

which may be interpreted in the context of the desired effect of the recommendations. For example, a thought-through application of presentation, explanation, and priority factors may strengthen the targeted construct of trust, e.g., factual explanations will increase competence and personalised explanations – benevolence. We show how to apply these factors to instil trust and highlight how trust perceptions vary across different groups of users. It is important to note that our work does not fully bridge the gap between individual and cultural features, and this is yet to be addressed both in research and in the design of practical recommender systems.

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