

# Proceedings of the ACM RecSys 2010 Workshop on User-Centric Evaluation of Recommender Systems and Their Interfaces – Preface

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## 1. INTRODUCTION

In his keynote speech at the 2009 RecSys 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.

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 RecSys community, theorizing about consumer decision processes and measuring user satisfaction 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 UCERSTI workshop tries to bridge the gaps between recommender systems, human computer interaction and marketing/decision-making research by providing a platform for Human-Recommender Interaction research.

## 2. INCLUDED PAPERS

These workshop proceedings include the following papers:

Kristiina Karvonen, Sanna Shibasaki, Sofia Nunes, Puneet Kaur & Olli Immonen - Visual Nudges for Enhancing the Use and Produce of Reputation Information (pp. 1-8)

Robin Naughton & Xia Lin - Recommender Systems: Investigating the Impact of Recommendations on User Choices and Behaviors (pp. 9-13)

Pearl Pu & Li Chen - A User-Centric Evaluation Framework of Recommender Systems (pp. 14-21)

Mouzhi Ge, Carla Delgado-Battenfield & Dietmar Jannach - User-Perceived Recommendation Quality - Factoring In the User Interface (pp. 22-25)

Muhammad Aljukhadar, Sylvain Senecal & Charles-Etienne Daoust - Information Overload and Usage of Recommendations (pp. 26-33)

Artus Krohn-Grimberghe, Alexandros Nanopoulos & Lars Schmidt-Thieme - A Novel Multidimensional Framework for Evaluating Recommender Systems (pp. 34-41)

Will Haines, Bart Peintner, Melinda Gervasio & Aaron Spaulding - Recommendations for End-User Development (pp. 42-49)