Understanding Recommendation Systems

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Abstract :
This project explores individuals' understanding of recommendation systems and their ability to strategically hide information from algorithms. By creating a game in which subjects interact with a Naive Bayes Classifier algorithm, we aim to determine whether individuals can optimally choose which personal information to hide or disclose and how well they perform when informed about the algorithm's functioning and data specifications. We also aim to investigate the effects of varying costs of hiding information, to better understand the effects of regulators trying to decrease the cost of hiding information and online platforms trying to increase it.