ANNOUNCEMENT

BACHELOR THESIS

KEYWORDS

- Ad clutter
- User experience (UX)
- Advertising performance
- Empirical Bachelor Thesis

TOPIC: IMPACT OF CLUTTER ON USER EXPERIENCE (OBSERVATIONAL DATA SET COMBINED WITH WEB SURVEY)

Since publishers' (i.e., website owners and, thereby, content creators) revenue is directly linked to the number of ad placements, they have a clear incentive to clutter their webpages. However, if ads on a webpage start to take over too much space, visitors might get overwhelmed, which might hurt user experience (UX) and consequently lead to a substantial decrease in ad performance (e.g., click-through rate (CTR)). Research published on eMarketer (2016) also reveals that publishers who are looking to improve the UX should reduce clutter by lowering the number of ad placements on their websites.

The aim of the thesis, thus, is to examine the effect of ad clutter on UX. To perform the empirical study, the student will be given a real-life campaign data set and will additionally conduct a web survey among participants who will be asked to surf on the websites provided in the data set. Participants will then respond to a questionnaire covering several measures deriving UX variables. The findings from the thesis will have important implications for publishers having the aim of optimizing both revenue and UX.

Since a regression analysis will be carried out using the statistical software package R, a certain technical-mathematical understanding is a prerequisite for processing the topic.

LITERATURE:

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APPLICATIONS:

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