

RecSys & Non-Traditional Users: *To LLM or not to LLM?*

SOLE PERA

COLLABORATING WITH AI - RECSYS WORKSHOP @ TU WIEN

SEPTEMBER 2024

Who are “non-traditional” users?



Needs might be different

- Children
- Elderly
- Neurodivergent (dyslexia, autism...)
- Teachers (seeking materials for their classrooms)

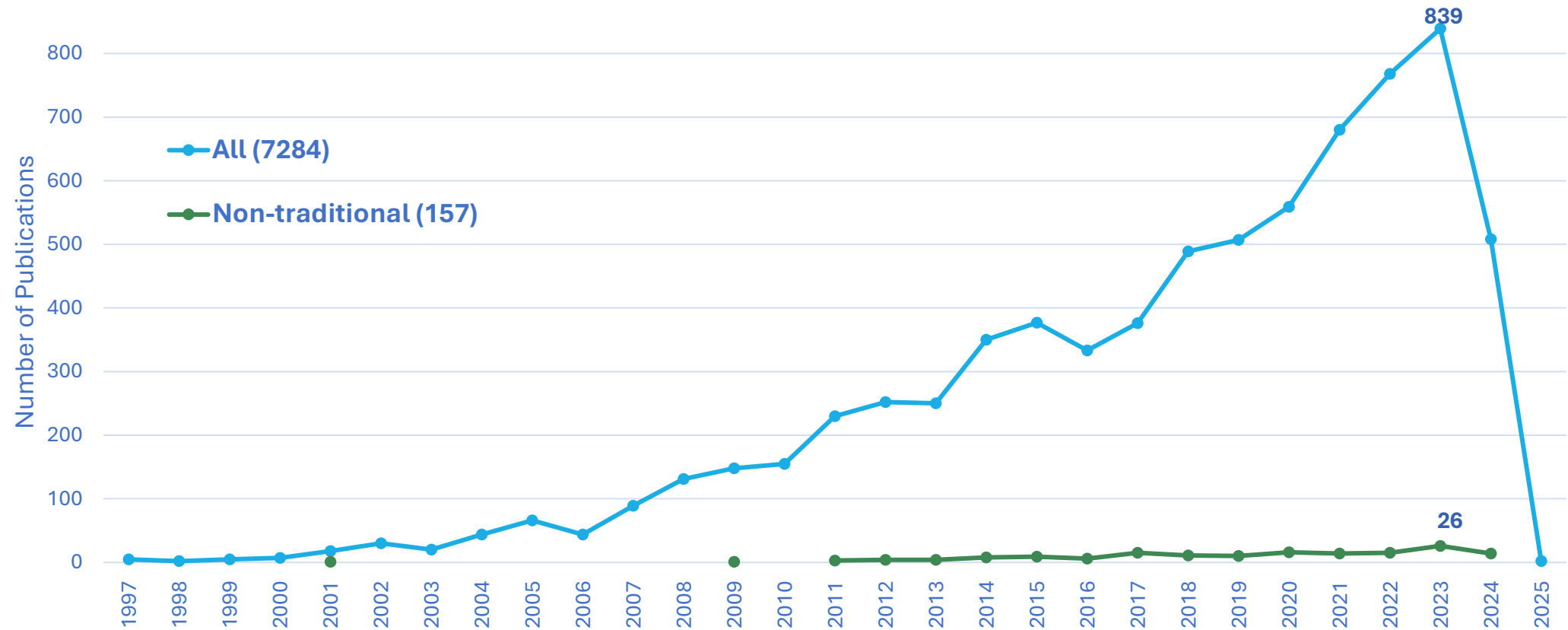
*Also known as **underserved** or **understudied** users*

Why should RecSys care?

STILL TONS OF OPEN RESEARCH QUESTIONS

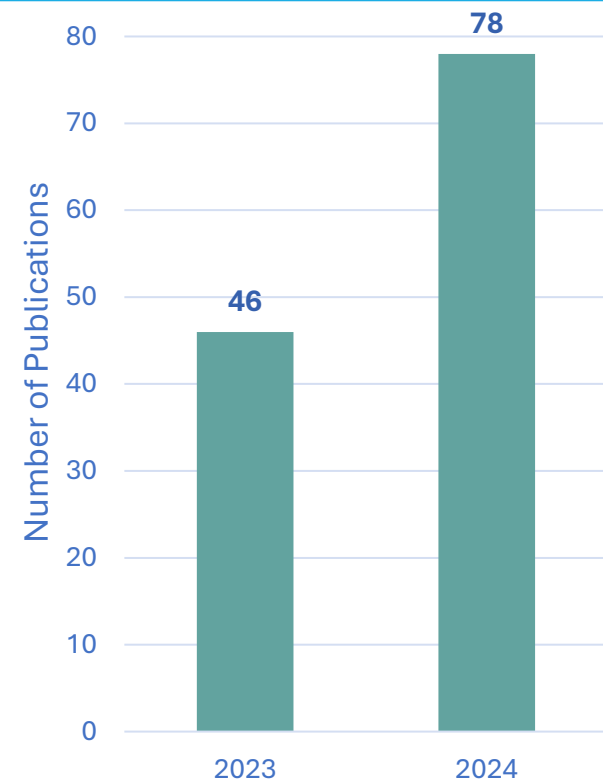
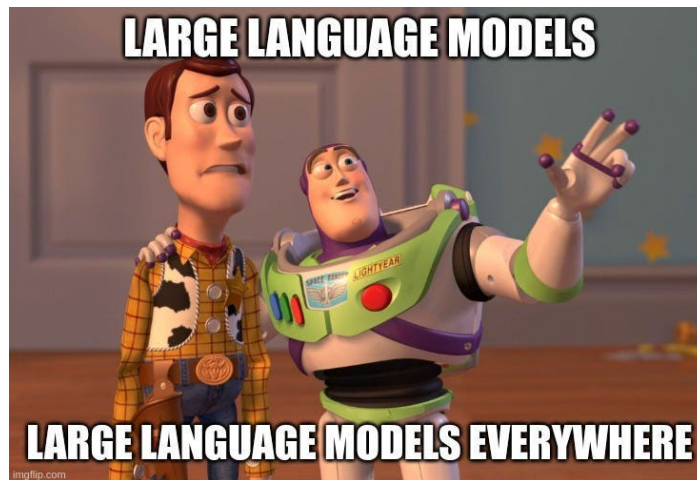
Limited research: Lack complete understanding of how they use (or not) recommenders, what they expect from recommenders, or the extent to which current strategies might not serve them well (or at all)

RecSys & non-traditional users in context



LLMs are everywhere

RECSYS IS NOT THE EXCEPTION



An iceberg floating in the ocean, with a small tip above the water and a much larger, jagged mass submerged below. The image is in a monochromatic blue-grey color scheme. Two thin white horizontal lines are positioned above and below the text.

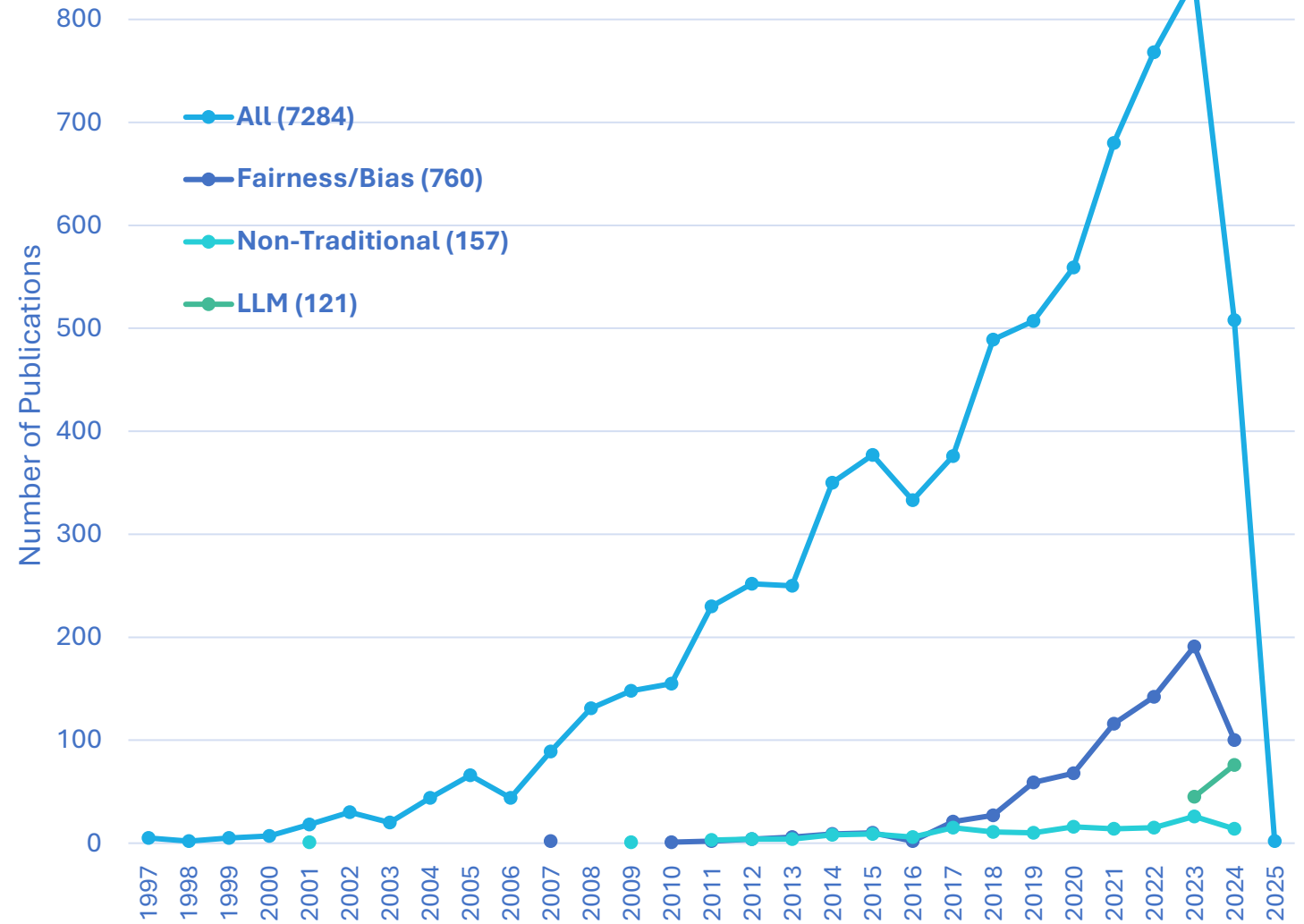
But what do we **really** know
about LLMs for RecSys?



LLMs, RecSys & non- traditional users

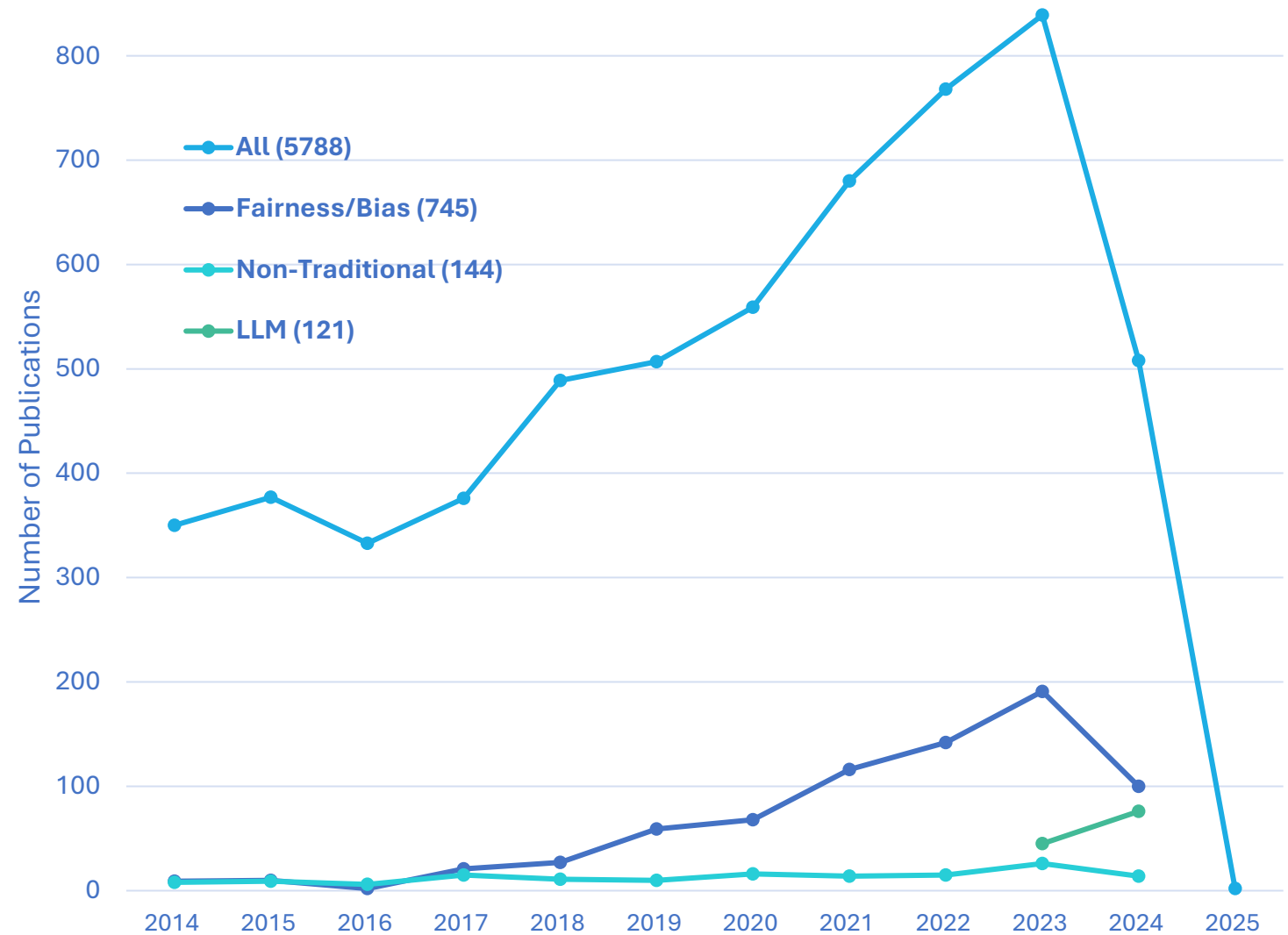
ARE WE GOING TOO FAST?

Let's reflect on
some trends

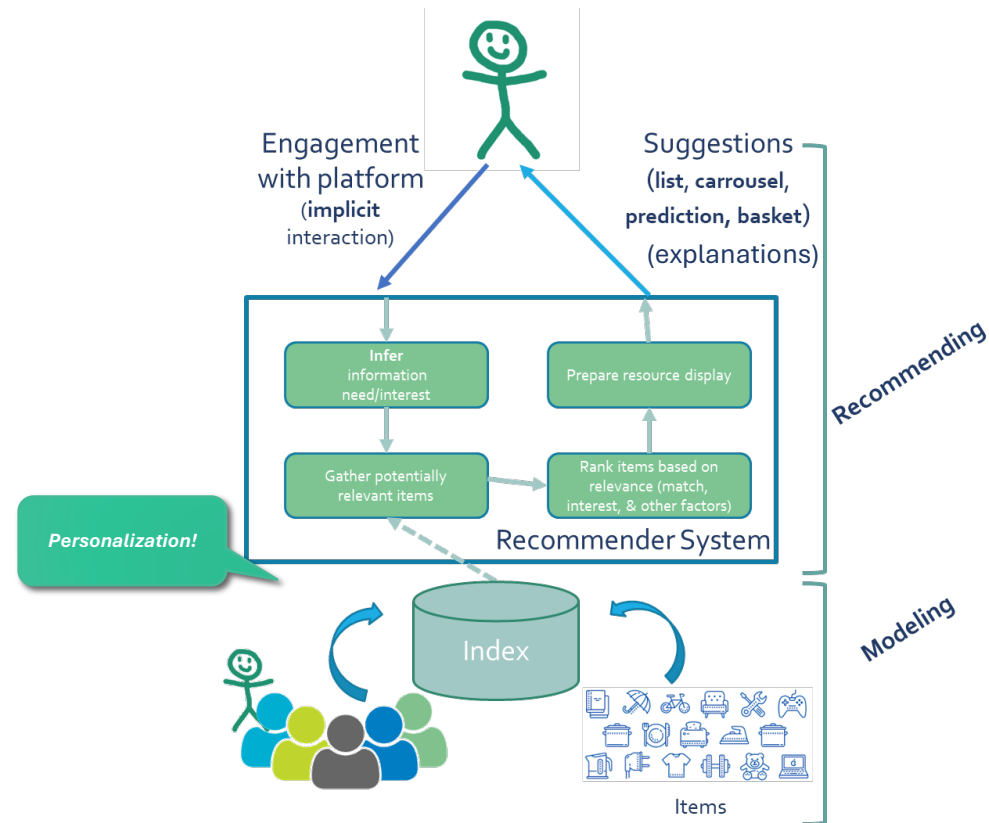


Let's reflect on some trends

The last 10 years



LLMs, non-traditional users & the recommendation process

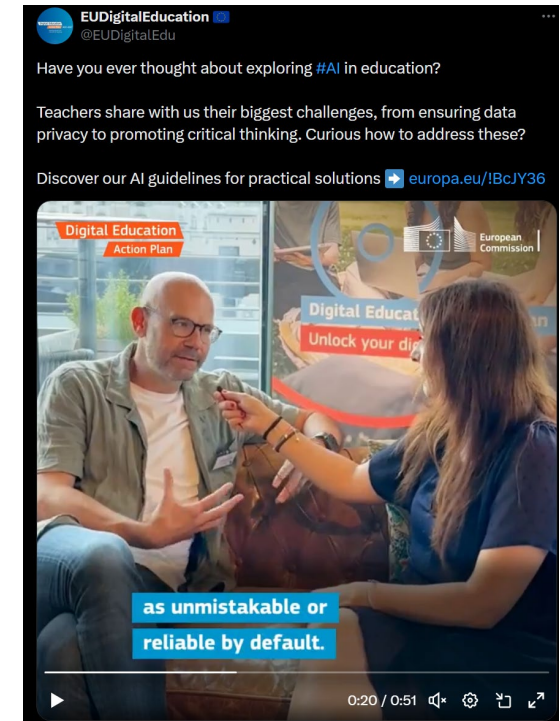


Personalization

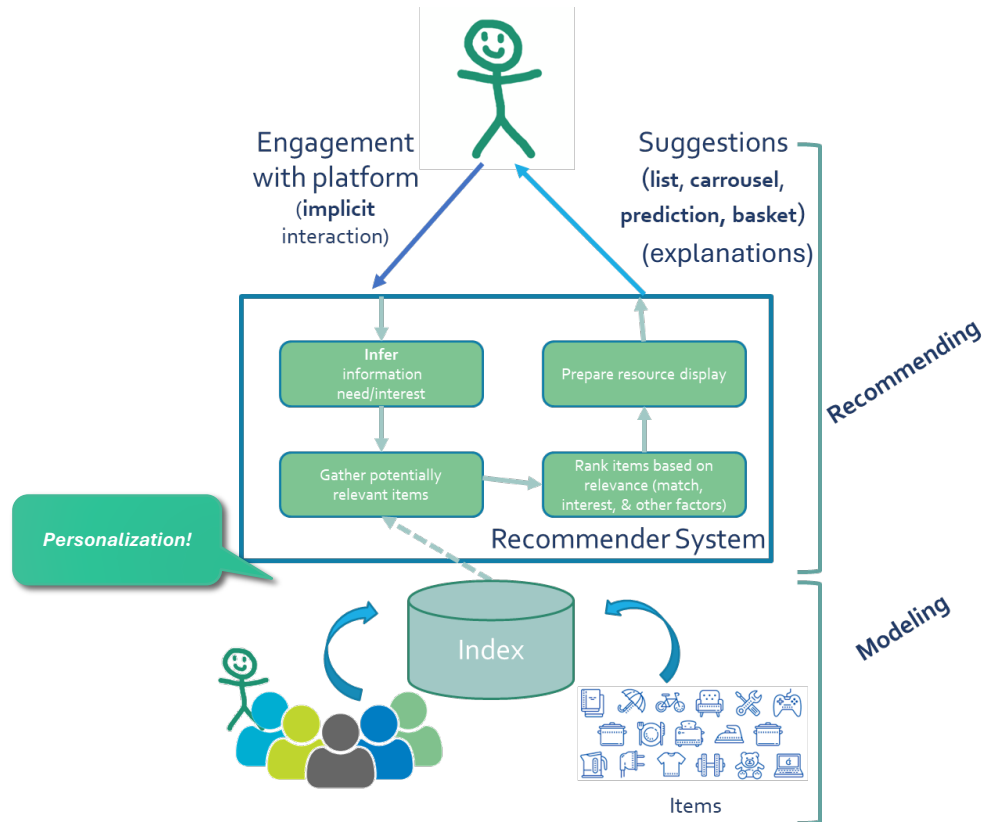
Representation

Bias
Propagation

Adaptability



LLMs, non-traditional users & the evaluation process



Simulation/
Profile generation

Dataset generation

De-facto baseline

Reviewing process

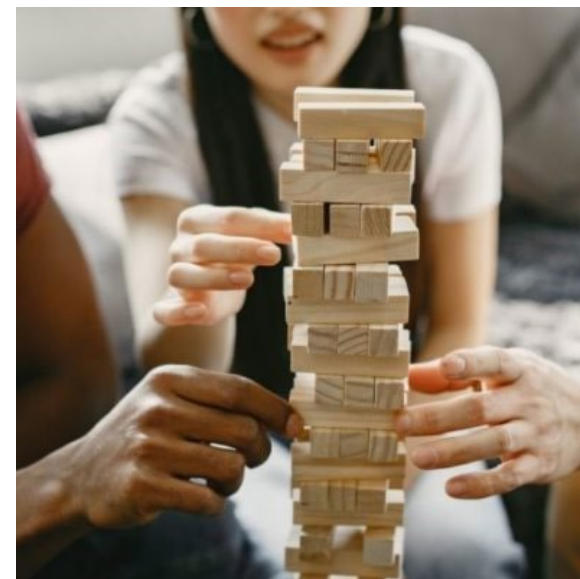
DOI:10.1145/3624730

Gianluca Demartini et al.

Opinion
**Who Determines What
Is Relevant? Humans or AI?
Why Not Both?**

A spectrum of human-artificial intelligence collaboration in assessing relevance.

LLMs, RecSys & non- traditional users



HOW TO LEVEL UP YOUR GAME NIGHT ROUTINE WITH JENGA - FUNDEMONIUM ([FUNDEMONIUMTOYS.COM](https://fundeoniumtoys.com))



To LLM or not to LLM?

LET'S REFLECT AND CONTINUE THE CONVERSATION