LIBR 597: **RESEARCH COLLABORATION**
PREREQUISITES: MLIS and Dual MAS/MLIS: completion of MLIS core

Title: Measuring user engagement

Course supervisor: Dr. Heather O'Brien (h.obrien@ubc.ca)

Description of the area of investigation:

- Measuring user engagement in digitally mediated environments

- Conducting a scoping review of the literature from 2013-present.

Rationale and objectives for the study:

Engagement is typically defined as capturing and holding people's attention, and encouraging continuous interaction. Engagement can be a double-edged sword. Auto play videos, nudges toward sensational content on social media, and algorithms tailored to our online search and viewing histories are designed to keep us clicking, scrolling and invested. These tactics result in high "engagement" activity, but the use of these technologies is increasingly being linked to greater political polarisation, poor mental health outcomes, and the spread of mis/disinformation. Yet, at the same time, we rely heavily on these same technologies to keep us informed and socially connected, and many industries are developing digital solutions to address major challenges in healthcare, environmental sustainability, and education. In these settings, the goal is for engagement to mediate outcomes such as positive health behaviour change, learning, and social change.

In 2014, I co-authored a book called *Measuring User Engagement* (Morgan Claypool Synthesis Lecture Series) to examine the ways in which engagement is measured using self-report instruments and behavioural data (e.g., mouse clicks, page views). Artificial intelligence (AI) is changing the digital engagement landscape, surfacing new ethical and sense making concerns regarding what data is collected and how it is used. There are also calls for increasing "friction" in human-computer interactions to create more reflective, slower engagements, but this is practice does not align with current business models of the tech industry.

I am interested in tracing the ways in which measuring and evaluating engagement have evolved since the publication of the 2014 book in order to produce an updated overview of measuring engagement and its issues. I and am seeking a student interested in this area to assist me through a collaborative study.

Methods:

- Conduct a scoping review of the research literature according to best practices.

- Document the steps of the scoping review e.g., removal of duplicates, screening, and maintain records of the number of records at each step.

- Organize the screened records in a Latex bibliographic database with pdfs attached.

Resources:

Library research databases and search engines

Scholarly journal articles and conference papers

Bibliographic management software, specifically Latex for this project

Description of the final product: A bibliography of resources organized in Latex

Timeline: May-August 2022