

**The Faculty of Management  
The Department of Knowledge and Information Management  
Invites you to attend a seminar**

**The Persuasive Power of Algorithmic and Crowdsourced  
Advice: Distinguishing the Message from the Messenger**

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**The Department of Information and Knowledge Management,  
University of Haifa**

**Monday, November 13<sup>th</sup> at 12:00 pm  
Jacobs Building, room no. 506**

**Abstract**

Advice is typically intended to help inform decision-making and is provided in many user interfaces. Researchers have documented that both expert advice generated through models and algorithms, and advice resulting from averaging peers' opinions can have a positive effect on decision-making. However, it is not clear which advice type is more closely followed and if users follow advice because of its content or source. In this study, we compare and examine the relative effect of algorithmic and social advice's message and messenger on decision-making in the context of an online retirement saving system. By varying both the message and the messenger we are able to differentiate between the relative effects of message and messenger on decision-making. In an experimental study we find that while users tend to follow a crowdsourced message more closely than an algorithmic message, they follow an algorithmic messenger more closely than a crowdsourced messenger. The study is a collaboration with Junius Gunaratne and Oded Nov from New York University.

All Are Welcome

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