

# ANNOUNCEMENT

## BACHELOR THESIS

### KEYWORDS

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

### TOPIC: IMPACT OF CLUTTER ON USER EXPERIENCE (WEB EXPERIMENT)

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 conduct a controlled web experiment through which participants will be asked to surf on websites with varying number of ad placements. 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:

- **Hohnhold, H., O'Brien, D., & Tang, D. (2015):** *Focus on the long-term: It's better for users and business*, Proceedings 21st conference on knowledge discovery and data mining., Sydney, Australia.
- **Goldstein, D. G., Siddharth, S., McAfee, R. P., Ekstrand-Abueg, M., & Diaz, F. (2014):** *The economic and cognitive costs of annoying display advertisements*, Journal of Marketing Research, 51(6), pp. 742–752.
- **Lambrecht, A., Goldfarb, A., Bonatti, A., Ghose, A., Goldstein, D. G., Lewis, R., Rao, A., Sanhi, N., & Yao, S. (2014):** *How do firms make money selling digital goods online?*, Marketing Letters, 25(3), pp. 331–341.
- **Novak, T.P., Hoffman, D.L. & Yung, Y.F. (2000):** *Measuring the customer experience in online environments: A structural modeling approach*. Marketing Science, 19(1), pp. 22-42.

- **Loiacono, E.T., Watson, R.T. and Goodhue, D.L. (2007):** *WebQual: An instrument for consumer evaluation of web sites*. International Journal of Electronic Commerce, 11(3), pp.51-87.
- **Cho, C.H. (2004):** *Why do people avoid advertising on the internet?*, Journal of Advertising, 33(4), pp. 89-97.
- **eMarketer (2016):** *Marketers Find Ad Clutter Challenging*, Retrieved from <https://www.emarketer.com/Article/Marketers-Find-Ad-Clutter-Challenging/1014237>.

#### SUPERVISOR:

- Sila Ada: <https://www.wu.ac.at/imsm/jobs/team/sila-ada/>
- Guest Prof. Dr. Nadine Schröder: <https://www.wu.ac.at/imsm/jobs/team/nadine-schroeder/>

#### APPLICATIONS:

Applications with CV and transcript of records should be sent to Sila Ada ([sila.ada@wu.ac.at](mailto:sila.ada@wu.ac.at)).