Exploring younger and older people's experience of interacting with advertisements on social media
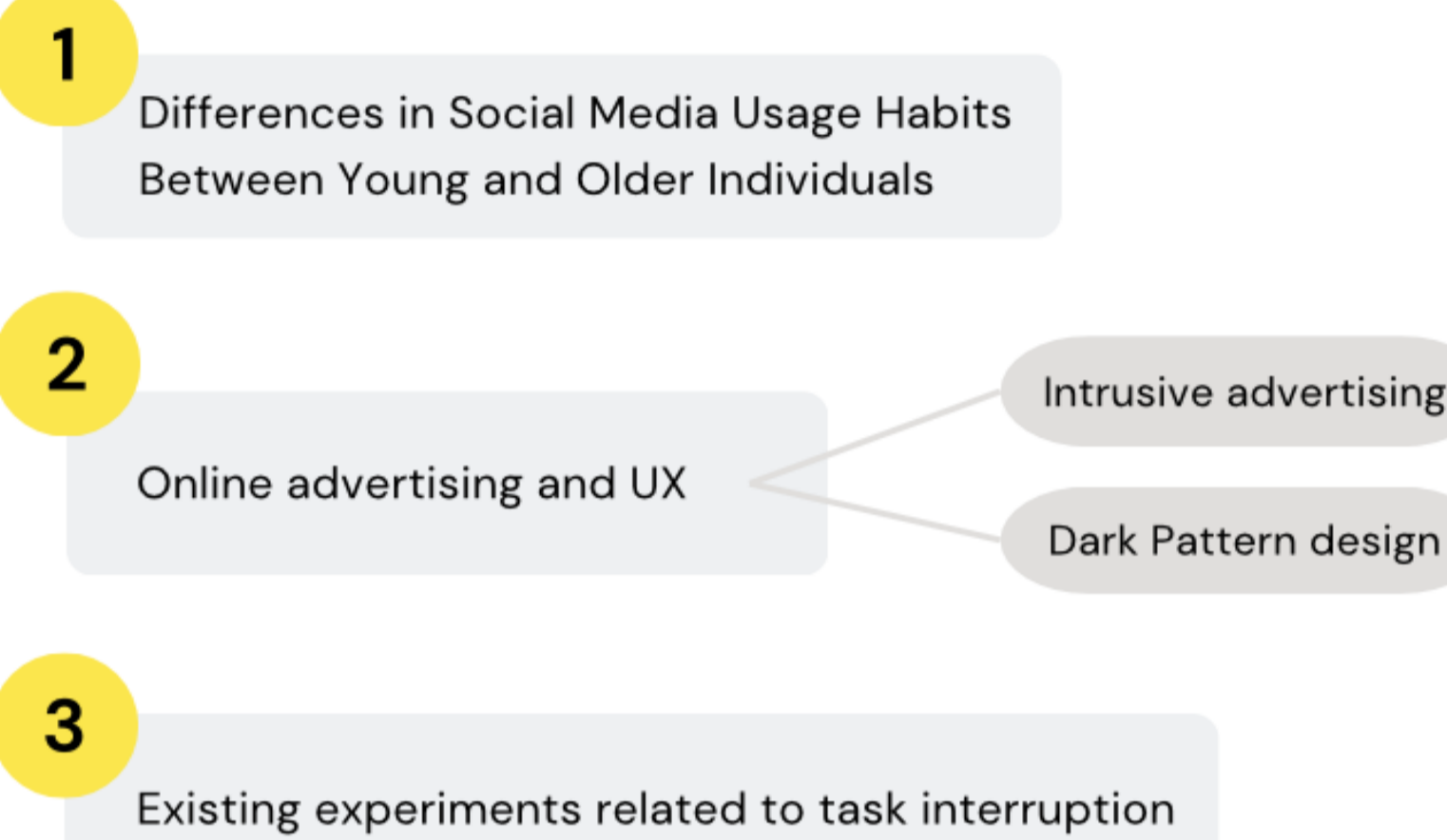
Academic Project
Yi-Tzu Yang

Abstract

The focus of this study is to investigate how young and older people interact with online advertisements in the community, specifically focusing on two advertising techniques, intrusive advertisements and dark patterns in advertisements, and analysing the behaviour and mood changes of different age groups

Prototype : Advertising

Research Background

The background of the study is discussed in three parts :

1 Differences in Social Media Usage Habits Between Young and Older Individuals

2 Online advertising and UX — Intrusive advertising / Dark Pattern design

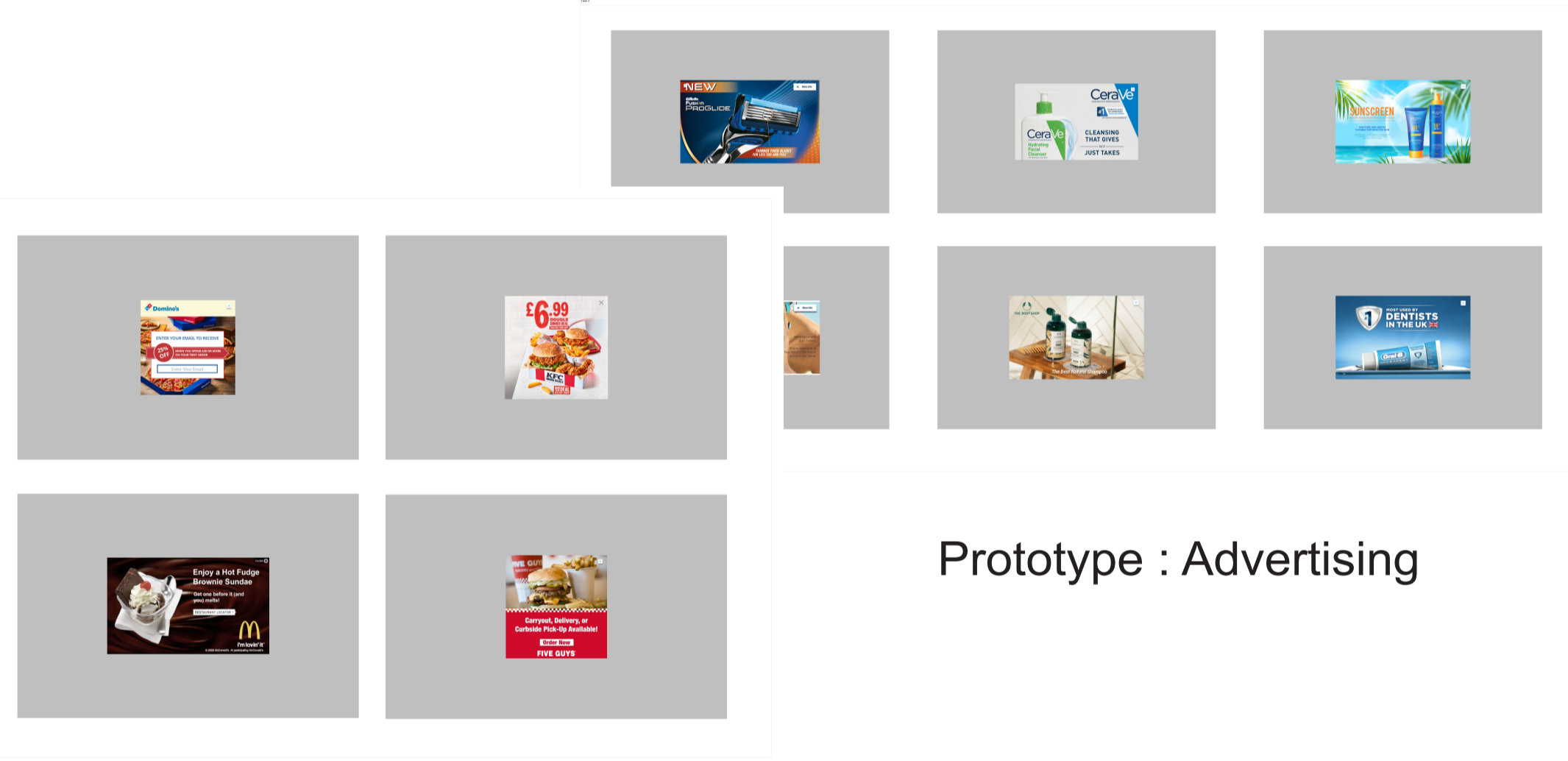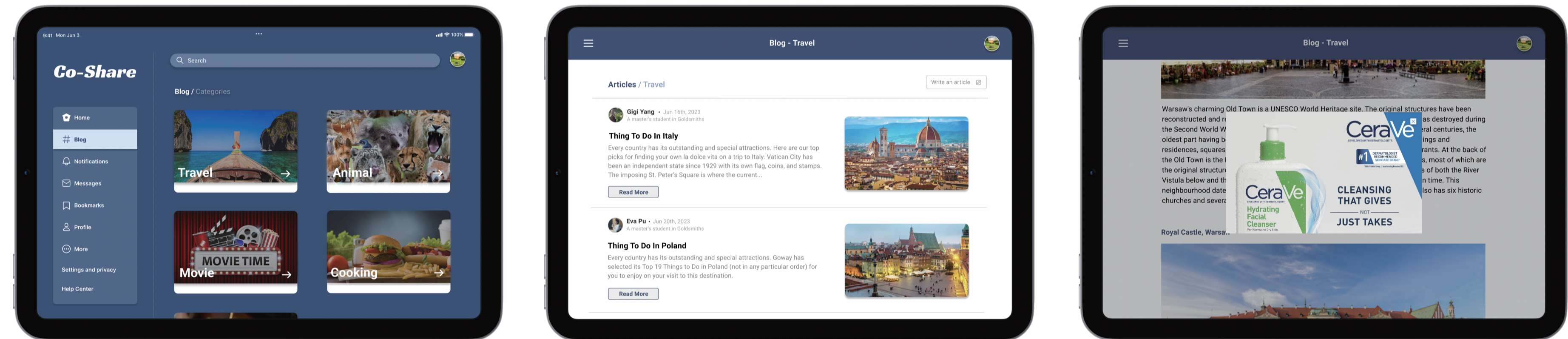**3** Existing experiments related to task interruption

Research Questions

R1 : How do older people and younger people experience interruptive online adverts?
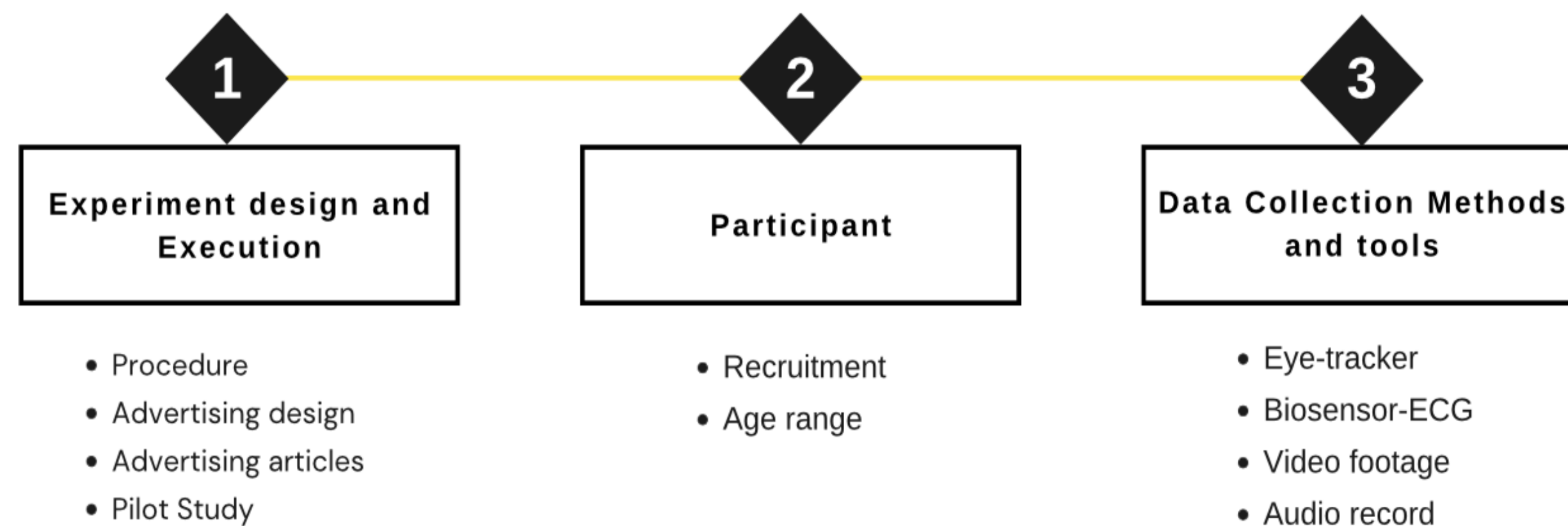
R2 : Are older people more likely to make mistakes and be misled than younger people with online adverts?

Diagram / Design

Methodology

1 Experiment design and Execution
- Procedure
- Advertising design
- Advertising articles
- Pilot Study

2 Participant
- Recruitment
- Age range

3 Data Collection Methods and tools
- Eye-tracker
- Biosensor-ECG
- Video footage
- Audio record

Research Results / Conclusions & Future Work

H1: Older people are more irritated by being interrupted by online adverts.
H2: Older people are more skeptical about online adverts than younger people are.

The experimental results confirm that young people spend a longer total dwell time than older participants when interrupted by adverts, and this study could not tell whether the older adult were more annoyed than the young because the ECG data did not change much. In addition, based on the error rate and the results that young people are more likely to make mistakes, there is no way to fully answer the question of whether the older adults are more sceptical of our hypothesis than the young because there are many factors that make them sceptical. Future research should explore the criteria for assessing scepticism to achieve a more in-depth study.

Title: Give the title of your project

Name:

Abstract

Summarise the project.

Introduction & Background

Introduce the project, the reason for it and what the objectives are for it. Summarise the state of the art and the literature background and show how your project contributes to the state of the art or solves an identified problem.

Diagram / Design

This might show the technical architecture, views of the finished project, or examples of the context of use of the system or service that has been developed.

Study Methodology

Describe how you undertook your investigation research

And

Testing & Evaluation

Describe how you verified that the project met the specifications

Research Results

Describe how you analysed your research findings

Conclusions & Future Work

Give conclusions, and reflect on what has and has not been answered by your work. What would you do next?