Understanding Online Reputation Information -

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(Helsinki Institute for Information Technology) &
Olli Immonen (Nokia)

Example of usability work within Future Internet SHOK

Originally presented at the User-Centric Evaluation of Recommender Systems and Their Interfaces

Workshop of the 4th ACM Recommender Systems conference (RecSys 2010), Barcelona

(http://ucersti.ieis.tue.nl/2010/program.html)

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Paper deals with

- Usability of reputation information
- ….as communicated through recommendations

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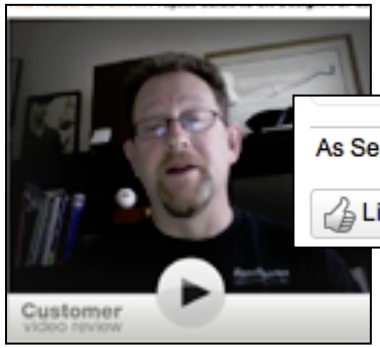
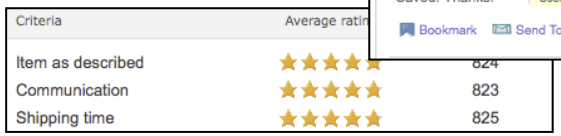
Reputation Information

Can be presented by

visual or textual means

- or both.





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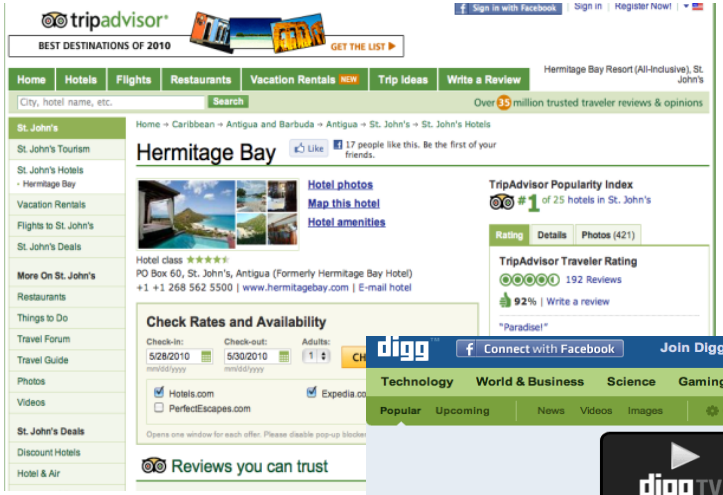
amazon.com
Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition (Paperback)
Steve Krug
DON'T MAKE ME THINK
$26.40
In Stock.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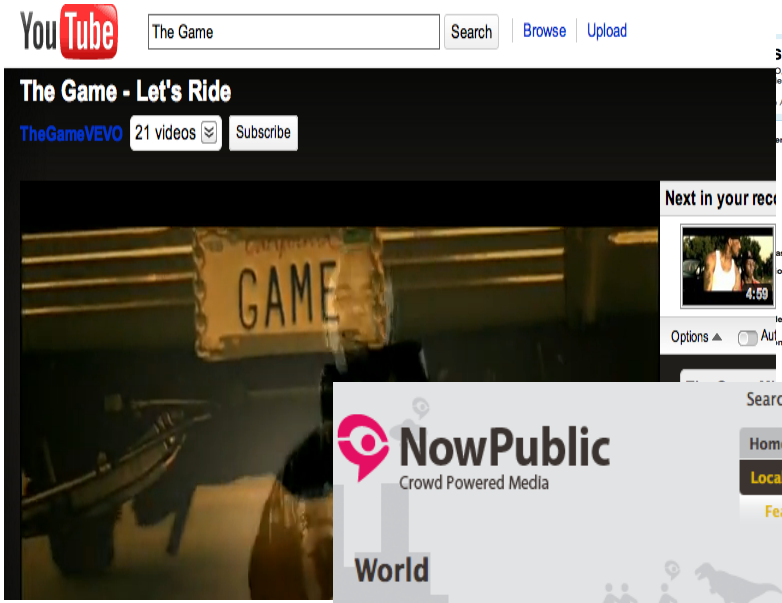
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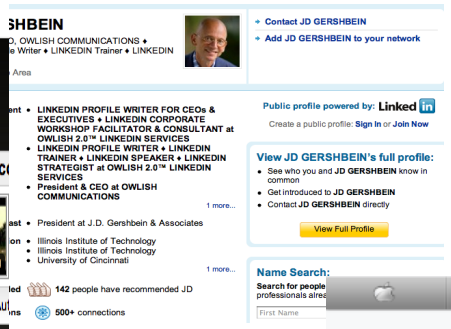
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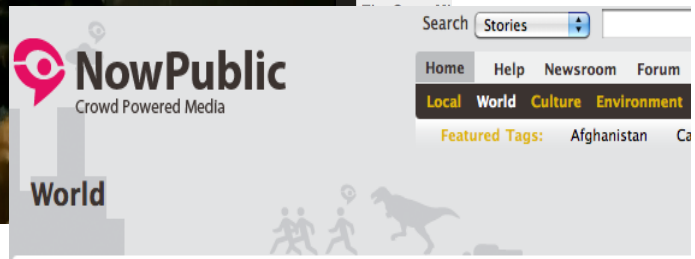
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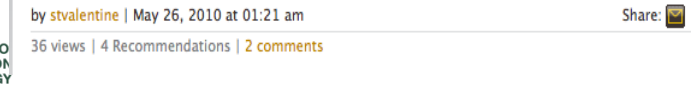
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Research Question

”Why is the reputation information underutilised?”

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WidSets Study

User interviews + Web based questionnaire (mobile + PC use)

Results:

Visually prominent UI elements act as main source of information for decision making.

Less prominent information was overlooked.

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Karvonen, K, Kilinkaridis, T, Immonen, O: *WidSets: A Usability Study of Widget Sharing*, in: T. Gross et al. (Eds.): INTERACT 2009, Part II, LNCS 5727, pp. 461–464, 2009. The Proceedings of INTERACT 2009, 12th IFIP TC13 Conference in Human-Computer Interaction, August 24-28, 2009, Uppsala, Sweden

Nokia Ovi Store Study

www.ovi.com →
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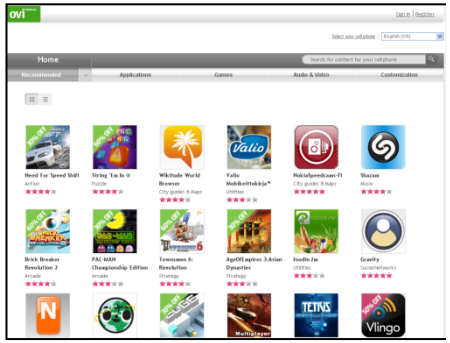

Semi formal usability tests (following think aloud protocol) + User interviews

Results:

Lack of cohesion between different reputation elements.

Users found quality & credibility of the reputation information questionable.

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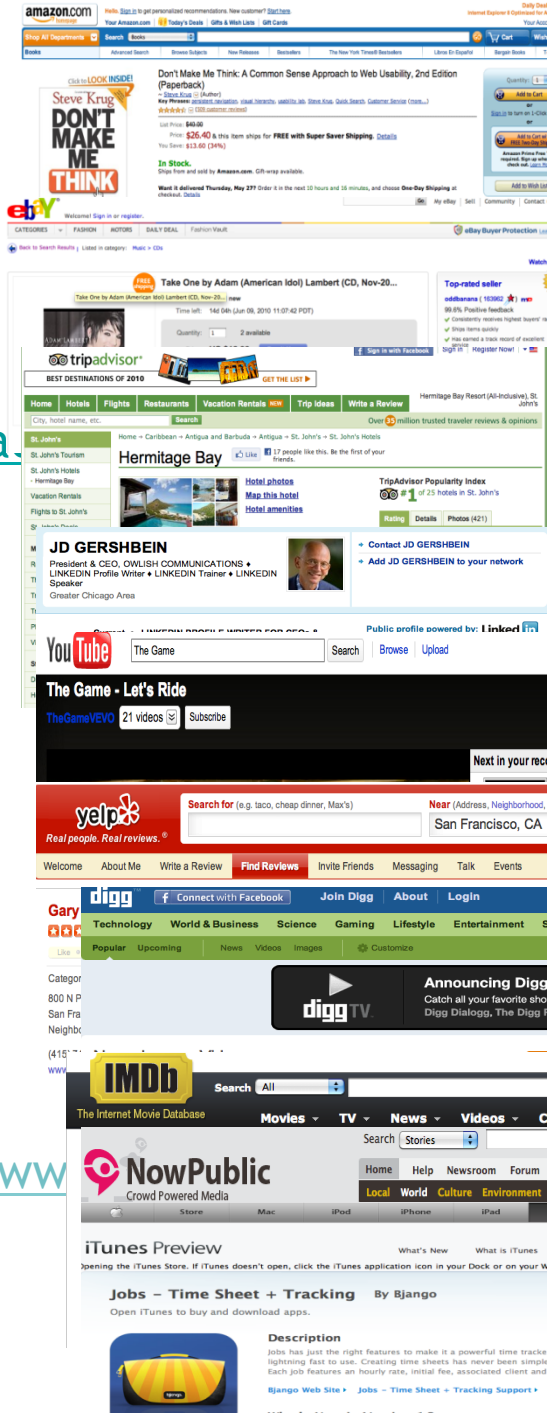
Heuristic + Expert evaluations

- Amazon (shopping), www.amazon.com
- eBay (shopping), www.ebay.com
- TripAdvisor (hotel & vacation reviews), www.tripa
- LinkedIn (networking tool), www.linkedin.com
- YouTube (video sharing), www.youtube.com
- Yelp (reviews & recommendations for local business), www.yelp.com
- Digg (social news), www.digg.com
- NowPublic (social news), www.nowpublic.com
- IMDb (serial & moview reviews), www.imdb.com
- AppStore (Apple's store for iPhone applications), ww iphone/apps-for-iphone/



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Hypotheses

H1. Websites offering reputation information have problems with overall usability that may affect usage of the reputation information.

H2. More specifically, reputation information provided has additional problems with usability.

H3. Visual prominence of reputation elements is guiding the decision making process. The visually prominent elements on the recommender websites are wrong.

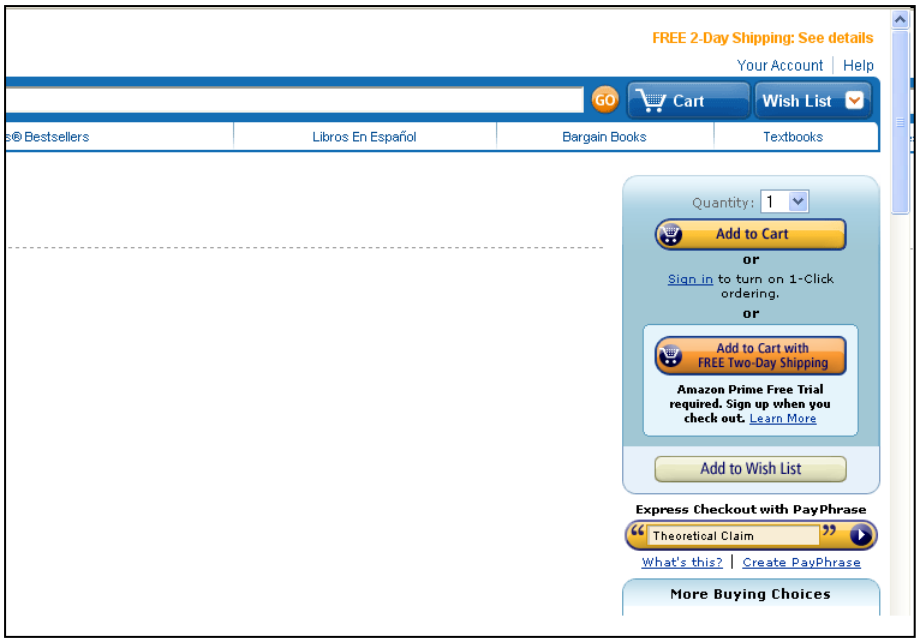
Heuristics

1. Visibility of system status.
2. Match between system and real world.
3. User control and freedom.
4. Consistency and standards.
5. Error prevention.
6. Recognition rather than recall.
7. Flexibility and efficiency of use.
8. Aesthetic & minimalistic design.
9. Help users recognize, diagnose and recover from errors.
10. Help & documentation.

(Jacob Nielsen)

Heur 2:Match Between System & Real World

Amazon



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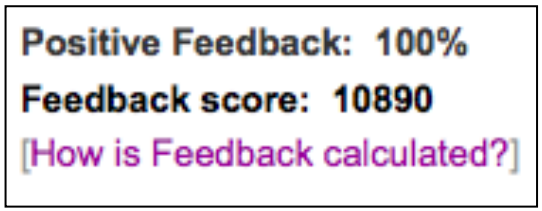

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Heur 4:Consistency & standards

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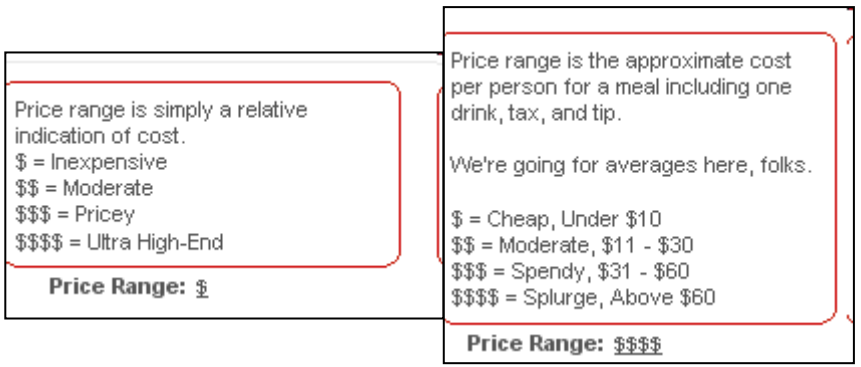

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Heur 5:Error Prevention

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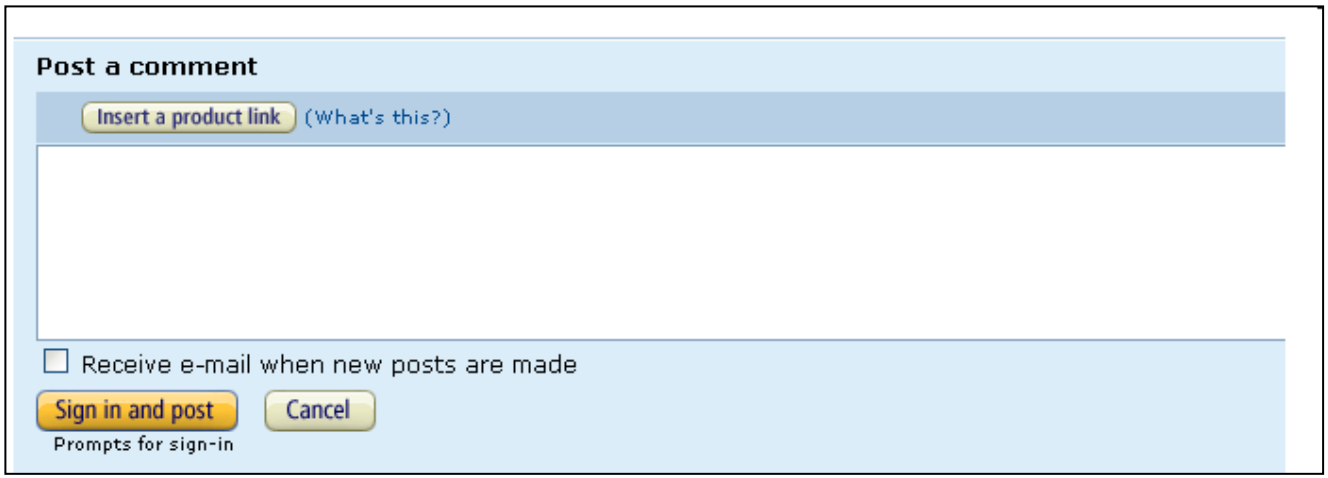

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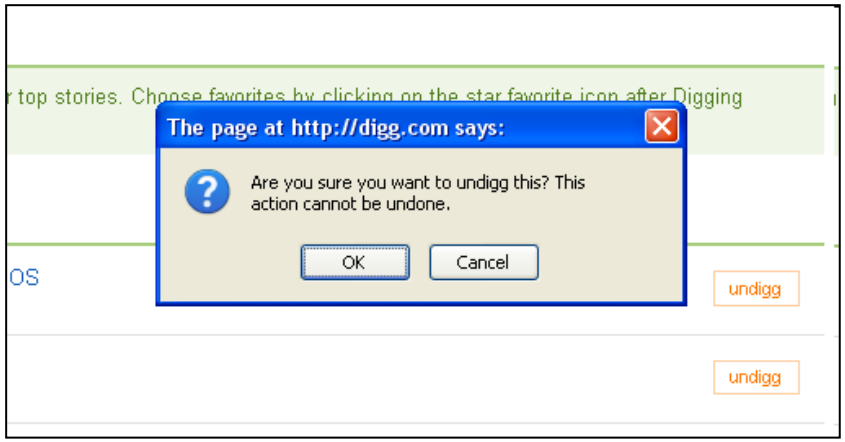

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Heur 8:Aesthetic & Minimalistic Design

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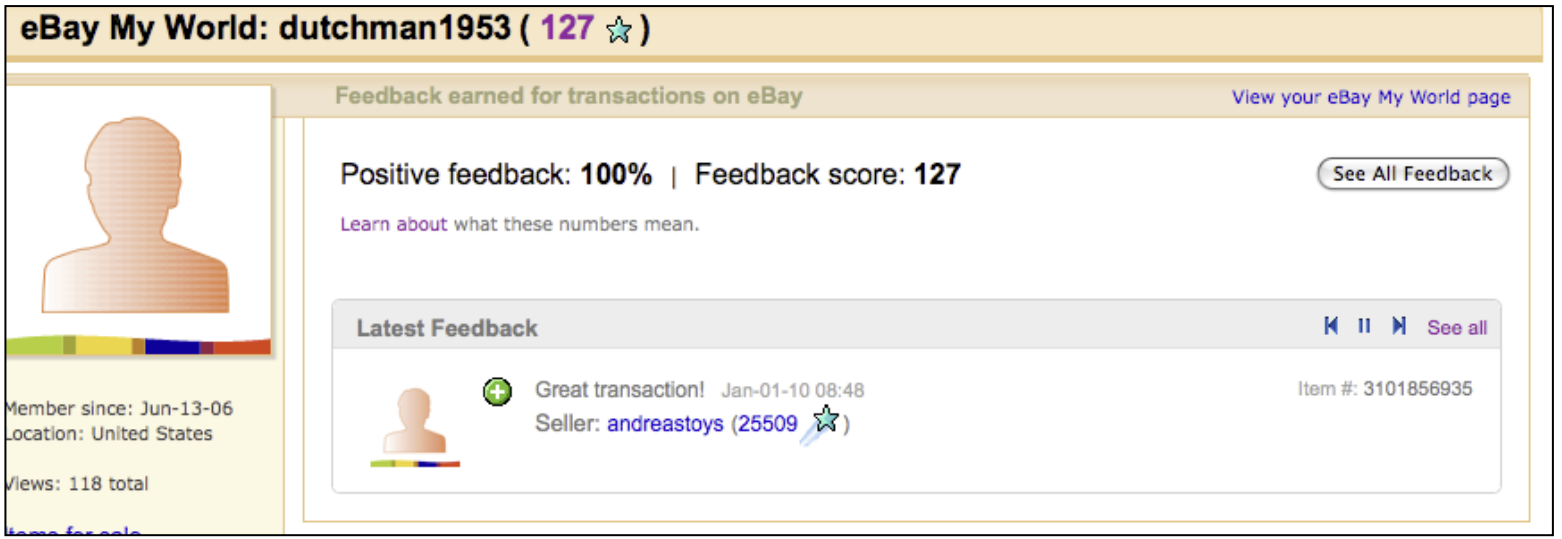

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Visual Elements Representing Reputation Information: ”an estranged and large family”

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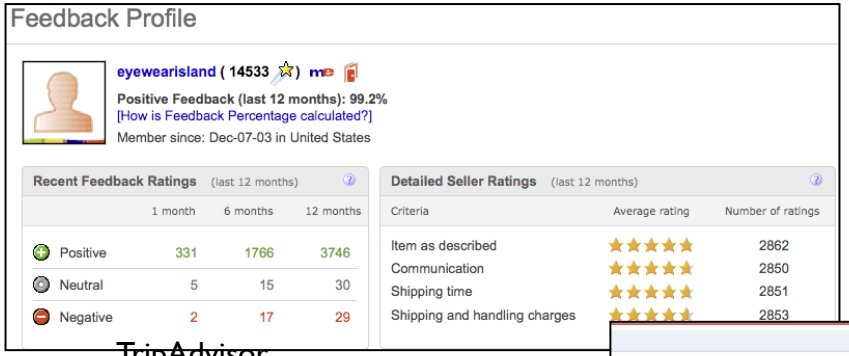

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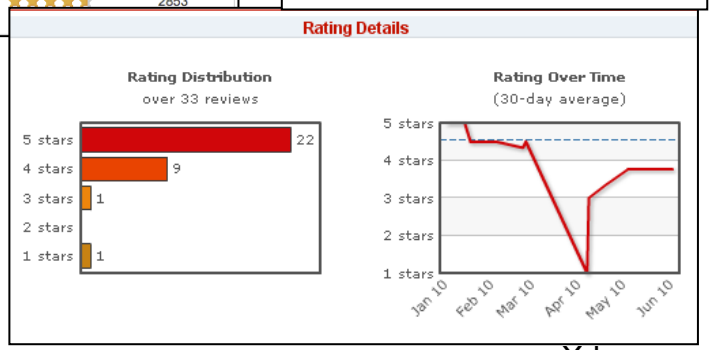

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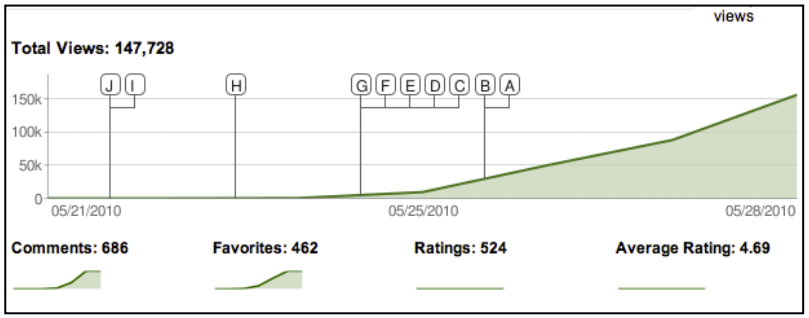

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Results vs. Hypotheses

H1. Websites offering reputation information have problems with overall usability that can affect usage of the reputation information.

→ Yes. The sites did mostly poorly in the evaluations.

H2. More specifically, reputation information provided has additional problems with usability.

→ Yes. Reputation information was disconnected, cluttered, hard to understand.

H3. Visual prominence of reputation elements is guiding decision making process. Visually prominent elements on the recommender websites are wrong.

→ Probably yes. Reputation information is not visually connected; it has different representations on different sites; visually presented information does not pop up on the sites offering it.

A user study should be run to confirm or reject the findings.