

Contents

1	Introduction	1
2	Theoretical Background	3
2.1	Relevant Communication Theories	3
2.1.1	Communication-Persuasion Paradigm	3
2.1.2	Media Equation Theory	5
2.2	Recommender Systems as Persuasive Social Actors	6
2.3	Conceptual Framework	7
3	Source Factors	9
3.1	Source Factors in Human–Human Communication	9
3.1.1	Credibility	9
3.1.2	Likeability	10
3.1.3	Multiple Sources	10
3.1.4	Source Cues	11
3.2	Applying Source Factors to Technology	14
3.2.1	Source Factors in Technology Contexts	14
3.2.2	Source Factors in Recommender Systems	15
4	Message Factors	21
4.1	Message Factors in Human–Human Communication	21
4.1.1	Message Structure	21
4.1.2	Message Content	23
4.1.3	Sequential-Request Strategies	24
4.2	Applying Message Factors to Technology	24
4.2.1	Recommendation Content	24
4.2.2	Recommendation Format	25
5	Receiver and Context Factors	27
5.1	Receiver Factors in Human–Human Communication	27

5.1.1	Natural Receiver Characteristics	27
5.1.2	Induced Receiver Factors	28
5.2	Context Factors in Human–Human Communication	29
5.3	Applying Receiver and Context Factors to Technology	31
5.3.1	Recommender System User Factors	31
5.3.2	Context Factors in Recommender Systems	32
6	Discussion	35
7	Implications for Recommender System Design	37
7.1	Implications from the Source Perspective	38
7.2	Implications from the Message Perspective	42
7.3	Implications from the Receiver Perspective	44
8	Directions for Future Research.	45
	References	47

Persuasive Recommender Systems
Conceptual Background and Implications

Yoo, K.-H.; Gretzel, U.; Zanker, M.

2013, VI, 59 p. 9 illus., Softcover

ISBN: 978-1-4614-4701-6