

Investigate the Impact of Transparency in Personalised News Recommendation System on People

Being Human in a world of Artificial Intelligence

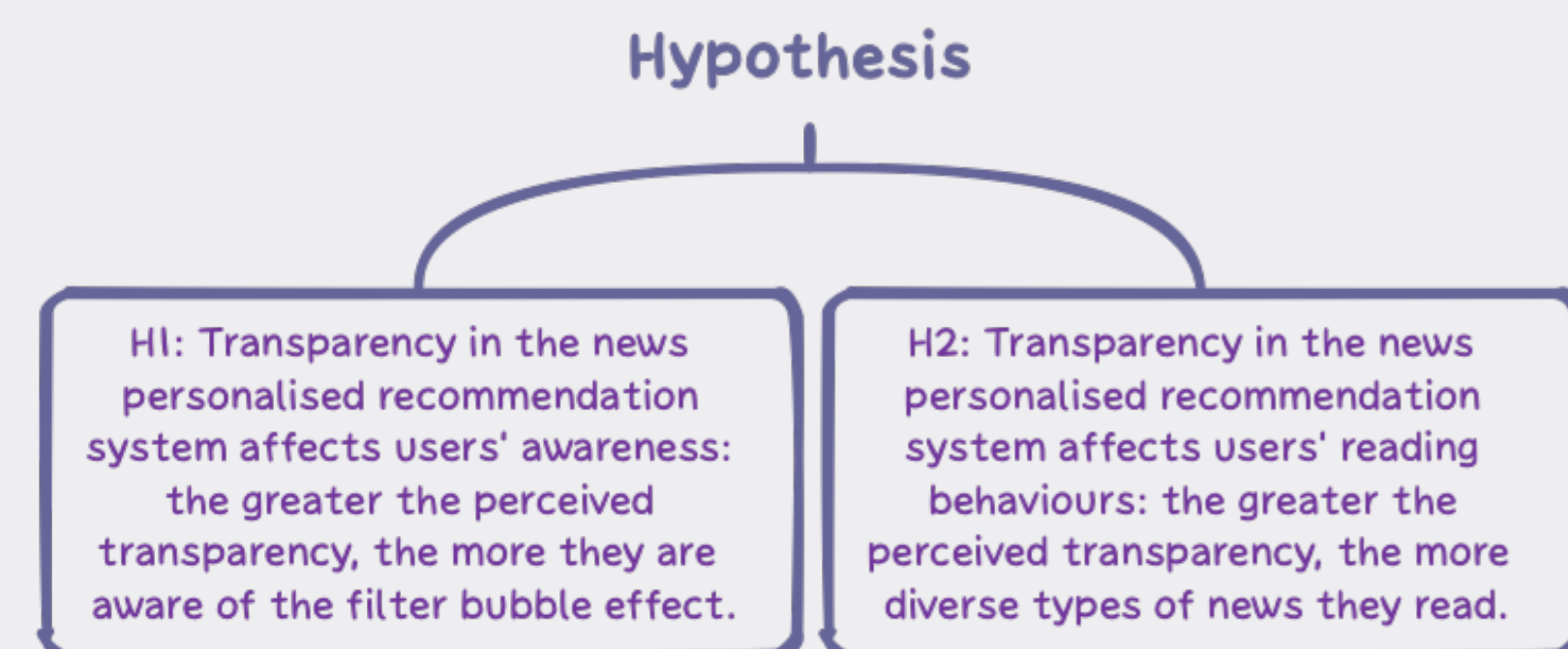
Name: Qianqian Zhou Supervisor: Nicolas Hine

Abstract

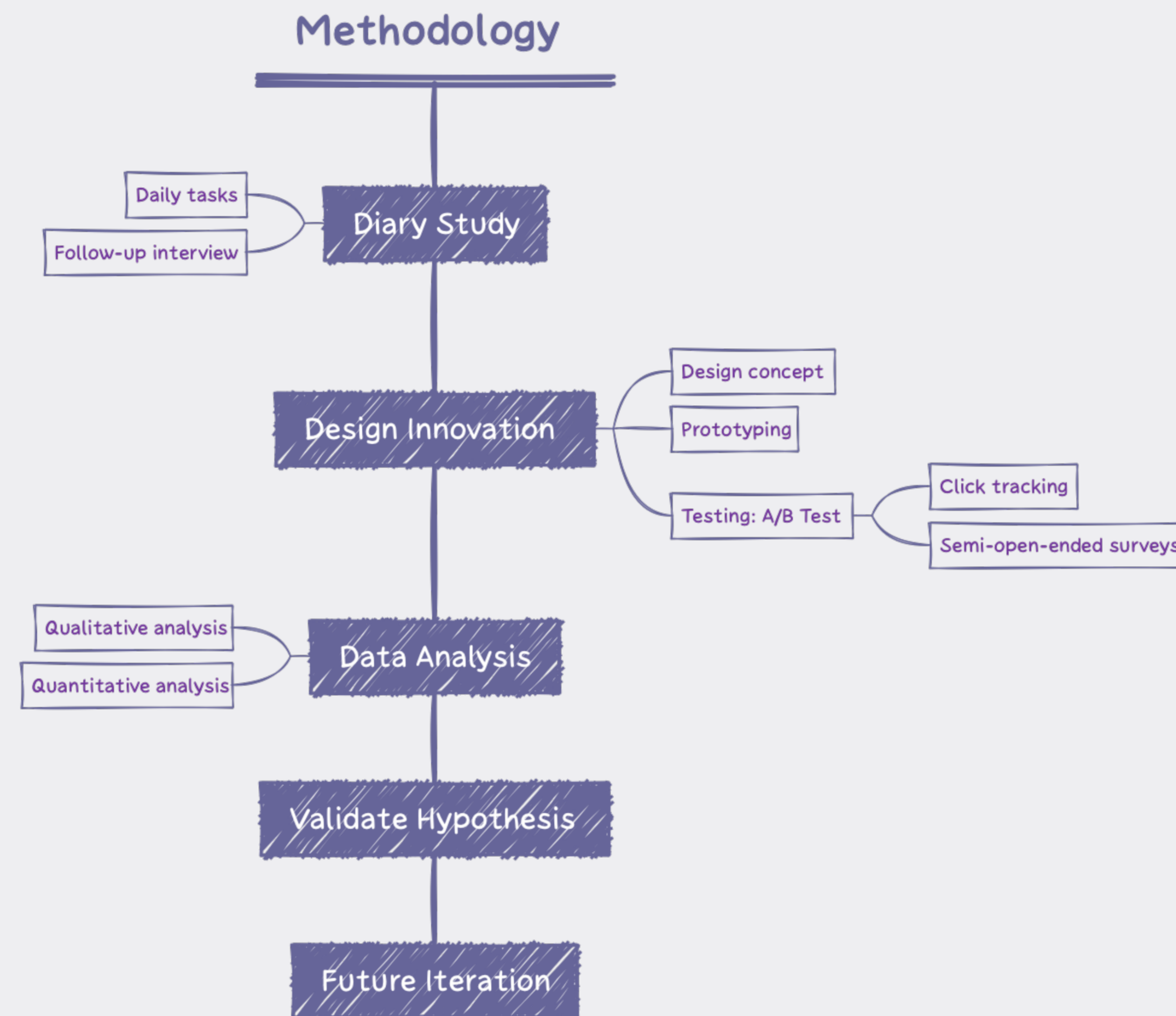
This research delves into transparency within personalised news recommendation systems using a mixed-method approach. By capturing both qualitative and quantitative perspectives, the study examines how users perceive and interact with these systems. Central to the investigation is the relationship between transparency perception and user behavior, illuminating the subtle interconnections between design, perceived transparency, and user engagement in personalised news recommenders.

Introduction & Background

As AI-driven decision-making becomes popular, its role in shaping personalised news recommendation systems is undeniable. Yet, unrestricted algorithms can narrow users' information exposure, posing potential risks to democratic discourse. In this situation, the demand for "transparency" intensifies, guiding users on why certain recommendations appear. Using a mixed-method approach, the study investigates if enhanced transparency impacts user awareness and news consumption behaviors. Insights gained highlight the delicate interplay between design, transparency perception, and user engagement in the area of personalized news recommendations.



Study Methodology



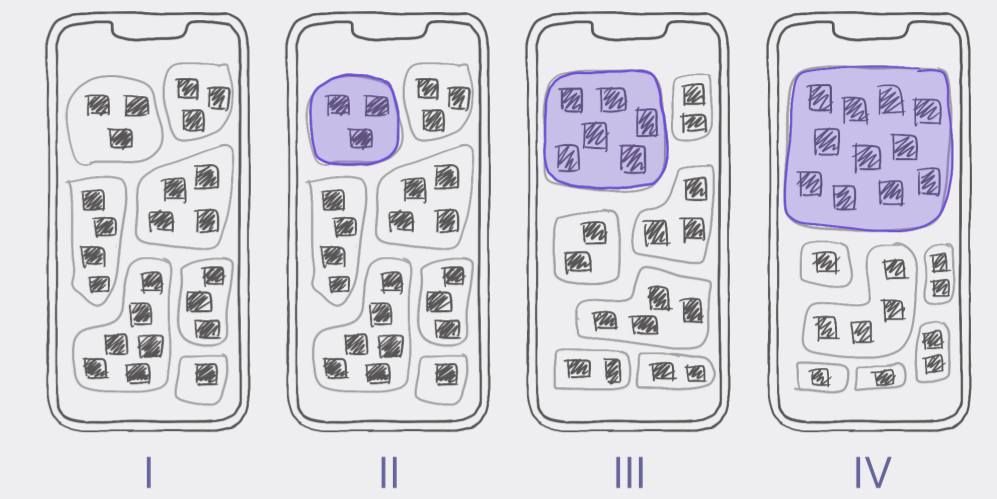
Findings from Diary Study

- Participants value news for personal growth and diverse perspectives, emphasizing a mix of tailored and unexpected content.
- Participants' desire for diverse news contrasts with their reading habits, which are influenced by platform design and story placement.
- Despite promoting user control in recommendation systems, many avoid adjustments due to complexity or content-limitation concerns.
- Users remain unclear about how content is curated for them, highlighting a need for greater transparency.
- The study emphasizes the need for a balance between transparency and user-friendliness without overwhelming them.

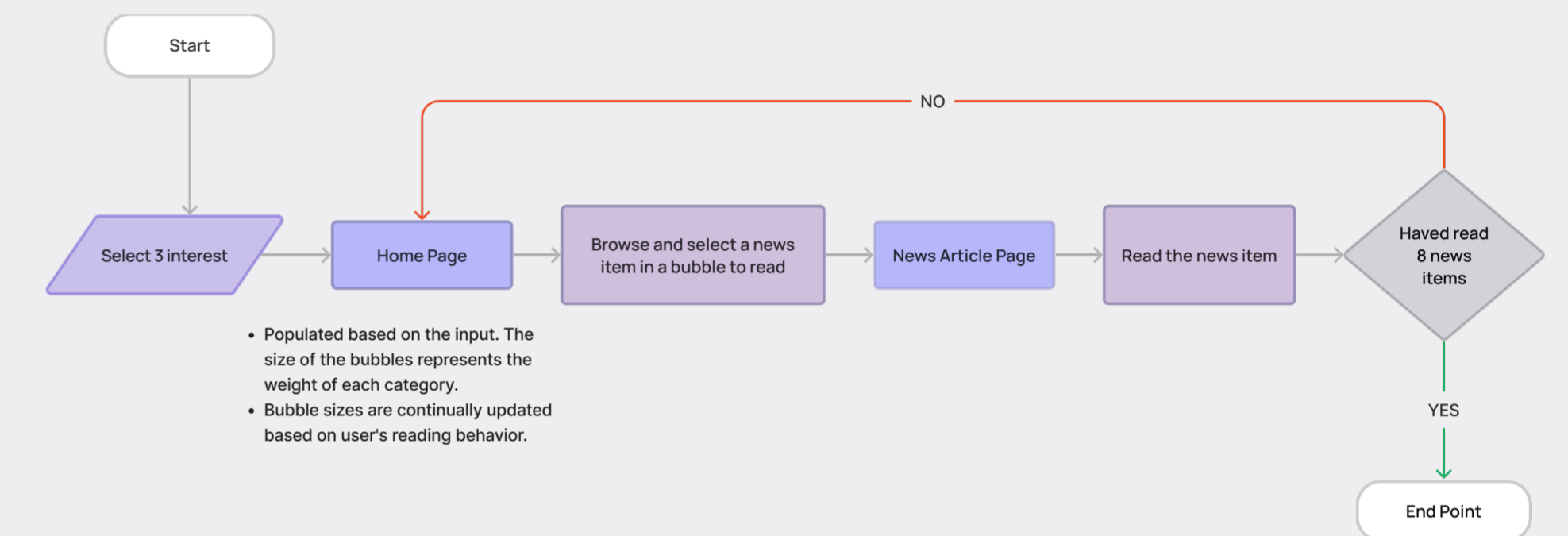
Diagram / Design

Design concept

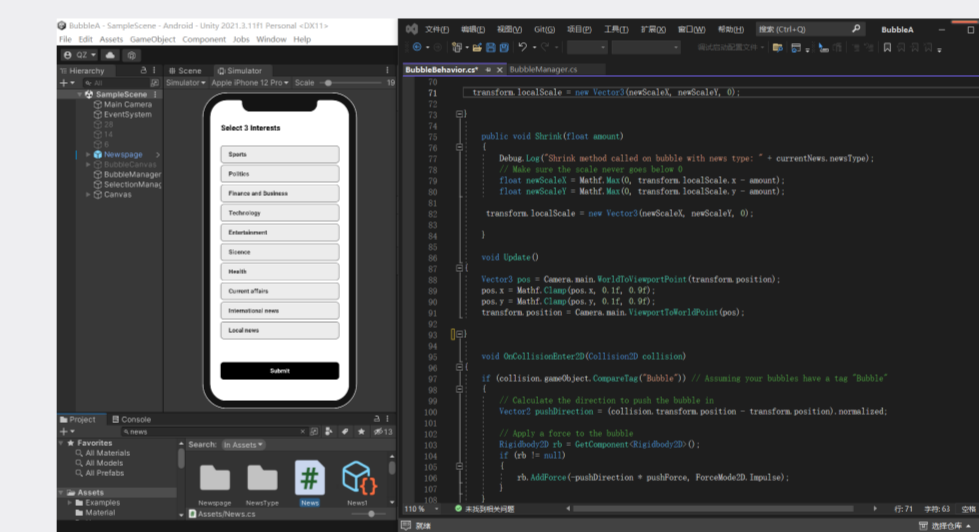
Inspired by the "filter bubble", news categories as bubbles adjust to user engagement, aiming to highlight reading habits and potentially impact reading behaviors.



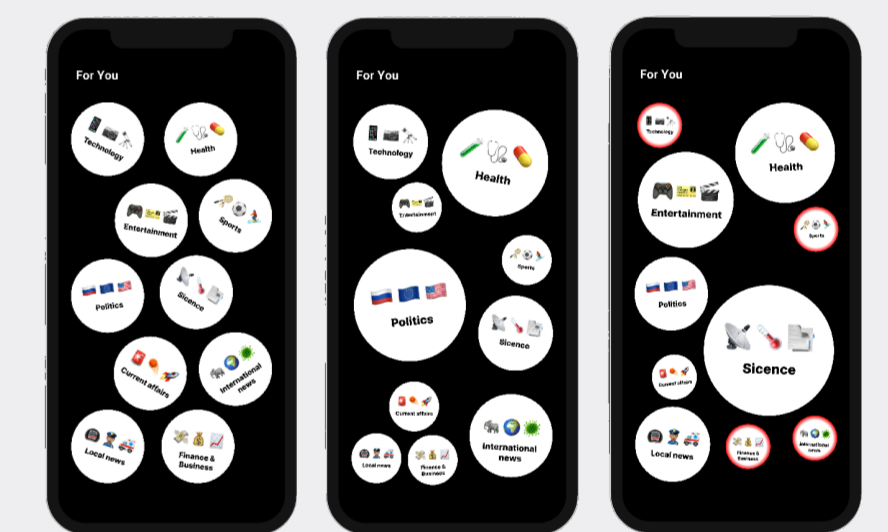
User flow



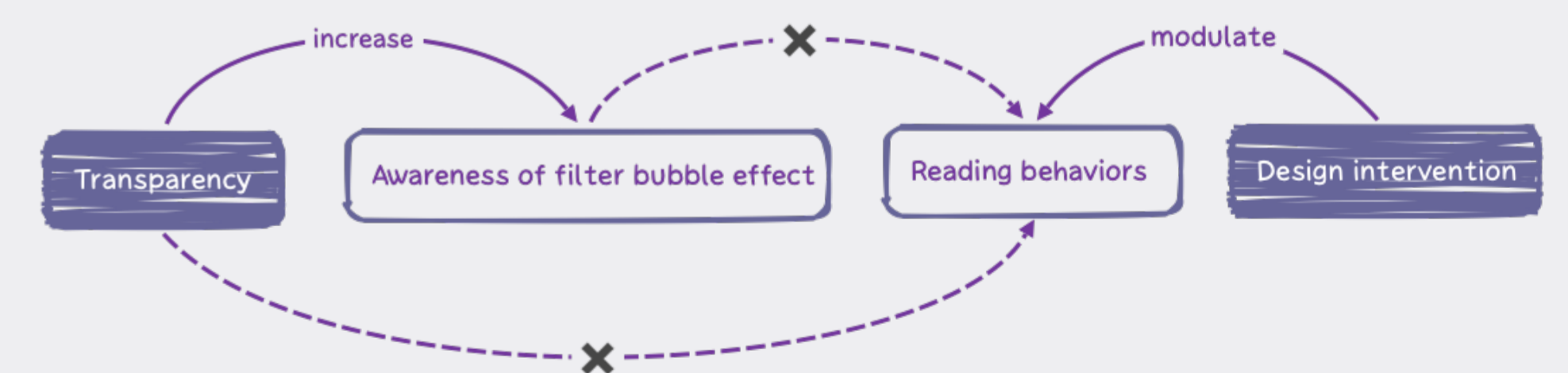
Prototyping



Testing versions



Research Results



Conclusions & Future work

Subtle design adjustments, more than increased transparency, can influence user behaviours in recommendation systems. The goal is to balance algorithmic personalization with designs that expand user horizons.

Future Iteration: Collaborate with real news platforms and test varied design elements to assess long-term impacts.