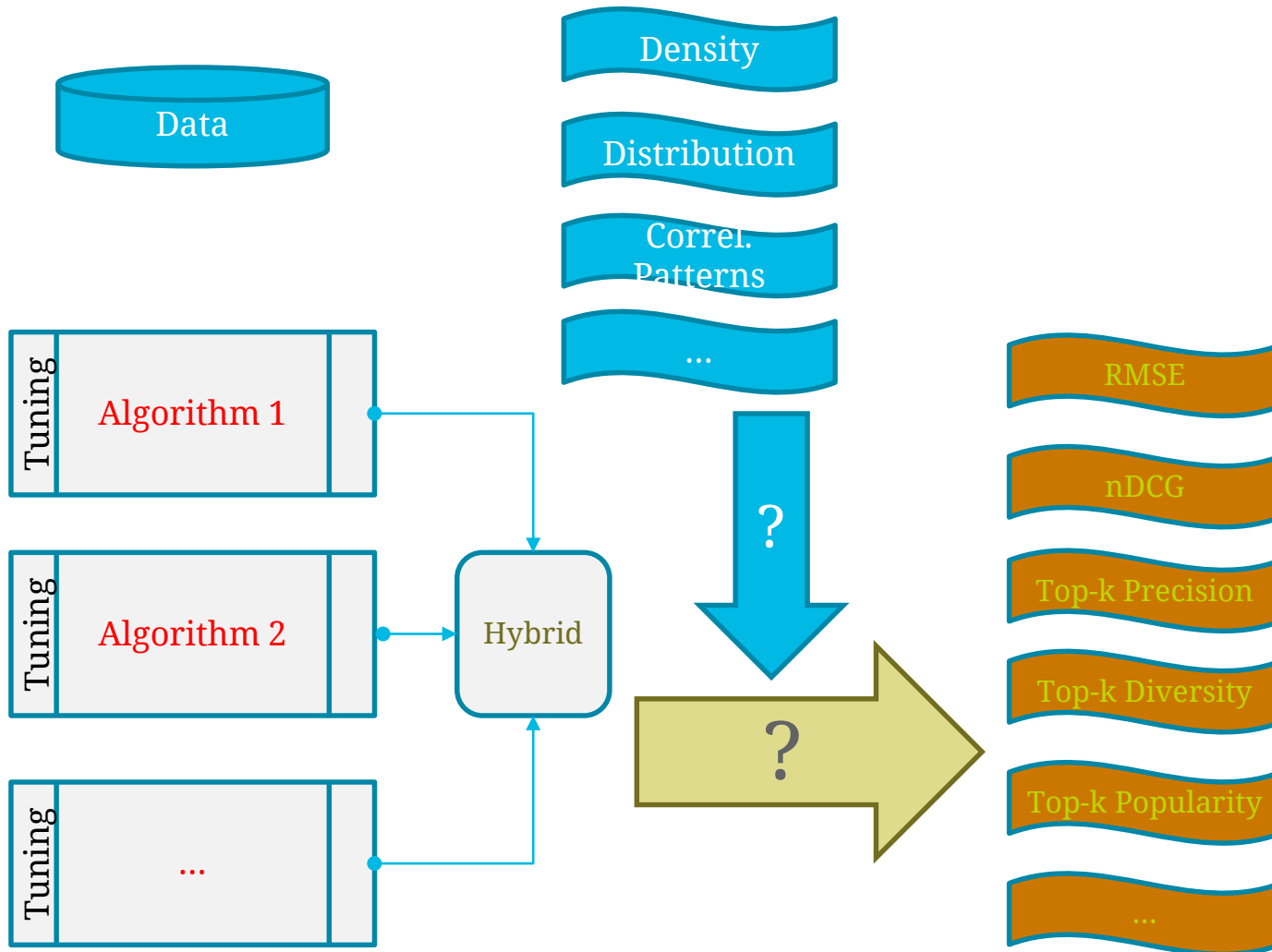
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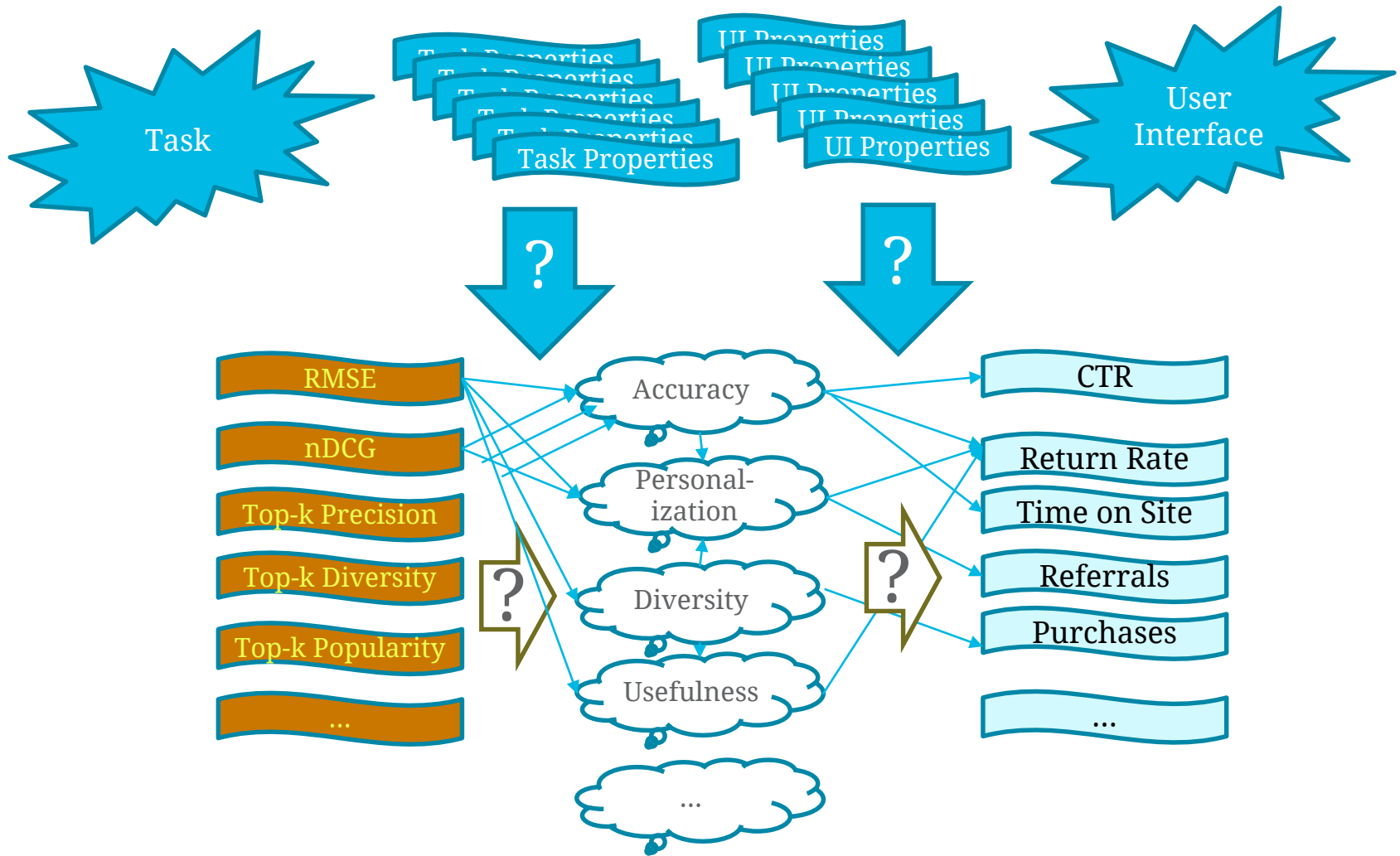






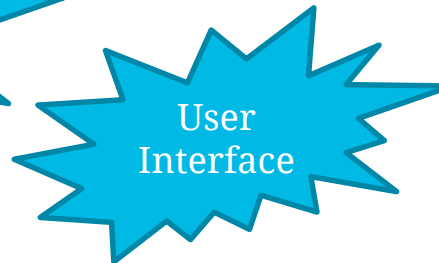
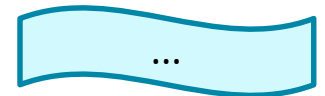
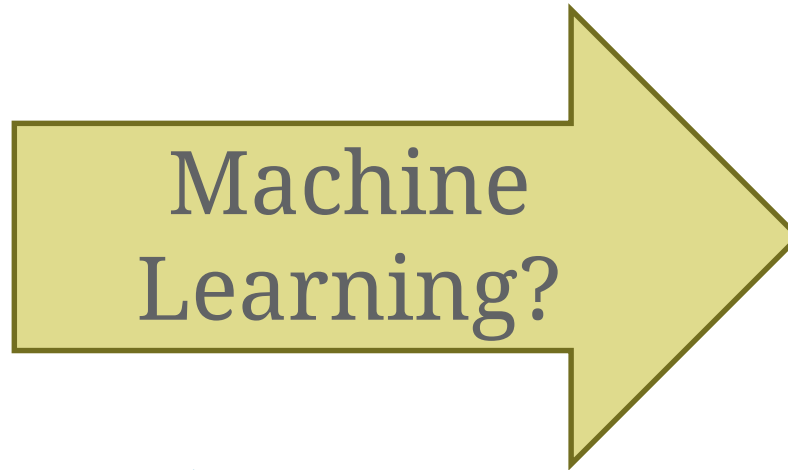
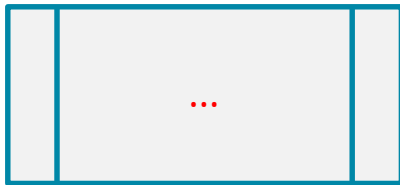


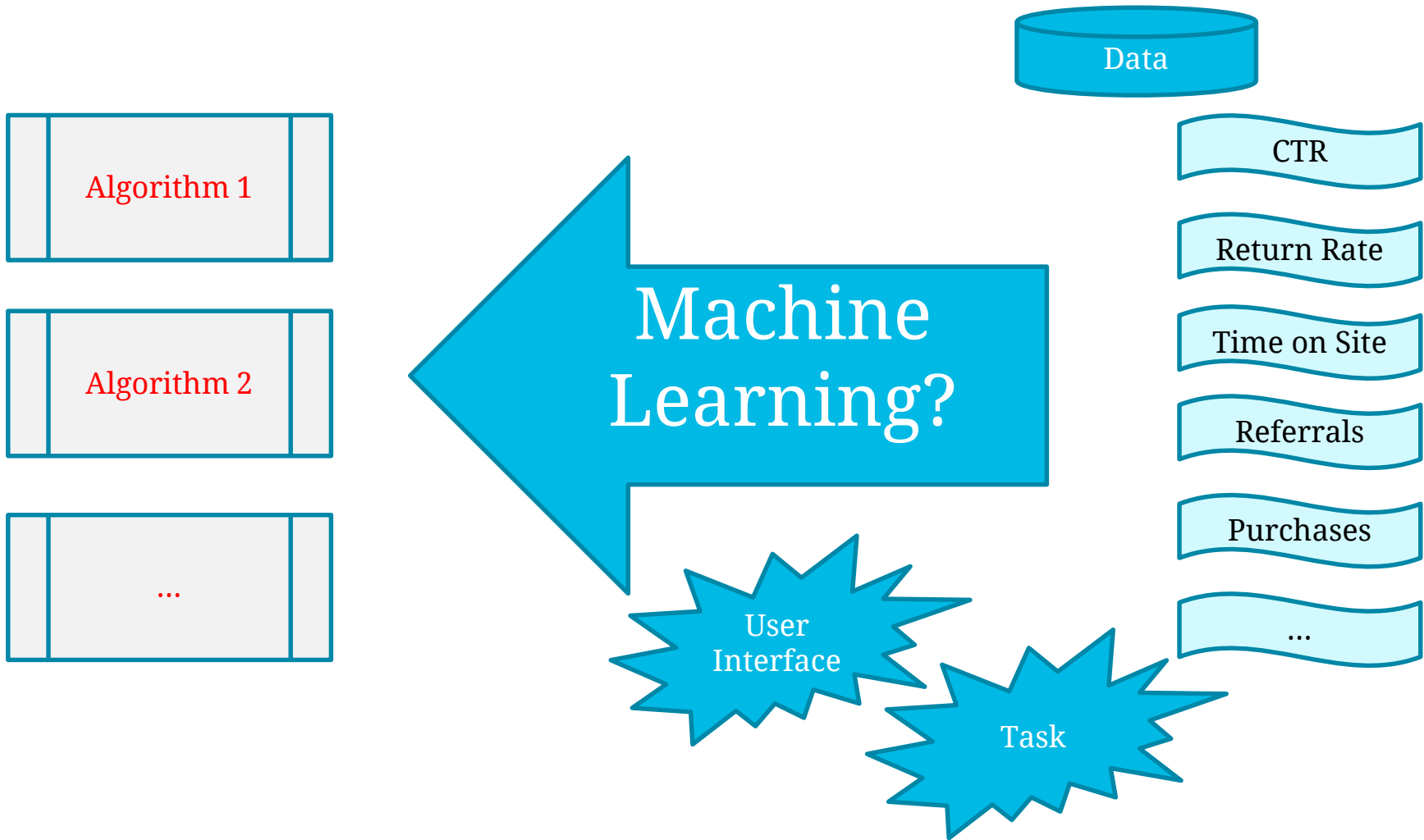




Theory, Models, Predictability!

OR MAYBE ...





Concluding Comments

- » Value of Learning (and not just “Learning”)
- » Theory Building, Theory-Based Models

Discussion and Q&A

grouplens

UNIVERSITY OF MINNESOTA