

MARKETING COLLOQUIA

Fall 2024 - Abstract

Madhav Kumar

Doctoral Candidate

MIT Sloan School of Management

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Where: 741 JMHH

When: 12:00 PM to 1:20 PM

INCLUSIVE RECOMMENDATIONS

We present an inclusive-by-design approach to diversify content recommendations for inclusivity on a large online platform. We re-design the recommendation system using Determinantal Point Processes (DPPs) to improve the representation of all skin tones in recommended content while balancing content relevance. We then present results from a field experiment in which users are randomly assigned to receive a diversified set of recommendations based on content skin tone. We find that the overall engagement rates remain stable and engagement with previously underrepresented content increases significantly. More broadly, users diversify their consumption by engaging with content from all skin tone ranges. Investigating the underlying mechanisms, we uncover heterogeneous effects across user segments, with increased overall engagement among users who previously engaged with content with underrepresented skin tones. Furthermore, we demonstrate the long-term impact and generalizability of our approach, highlighting its potential to foster inclusivity across multiple diversity dimensions. Our research provides practical insights for platform managers and policymakers to create inclusive digital environments that promote engagement while catering to diverse user preferences.