An Abstract of
Recommended For You: User Experience of
Ubiquitous Access to Virtually Unlimited Media Libraries
by
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A phenomenological inquiry into the music and video streaming service subscriber's lived experience of ubiquitous access to virtually unlimited media libraries (VUMLs) was accomplished over a series of five extended open interviews. The attitudes of the interview participants (five active subscribers aged between 21 and 24) toward ubiquitous access to VUMLs, how they navigate the services, and their perceptions of discovering new music and videos were explored. Analysis of the interviews revealed patterns of subjective thought that hint at tendencies toward minimizing effort and maximizing enjoyment. Five *effort-reduction properties (immediacy, availability, accessibility, reliability,* and *flexibility)* and eight *enjoyment-amplification properties (novelty, familiarity, popularity, quality, authenticity, personalization, security*, and *affordability)* that increase the user's sense of *convenience* and *satisfaction* in the context of music and video subscription streaming services were identified. Five navigational and decision making heuristics *(Recommendation & rating reliance, relevance-based decision making, sampling, preference re-evaluation,* and *multitasking)* adopted by the interview participants suggest that users actively seek ways to more effortlessly find satisfying content. The study further highlights three relevant areas of concern *(choice anxiety, renter's anxiety,* and *subscription barrier).* As a whole, this paper builds on theories of the Attention Economy, extant research on recommender systems, as well as frameworks of human decision making, and puts forward an extensive set of properties that provide insight into user behavior in the context of ubiquitous access to VUMLs.

Keywords: subscription services, user experience, human decision making, recommender systems, attention economy