

# Perceived Algorithm Responsiveness and Insensitivity Scale

Taylor S. H., & Choi, M. (2022). An initial conceptualization of algorithm responsiveness: Comparing algorithm perceptions across social media platforms. *Social Media + Society*. <https://doi.org/10.1177/20563051221144322>

## **INSTRUCTIONS:**

We are interested in what you think about the [XX] algorithm. Think about the posts, videos, and stories the algorithm curated for you this week, and then respond to the following statements.

The [XX] algorithm...

### **RESPONSIVENESS**

- ... really listens to me
- ... responds to what I am thinking and feeling
- ... understands me
- ... tries to see where I'm coming from
- ... is attentive to my needs
- ... is responsive to my needs
- ... takes my interests seriously
- ... really gets who I am

### **INSENSITIVITY**

- ... does NOT understand my feelings and concerns
- ... ignores who I am
- ... dismisses my interests
- ... seems to ignore the things that are most important to me
- ... does NOT really understand my wants and needs
- ... does NOT really take my personal interests seriously
- ... often does NOT listen to my needs

*1 = Not at all to 5 = Completely*