



A COMPARISON OF ALKINDI RECOMMENDATIONS WITH COMPETITIVE MOVIE RECOMMENDATIONS

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Overall Summary

Please rank order (from best to worst) the three recommendation engines you tried today in order of overall recommendation quality.

	1st	2nd	3rd
Alkindi	50%	45%	5%
MovieCentral (LikeMinds)	30%	50%	20%
MovieLens (NetPerceptions)	11%	5%	84%
NetFlix (Proprietary)	24%	29%	47%
Blockbuster (Sourcelight)	47%	21%	32%

Overall, how did you like using the Alkindi recommendation engine?

Strongly liked	13.2%
Liked	65.8%
Somewhat liked	15.8%
Somewhat disliked	5.3%
Strongly disliked	0.0%

How likely would you be to use Alkindi's recommendation engine when it is released to the public?

Very likely	29%
Likely	32%
Somewhat likely	34%
Not likely	5%
I would never use it	0%

Input Effectiveness

Of the movies that you were asked to rate, what did you think of the diversity of movie genres that the recommendation engines you tried today provided you?

	Too few	Too many	Good mix	Don't know
Alkindi	16%	0%	79%	5%
MovieCentral (LikeMinds)	15%	5%	80%	0%
MovieLens (NetPerceptions)	11%	26%	47%	16%
NetFlix (Proprietary)	35%	6%	53%	6%
Blockbuster (Sourcelight)	42%	5%	53%	0%

Of the movies that you were asked to rate, what did you think of the mix of popular and obscure movies that the recommendation engines you tried today provided you?

	Mostly Popular	Mostly Obscure	Good mix	Don't know
Alkindi	37%	0%	63%	0%
MovieCentral (LikeMinds)	55%	5%	40%	0%
MovieLens (NetPerceptions)	5%	37%	42%	16%
NetFlix (Proprietary)	47%	12%	35%	6%
Blockbuster (Sourcelight)	42%	21%	37%	0%

Confidential

How well did the movies that the recommendation engines asked you to rate represent the kinds of movies you like and don't like?

	Not at all	Somewhat	Representative	Very Representative
Alkindi	0%	34%	50%	16%
MovieCentral (LikeMinds)	5%	30%	60%	5%
MovieLens (NetPerceptions)	26%	58%	16%	0%
NetFlix (Proprietary)	6%	59%	29%	6%
Blockbuster (SourceLight)	16%	26%	42%	16%

Interactivity

How strongly were you motivated to rate more movies by the desire to improve your Alkindi?

Very strongly	47%
Strongly	32%
Somewhat	5%
Not at all	16%

How did the Alkindi improve the experience of using the engine?

Greatly improved the experience	5%
Improved the experience	47%
Somewhat improved the experience	32%
Did not improve the experience	16%

Clustering Effectiveness

By the time you finished using each of the engines you tried today, how well did you feel it understood your tastes?

	Not at all	Somewhat	Well	Very Well	Satisfied
Alkindi	3%	24%	57%	16%	73%
MovieCentral (LikeMinds)	10%	25%	40%	25%	65%
MovieLens (NetPerceptions)	37%	37%	26%	0%	26%
NetFlix (Proprietary)	6%	65%	18%	12%	29%
Blockbuster (SourceLight)	16%	32%	26%	26%	53%

Output Diversity

Of the movies recommended, what did you think of the diversity of movie genres?

	Too few	Too many	Good mix	Don't know
Alkindi	18%	0%	79%	3%
MovieCentral	10%	5%	85%	0%
MovieLens	11%	32%	42%	16%
NetFlix	47%	12%	29%	12%
Blockbuster	42%	5%	53%	0%

Of the movies recommended, what did you think of the mix of popular and obscure movies?

	Mostly Popular	Mostly Obscure	Good mix	Don't know
Alkindi	29%	0%	68%	3%
MovieCentral	50%	5%	45%	0%
MovieLens	5%	37%	42%	16%
NetFlix	47%	18%	29%	6%
Blockbuster	47%	16%	37%	0%

The above statistics were computed based on a survey of 38 individuals in the Alkindi offices during the first half of November, 2000. Each individual was paid \$30 to spend an hour reviewing three movie recommendation services: Alkindi's Matlab experience using 4000 movies, and two of Blockbuster, Netflix, MovieLens, and MovieCentral. Confidential: Do not disseminate.

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