Group SOZ Evaluation of Project

CSE 4461 Hypermedia & Multimedia Tech XI SONG, SHUNICHI OCHIAI, XIAO ZENG

Since last presentation...

- Made hypermedia system.
- Changed the testing material.
- Changed to screen recording.

Methodology - Intent

- Adaptive hypermedia
- Evaluation
- Two navigation approach
- Performance and user experience

Methodology - Participants

- 20 Participants
- Recruited randomly from the campus
- Unpaid volunteers
- User Model

Methodology - Apparatus

Experiment: Macbook Pro 15.6, with touchpad

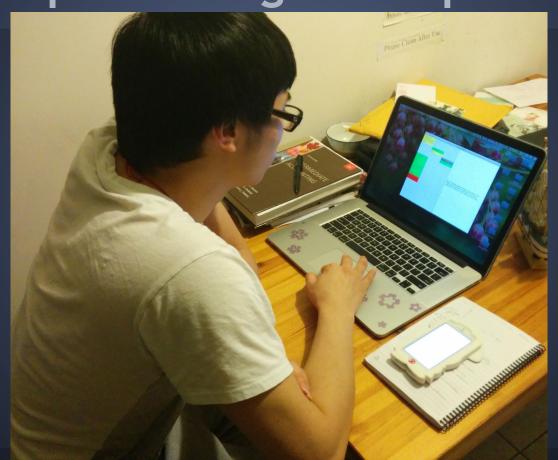
Video Recording: Quicktime Player

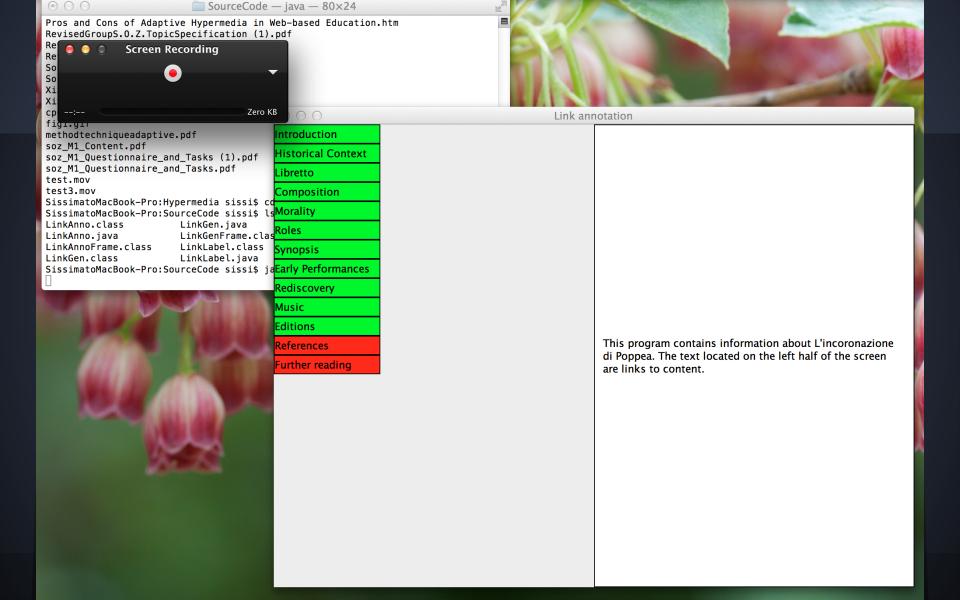
Timing: iPhone (by hand)

Questionnaire: Two-sided

A) Questions before tasks.	
1) What is your gender? Male Female	C) Questions after tasks.
2) What is your age?	1) How easy was it to find the answer you want?
	Very Hard 1 2 3 4 5 Very Easy
3) How many hours do you spend on the web per c	(Answer 2a) if link annotation software was used, 2b) if the link generation software was
0~2 2~4 4~7 7	used.) 2a) You were presented with a technique that had links changing states as you navigated. Did you find this effect useful?
	Not useful 1 2 3 4 5 Very helpful
	2b) You were presented with a technique that had recommended next links presented at the bottom of the page as you navigated. Did you find this effect useful?
	Not useful 1 2 3 4 5 Very helpful
	3) Were there any specific difficulties or problems when using the system to find your answer? If so, please state the problem.

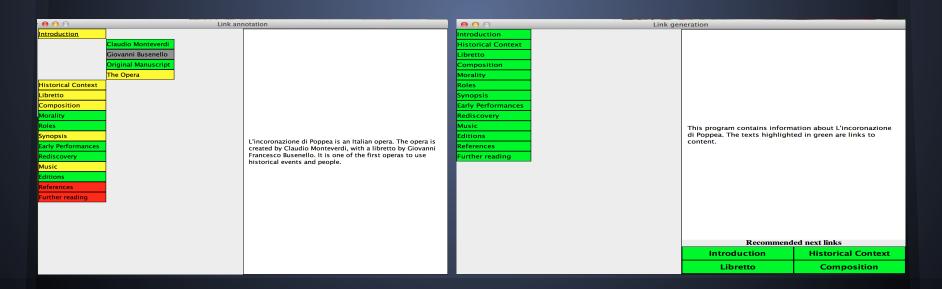
A participant doing the experiment





Software

Custom made navigation systems: Link Annotation Link Generation



Methodology - Procedure

- Introduce the navigation system used
- Brief on the experiment procedure

Participant:

- Pre-task questions
- Find Answer for two prepared questions
- Post-task questions

Examiner:

- Count Time
- Record Screen
- Process Data

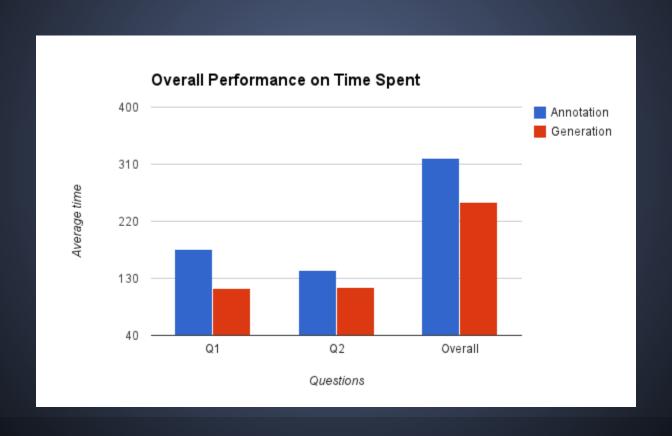
Data From Recording

- Time taken to find answer
- Pages visited
- Relevant pages visited
- Recommended links used

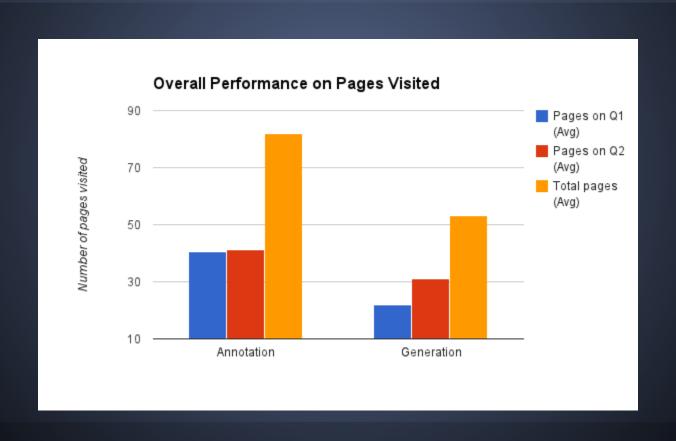
Methodology - Design

- Between Subject
- Independent Variables : Approach
 - Level: Link Annotation, Link Generation
- Dependent Variables : Performance, User experience

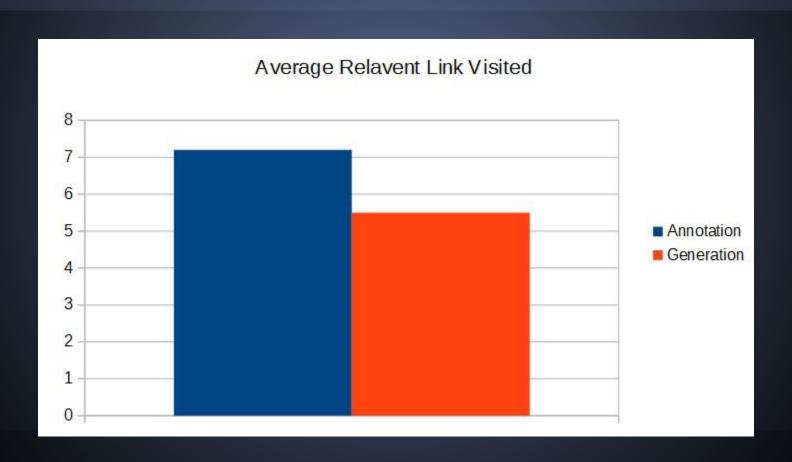
Performance - Time



Performance - Pages Visited

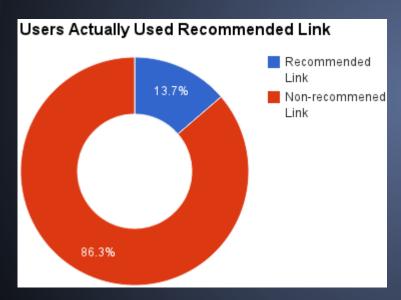


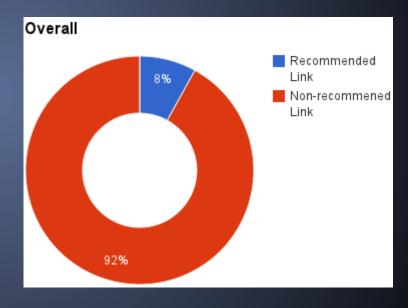
Performance - Relevant Pages



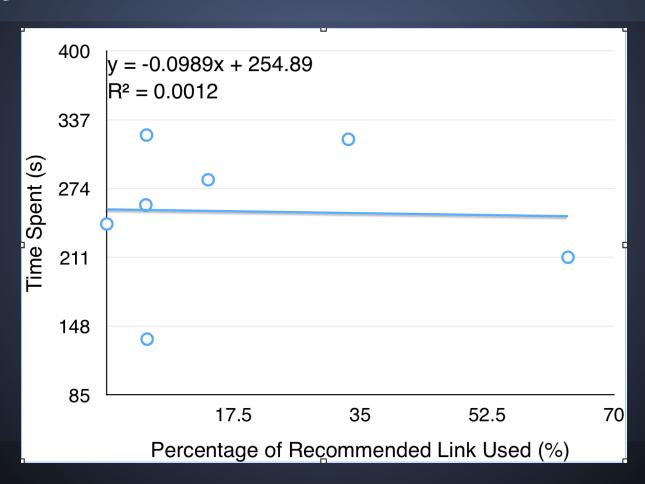
Percentage of Recommended Links

From the Link Generation Group:

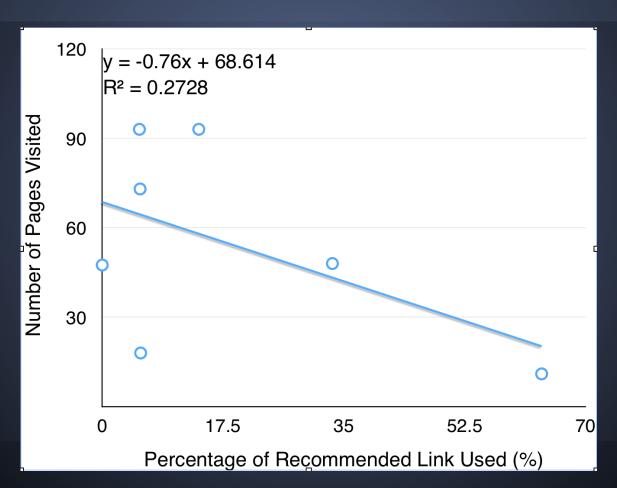




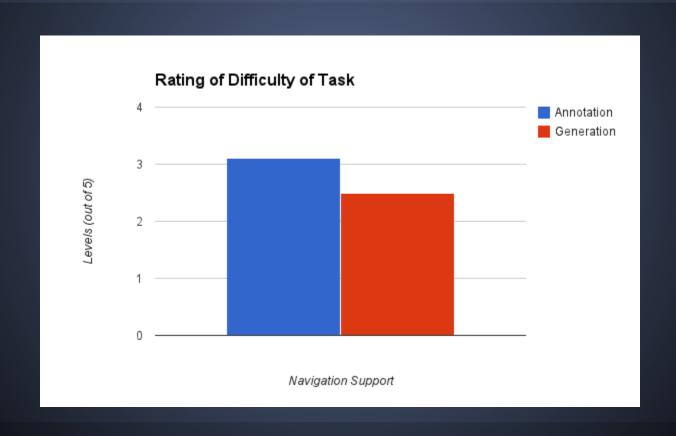
Study of Recommended Links I



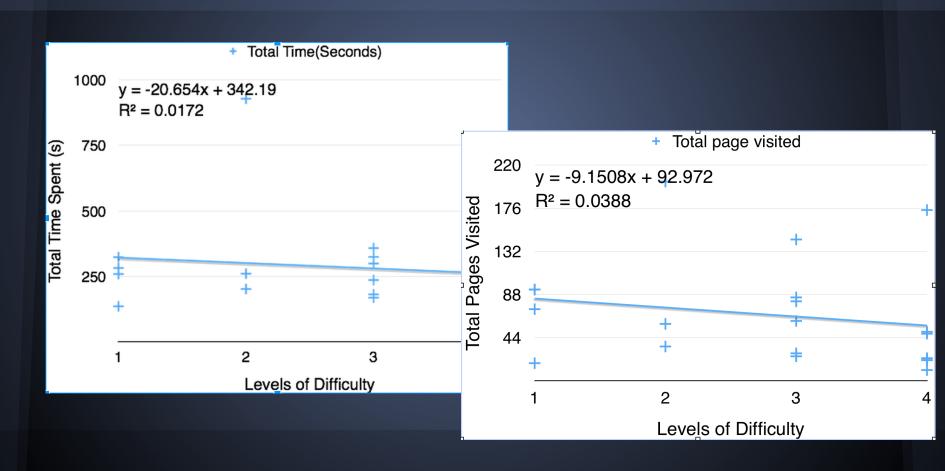
Study of Recommended Links II



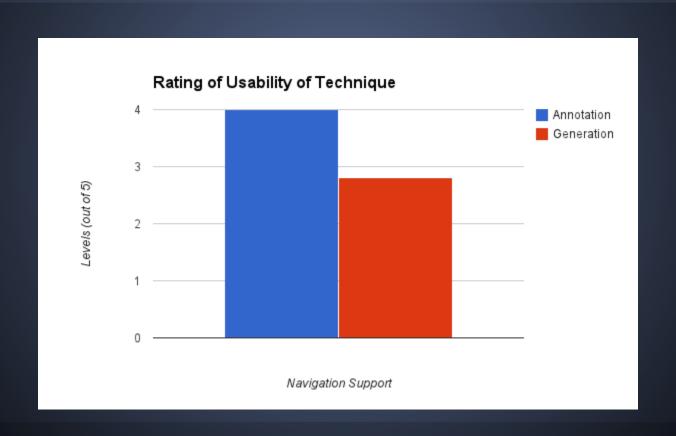
User Experience - Difficulty



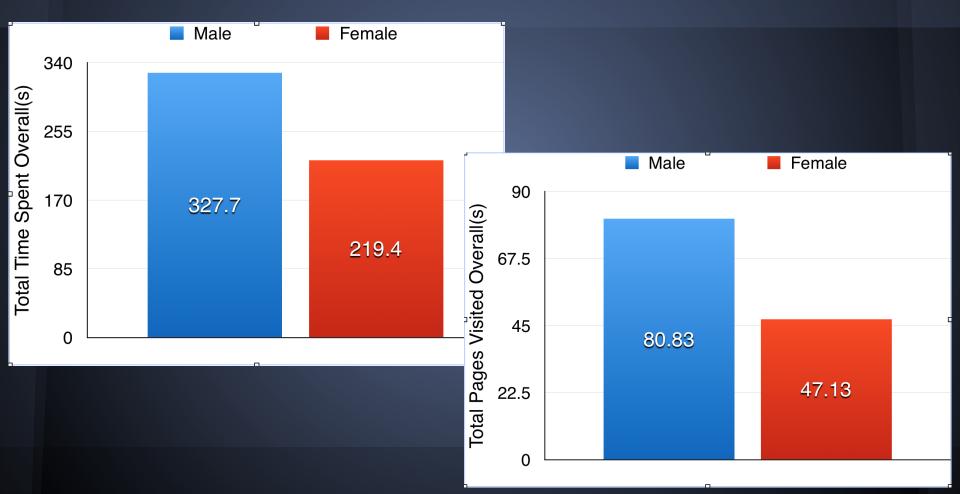
Performance: Difficulty Rating



User Experience - Usability



Gender Variance



User Experience - Comments

Link Annotation:

- "Could not easily differentiate between items which expanded and items which were just data"
- "Links should show that they have subdirectories regardless if they have been clicked"
- "It doesn't show how many subdirectories there are"

Link Generation:

- "Lack of visual comfort"
- "Inconsistent links"
- "wasn't clear enough"

Comments Continued

- "A search function would make it much better"
- "Please add an option to go back. I missed the correct answer and cannot go back"
- "Need an explicit navigation bar"

Future Work

- Scale of the Project
- Improvement of Visual Representation
- Adaptation Along with Browser Features

Conclusion

- Confusions
- Difference of Observation and Evaluation
- Impact of Internet

Reference

- 1. Paul De Bra.Pros and Cons of Adaptive Hypermedia in Web-based Education. Eindhoven University of Technology. *CyberPsychology & Behavior*. February 2000, 3(1): 71-77. Eindhoven University of Technology. DOI:10.1089 /109493100316247.
- 2. Peter Brusilovsky. 1996. Methods and Techniques of adaptive hypermedia. *User Modeling and User Adapted Interaction*, Vol.6, Issue 2-3, pp 87-129. Kluwer Academic Publishers. DOI:10.1007/BF00143964
- 3. Peter Brusilovsky. 1997. Efficient techniques for adaptive hypermedia. *Intelligent Hypertext*. pp. 12-30. Springer Berlin Heidelberg.
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- 5. Peter Brusilovsky. 2004. Adaptive Navigation Support: From Adaptive Hypermedia to the Adaptive Web and Beyond. *PsychNology Journal*, 2(1), pp. 7-23.
- 6. Peter Brusilovsky. 2007. Adaptive Navigation Support. In: Brusilovsky, P., Kobsa, A., Nejdl, W. (eds.) Adaptive Web 2007. LNCS, vol. 4321, pp. 263-290. Springer, Heidelberg.
- 7. Peter Brusilovsky. 2003. Adaptive navigation support in educational hypermedia: the role of student knowledge level and the case for meta-adaption. *British Journal of Educational Technology*. vol.34. No.4. pp. 487-497.
- 8. Wolfgang Nejdl, Judy Kay, Pearl Pu, Eelco Herder. 2008. Adaptive Hypermedia and Adaptive Web-Based Systems: 5th International Conference, AH2008, Hannover, Germany, July 29 August 1, 2008, Proceedings.

Questions?