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Measuring User Engagement

Mounia Lalmas
Heather O'Brien
Elad Yom-Tov

*SYNTHESIS LECTURES ON INFORMATION
CONCEPTS, RETRIEVAL, AND SERVICES*

Gary Marchionini, *Series Editor*

Measuring User Engagement Heather O'Brien

Kim A. Johnston, Maureen Taylor



Measuring User Engagement Heather O'Brien:

User Engagement Research and Practice Heather O'Brien, 2025-03-15 This book presents a holistic overview of user engagement which has become an increasingly important subject for a variety of industry and academic fields including engineering computer science and information science The author begins with a definition of user engagement and an explanation of the theoretical background of the topic The book then covers methodological approaches and examines some of the broader factors that influence user engagement The author explains methods for measuring user engagement and evaluates the efficacy of each one The book includes examples from recent research studies throughout describing user engagement in different settings with a variety of digital information systems

Measuring User Engagement Mounia Lalmas, Heather O'Brien, Elad Yom-Tov, 2022-05-31 User engagement refers to the quality of the user experience that emphasizes the positive aspects of interacting with an online application and in particular the desire to use that application longer and repeatedly User engagement is a key concept in the design of online applications whether for desktop tablet or mobile motivated by the observation that successful applications are not just used but are engaged with Users invest time attention and emotion in their use of technology and seek to satisfy pragmatic and hedonic needs Measurement is critical for evaluating whether online applications are able to successfully engage users and may inform the design of and use of applications User engagement is a multifaceted complex phenomenon this gives rise to a number of potential measurement approaches Common ways to evaluate user engagement include using self report measures e g questionnaires observational methods e g facial expression analysis speech analysis neuro physiological signal processing methods e g respiratory and cardiovascular accelerations and decelerations muscle spasms and web analytics e g number of site visits click depth These methods represent various trade offs in terms of the setting laboratory versus in the wild object of measurement user behaviour affect or cognition and scale of data collected For instance small scale user studies are deep and rich but limited in terms of generalizability whereas large scale web analytic studies are powerful but negate users motivation and context The focus of this book is how user engagement is currently being measured and various considerations for its measurement Our goal is to leave readers with an appreciation of the various ways in which to measure user engagement and their associated strengths and weaknesses We emphasize the multifaceted nature of user engagement and the unique contextual constraints that come to bear upon attempts to measure engagement in different settings and across different user groups and web domains At the same time this book advocates for the development of good measures and good measurement practices that will advance the study of user engagement and improve our understanding of this construct which has become so vital in our wired world

New Directions in Third Wave Human-Computer Interaction: Volume 2 - Methodologies Michael Filimowicz, Veronika Tzankova, 2018-06-27 This is the first extensive compilation documenting contemporary third wave HCI covering key methodological developments at the leading edge of human computer interactions Now in its second decade as

a major current of HCI research the third wave integrates insights from the humanities and social sciences to emphasize human dimensions beyond workplace efficiency or cognitive capacities Where the earliest HCI work has been strongly based on the concept of human machine coupling which expanded to workplace collaboration as computers came into mainstream professional use today HCI can connect to almost any human experience because there are new applications for every aspect of daily life Volume 2 Methodologies covers methodological approaches grounded in autoethnography empathy based design crowdsourcing psychometrics user engagement speculative design somatics embodied cognition peripheral practices and transdisciplinarity Video Structure Meaning Brian C. O'Connor, Richard L. Anderson, 2019-10-02 For over a century motion pictures have entertained us occasionally educated us and even served a few specialized fields of study Now however with the precipitous drop in prices and increase in image quality motion pictures are as widespread as paperback books and postcards once were Yet theories and practices of analysis for particular genres and analytical stances definitions concepts and tools that span platforms have been wanting Therefore we developed a suite of tools to enable close structural analysis of the time varying signal set of a movie We take an information theoretic approach message is a signal set generated coded under various antecedents sent over some channel decoded under some other set of antecedents Cultural technical and personal antecedents might favor certain message making systems over others The same holds true at the recipient end yet the signal set remains the signal set In order to discover how movies work their structure and meaning we honed ways to provide pixel level analysis forms of clustering and precise descriptions of what parts of a signal influence viewer behavior We assert that analysis of the signal set across the evolution of film from Edison to Hollywood to Brakhage to cats on social media yields a common ontology with instantiations responses to changes in coding and decoding antecedents The Handbook of Communication Engagement Kim A. Johnston, Maureen Taylor, 2018-04-27 A comprehensive volume that offers the most current thinking on the practice and theory of engagement With contributions from an international panel of leaders representing diverse academic and professional fields The Handbook of Communication Engagement brings together in one volume writings on both the theory and practice of engagement in today's organizations and societies The expert contributors explore the philosophical theoretical and applied concepts of communication engagement as it pertains to building interaction and connections in a globalized networked society The Handbook of Communication Engagement is comprehensive in scope with case studies of engagement from various disciplines including public relations marketing advertising employee relations education public diplomacy and politics The authors advance the current thinking in engagement theory strategy and practice and provide a review of foundational and emerging research in engagement topics The Handbook of Communication Engagement is an important text that Provides an overview of the foundations and philosophies of engagement Identifies the contexts of engagement relating to specific areas across government and corporations including CSR consumer activism diplomacy digital and social impact Includes examples of contemporary

engagement practice Presents applications of engagement and technology Offers insights on the future directions of engagement The Handbook of Communication Engagement offers an essential reference for advanced undergraduate graduate students practitioners and scholars from communication media advertising public relations public policy and public diplomacy areas The volume contains a compendium of the writings on the most recent advances on the theory and practice of engagement Winner of the 2018 PRIDE Award for Innovation Development and Educational Achievement from the Public Relations Division of the National Communication Association

Advances in Cognitive Translation Studies Ricardo Muñoz Martín, Sanjun Sun, Defeng Li, 2021-11-18 This book presents the latest theoretical and empirical advances in cognitive translation studies It involves the modes of written translation interpreting sight translation and computer aided translation In separate chapters this book proposes a new analytical framework for studying keylogged translation processes a framework that reconciles a sociological and a psychological approach for studying expertise in translation and a pedagogical model of translation competence It expands the investigation of cognitive processes by considering the role of emotional factors reviews and develops the effort models of interpreting as a didactic construct The empirical studies in this book revolve around cognitive load and effort they explore the influences of text factors e g metaphors complex lexical items directionality while taking into account translator factors and evaluate the user experience of computer aided translation tools

Social Media and Politics Glenn W. Richardson Jr., 2016-11-21 This two volume set explores the various ways social media are profoundly changing politics in America The last decade has seen dramatic changes in the U S political process The advent of social media and other new forms of expression have enabled an unprecedented number of citizens to enter the political arena by expressing their opinions about issues and candidates in ways that can influence untold numbers of voters and officials But the vast majority of politicians have not fully grasped how social media has fundamentally changed the process of communication or adjusted to the dramatic shift in political power that is taking place Written by experts on the intersections of politics public opinion and popular culture this book examines how new media have brought political power to the people like never before provided new channels through which politicians communicate and attempt to influence public opinion and caused a game changing shift in political power Volume one focuses on how savvy politicians are learning to communicate in new ways via new media in order to enhance their political appeal The second volume examines the various ways in which individuals or groups who use new social media are affecting voters decisions applying pressure to elected or appointed officials and influencing the direction of the country

Web Engineering Maria Bielikova, Tommi Mikkonen, Cesare Pautasso, 2020-06-09 This book constitutes the proceedings of the 20th International Conference on Web Engineering ICWE 2020 which was planned to take place in Helsinki Finland during June 9 12 2020 Due to the corona pandemic the conference changed to a virtual format The total of 24 full and 10 short contributions presented in this volume were carefully reviewed and selected from 78 submissions The book also contains 4 PhD and 7 demo papers The papers were

organized in topical sections named User interface technologies performance of Web technologies machine learning testing of Web applications emotion detection location aware applications sentiment analysis open data liquid Web applications Web based learning PhD symposium demos and posters

Museums and Technologies of Presence Maria Shehade, Theopisti Stylianou-Lambert, 2023-09-05 In view of the ever increasing use of interactive and emerging technologies in museum spaces *Museums and Technologies of Presence* rethinks the role of such technologies as potential facilitators of presence and as vehicles for offering new immersive and embodied visitor experiences This edited collection presents theoretical approaches and case studies that explore how presence can be experienced in museum spaces and what role technology can play in visitor experiences It considers the theoretical underpinnings of the concept presence for museum spaces offering a critical examination of how immersive and other emerging technologies can affect diminish or enhance our sense of presence and embodiment Through an international range of case studies and innovative projects this volume considers emerging technologies including virtual reality augmented reality interactive multisensory installations and AI alongside different aspects of presence including immersion embodiment empathy emotion engagement and affect Taking an interdisciplinary approach *Museums and Technologies of Presence* will be beneficial to those researching or studying in the fields of Museum Studies Digital Humanities Computer Science Information Science and Digital Media It will also be useful to museologists curators and artists who are interested in developing immersive experiences experimental new media and immersive aesthetics

Revue Canadienne Des Sciences de L'information Et de Bibliotheconomie ,2005

Bulletin of the American Society for Information Science and Technology ,2007

Defining and Measuring Engagement in User Experiences with Technology Heather Lynn O'Brien,2008

Why Engagement Matters Heather O'Brien,Paul Cairns,2016-05-30

User Engagement UE is a complex concept to investigate The purpose of this book is not to constrain UE to one perspective but to offer a well rounded appreciation for UE across various domains and disciplines The text begins with two foundational chapters that describe theoretical and methodological approaches to user engagement the remaining contributions examine UE from different disciplinary perspectives and across a range of computer mediated environments including social and communications media online search eLearning games and eHealth The book concludes by bringing together the cross disciplinary perspectives presented in each chapter and proposing an agenda for future research in this area The book will appeal to established and emerging academic and industry researchers looking to pursue research and its challenges This includes scholars at all levels with an interest in user engagement with digital media from students to experienced researchers and professionals in the fields of computer science web technology information science museum studies learning and health sciences human computer interaction information architecture and design and creative arts

Library Literature & Information Science ,2007 An index to library and information science literature

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Improving Research Through User Engagement Mark Rickinson,Judy Sebba,Anne Edwards,2011 There are increasing calls for social science researchers to work more closely with research users References to engaging users in and with research are now common in research funding requirements national research strategies and large scale research programmes User engagement has therefore become part of the rhetoric of educational and social science research But what is user engagement how can it be achieved and what challenges and opportunities does it present for researchers and research users The authors of this new book present an authoritative overview of recent theoretical debates practical developments and empirical evidence on the role of user engagement in contemporary educational and social science research The book focuses on the relationship between user engagement and research design and emphasises how user engagement needs to be understood as an interplay between the different kinds of knowledge and expertise held by researchers and users Drawing on evidence from studies involving different kinds of research users there is detailed discussion of the dynamics and complexities of working with practitioners service users and policy makers The authors make clear that user engagement has definite implications for the way in which research is designed managed and commissioned and the way in which researchers and research users are trained supported and encouraged to interact Written for the many professionals involved in funding doing and using research within education and other social sciences this book provides conceptual guidance on different approaches and interpretations of user engagement examples and evidence of effective strategies for engaging practitioners service users and policy makers capacity building ideas and implications for researchers and research users specific suggestions as to how the conceptualization management scaling up and evidence base of user engagement could be improved At the core of this forward thinking text is a robust analysis of an important facet of modern social science research The authors evidence based evaluative approach provides a useful detailed analysis of an area of social science research methodology which is increasingly valued and emphasised by research councils and mediators

Measuring the User Experience Thomas Tullis,William Albert,2008 Measuring the User Experience Bill Albert,Tom Tullis,2013-05-23 Measuring the User Experience was the first book that focused on how to quantify the user experience Now in the second edition the authors include new material on how recent technologies have made it easier and more effective to collect a broader range of data about the user experience As more UX and web professionals need to justify their design decisions with solid reliable data Measuring the User Experience provides the quantitative analysis training that these professionals need The second edition

presents new metrics such as emotional engagement personas keystroke analysis and net promoter score It also examines how new technologies coming from neuro marketing and online market research can refine user experience measurement helping usability and user experience practitioners make business cases to stakeholders The book also contains new research and updated examples including tips on writing online survey questions six new case studies and examples using the most recent version of Excel Learn which metrics to select for every case including behavioral physiological emotional aesthetic gestural verbal and physical as well as more specialized metrics such as eye tracking and clickstream data Find a vendor neutral examination of how to measure the user experience with web sites digital products and virtually any other type of product or system Discover in depth global case studies showing how organizations have successfully used metrics and the information they revealed Companion site www.measuringux.com includes articles tools spreadsheets presentations and other resources to help you effectively measure the user experience

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