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1-1-2018

## User Experience Study on Social Media Habits

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### Recommended Citation

Robinson, Joy, "User Experience Study on Social Media Habits" (2018). *RCEU Project Proposals*. 207.  
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# Proposal Content

## Faculty or Research Mentor:

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Research lab: Evaluation and User Experience Lab (VUElab) MOR 228

Previous RCEU: No

## *User Experience Study on Social Media Mobile Habits*

**Project Summary**—Currently researchers find it difficult and expensive to conduct mobile UX field studies because there are few tools capable of collecting data similar to that available in lab studies (e.g., video/audio recordings of user interaction, user diary recordings). This study will use a current mobile app like Appsee, which include touch heatmaps and screen recordings, with vlogging, and weekly interviews including eye/mood tracking to collect users experiences. The user experiences and reactions will be collected in response to the implementation of a Social Media (SM) campaign—a set of guidelines dictating the use of SM like Facebook or Twitter to accomplish a specific goal.

Collaborate with the VUElab faculty to conduct a User Experience (UX) experiment to determine the effectiveness of a SM campaign on mobile device users. The experiment has two primary goals 1) to evaluate the efficacy of two different SM campaigns, and 2) to make recommendations on a set of features needed for a future mobile UX software application. The experiment will be conducted during the summer over the course of a series of weeks. During this time, the research team will monitor the mobile device usage of study participants. The experiment will include the recruitment of 100+ participants, the deployment of an electronic survey, multiple participant interviews and subsequent transcription, and the write up of a report detailing the findings from the study.

**Student Prerequisites**-Students interested in this position need to be familiar with Social Media (i.e., Facebook, Youtube, Twitter, Snapchat) and social science research including data collection from interviews, surveys, and observations. Additional familiarity with collecting data from websites (i.e., monitoring clicks, bounce rate, and abandonment), descriptive statistics, usability, user experience, heuristics, or HCI is a preferred. The successful applicant will have a good academic record and should have excelled in technical writing, HCI, or user experience classes. While not essential, experience with computer programming is desirable.

**Student Duties**—The selected student will work directly with faculty to implement the experiment based on the approved protocols. Our experiment schedule will be intense; we will recruit,

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survey, interview and follow multiple participants across a period of 5 or 6 weeks. This is an outstanding opportunity for students to experience primary data collection, learn about research protocols, and gain a better understanding UX best practices. The student will be exposed to various technical skills and technology including recording equipment, video editing, transcription of interview texts, eye-tracking and software, data analysis, and collaboration with an interdisciplinary faculty team. A positive attitude, excellent organizational skills, strong communication, and self-motivation are essential traits the successful student will need for this role. The study will culminate with the completion of a series of publications explicating the research findings. The deliverables will be published as noted:

- Journal Article in UAH's Perpetua—A peer-reviewed student academic journal
- Uahstudentblog.com—An official post on the UAH Technical Writing student blog
- White paper—A publically available report that explains and prioritizes features important in mobile UX app development

**Mentor Supervision and Interaction**—The student will work on site with faculty in the VUElab. Working hours will be flexible, but students will be expected to adhere to the schedule once established. The faculty member will be supervising, mentoring, and also be working on the experiment so regular contact will be vital to the success of the collaboration. Direct interaction will occur regularly to assess progress, talk about and resolve issues, and to evaluate the ongoing work. Thoughtful, detailed feedback will be provided and is expected in return. Assistance will be available, but a high level of independence and problem solving is required.