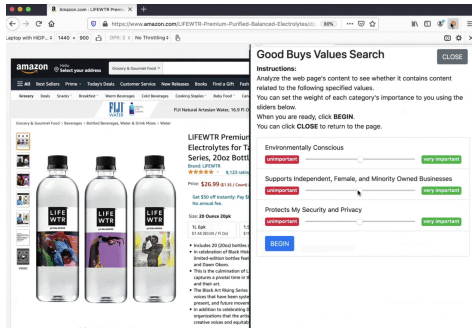


Values-Weighted Search Prototype

Summary

Exploring the application of a recommendation system to the discovery and purchase of goods and services based on a shopper's personal values, (Security and Privacy, Environment, Small-Business)



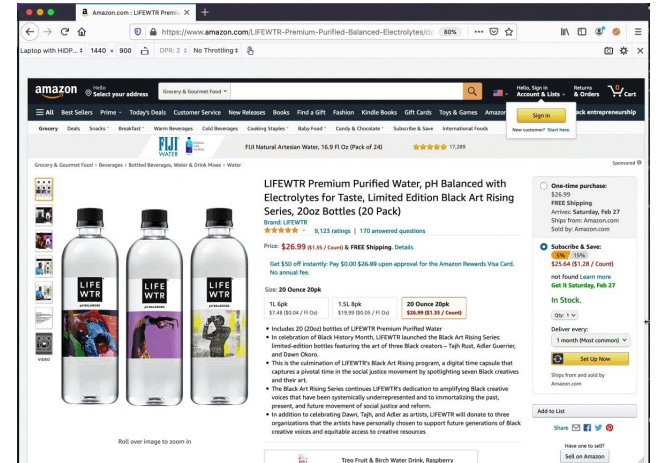
Approach

Word associations were sourced from the [WordNet](#) database via [Word Associations Network](#) (chosen for its [API](#)) and [Google Keywords](#).

Values weighting was done as a simple linear multiplier. $Frequency \times Weight = Score$

Search was done using the [Firefox Extensions Javascript API](#), which is limited to an entire page search and only accepts a search query at a time. Further work is needed to optimize search areas and speed.

Moderated Testing was conducted by Mozilla researchers via UserZoom.



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Findings

Interest in shopping by values is high, but cannot interrupt other factors such as convenience and cost.

People's value systems are unique and complex, and a tool that accommodates them must be broad and configurable.

Data sources and methodologies for values weighting must be transparent & trustworthy. People weight brand trust highly.