

ETHICS OF RECOMMENDER SYSTEMS AND WEB SERVICES

In digital communication environments (e.g. Social Media Networks, Multimedia Platform, Search Engines, etc.) Recommender Systems (RS for short) play a very important role. Due to the enormous volume of information available on the internet, it is hard to locate, process, and manage the required information effectively. This phenomenon is called *information overload*, and RSs try to manage this problem through personalization and content tailoring practices based on user data and profiling. RSs constantly re-shape our online experience and distribute information across the platform they operate on (Zhang et al. 2016).

The influence of RSs on users and society have increased due to technological advances and the explosion of digital Web services. This influence can range from being benign, to questionable, and possibly malign (Milano et al. 2020). Principles and Regulation should shield us from malign cases. Legal and technical solutions should guarantee (more) trustworthy AI, a fair(er) digital market, and the pro-social use of data collected by digital services (Floridi 2021). Firstly, I want to check whether this minimum goals will be achieved by regulations through a philosophical and critical analysis of the new regulatory documents expected for 2022 and 2023 (AIA, DSA, DMA). Secondly, I want to explore the (probably large) set of questionable cases (e.g. nudges, persuasion, etc.), their enhancement and solutions, and the benign instances (Burr et al. 2018). Interventions on interaction could play a special role in this concerns, both for the good and the bad. For this reason, in the second part of my research, I want to explore the literature on social robotics to find useful insight on the ethical interaction design and bring them into the field of recommender system.

