

THE HONG KONG POLYTECHNIC UNIVERSITY
DEPARTMENT OF MANAGEMENT AND MARKETING
Asian Centre for Branding & Marketing
Research Seminar



Diversity Signaling to Algorithmic
versus Human Recommenders
By

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Date : 10 May 2021 (MON)
Time : 10:00 am – 11:30 am
Venue : Online via Zoom

Abstract

Consumers frequently receive product recommendations (e.g., which movie to watch or which song to listen) generated by algorithmic recommender systems. When using such services, consumers indicate their preferences through the items that they select. The recommender systems then utilize this input about consumers' preferences to generate recommendations of other products that consumers may like. The recommender systems are built in a way that consumers can receive any recommendation as long as they show interest in diverse products. The question that arises, however, is whether consumers indeed signal diverse preferences to algorithmic recommenders. In nine studies across various product domains, we document that consumers provide less diverse input when the recommender is an algorithm rather than human. This occurs because consumers hold the lay belief that algorithms (versus human) are less able to understand and process diverse input from consumers.

Dr Phyliss Jia Gai is an Assistant Professor in Marketing at Guanghua School of Management, Peking University. Her research falls in two streams. In one, she investigates digital consumption, such as how consumers interact with recommender systems. Another line of her research examines moral judgment and decision-making, consumer self-control, and the interplay between the two. Her research has been published in *Journal of Marketing* and *Journal of Consumer Research*. Before joining Guanghua, she obtained her bachelor's degree in Psychology from the Chinese University of Hong Kong, MA in Social Sciences from the University of Chicago, and PhD in Marketing from Rotterdam School of Management, Erasmus University.

All interested are welcome.



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