Exploring the Impact of Interactive Advertisements on User Experience: An Evaluation of Different Types of Ads

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Abstract—**This research project aims to investigate the impact of interactive advertisements on user experience by evaluating various types of ads. Traditional advertising methods often irritate users and fail to effectively promote brands, products, or services. In response to these challenges, this study focuses on interactive ads, which provide engaging and interactive experiences for users. By evaluating different types of interactive ads, we seek to understand their potential to enhance user experience and overcome the limitations of conventional advertising methods. The research team will employ a mixed-methods approach, combining qualitative and quantitative research techniques. The evaluation will involve user surveys, interviews, and usability testing to gather data on user preferences, engagement levels, brand recall, and perception. Through statistical analysis and thematic coding, the findings will provide insights into the effectiveness and user experience of different interactive ad formats. The expected outcomes of this research include a comprehensive understanding of how interactive ads influence user experience, user engagement, brand recall, and brand perception. The research findings will contribute to the development of more effective and user-friendly advertising strategies that prioritize user experience and engagement. Furthermore, the research aims to provide actionable insights to advertisers and marketers seeking to improve the effectiveness of their advertising campaigns. By exploring the impact of interactive advertisements, this research project contributes to the advancement of advertising practices and aligns with the evolving needs and preferences of users in the digital age. The results of this study will not only benefit marketers and advertisers but also enhance the overall user experience in the advertising ecosystem.**

Index Terms—**HCI, User Experience, User Interface, Static Ads, Interactive Ads,**

I. INTRODUCTION

A. Background

IN today's digital landscape, advertisements play a pivotal role in promoting brands, products, and services. However, the effectiveness of traditional advertising methods has been increasingly questioned as users grow more resistant to intrusive and irrelevant ads [1]. Traditional approaches, such as banner ads or pop-ups, often fail to captivate users' attention, leading to reduced engagement, limited brand recall, and suboptimal outcomes for advertisers. As a result, there is a growing need to explore alternative advertising strategies that prioritize user experience and engagement.

B. Motivation

This research project focuses on exploring the impact of interactive advertisements on user experience. Interactive ads, characterized by their ability to provide engaging and interactive experiences, have emerged as a potential solution to the limitations of traditional advertising methods [2]. By incorporating gamification, personalized content, and interactivity, these ads aim to establish meaningful connections with users and deliver persuasive messages. Understanding the effectiveness of interactive ads in promoting brands, products, or services is crucial for advertisers and marketers seeking more effective and user-friendly advertising strategies.

C. Problem Statement

The problem at hand encompasses two main aspects. Firstly, there is a need to assess the effectiveness of interactive advertisements in engaging users and facilitating brand recall, comprehension of product claims, and risk disclosures. Secondly, it is crucial to address the potential irritations and negative experiences that users may encounter when interacting with such ads. By understanding the challenges and opportunities associated with interactive advertising, we can develop strategies to optimize these ads and improve user experience, leading to desired advertising outcomes.

To tackle these concerns, this research project aims to investigate the impact of interactive advertisements on user experience by evaluating different types of ads. By examining user engagement, recall, comprehension, and potential irritations, the study seeks to provide valuable insights for advertisers, marketers, and designers to enhance the effectiveness of interactive advertising campaigns.

D. Research Question

This research project aims to investigate the impact of interactive advertisements on user experience and advertising effectiveness. To achieve this, the study will address the following research questions:
- How do user attitudes and perceptions towards interactive advertisements influence their engagement and recall of advertised brands?
- What are the key factors that contribute to user comprehension of product claims and risk disclosures in interactive advertisements?
- How do different types of interactive ad formats (e.g., gamification, personalized content) affect user experience and engagement?
- What are the potential irritations and negative experiences that users may encounter when interacting with interactive advertisements, and how can they be mitigated?

E. Research Objective

The primary objective of this study is to comprehensively evaluate the impact of interactive advertisements on user experience. To achieve this, we will assess various types of interactive ads to understand their effectiveness in engaging users, enhancing brand recall, and improving overall brand perception [3]. By employing a mixed-methods approach, combining qualitative and quantitative research techniques, we aim to gather robust data on user preferences, engagement levels, and the effectiveness of different interactive ad formats.

F. Significance

The outcomes of this research hold significant potential for advertisers and marketers seeking more effective and user-friendly advertising strategies. By gaining insights into how interactive ads influence user experience, engagement, and brand perception, advertisers can tailor their campaigns to better resonate with their target audience [4]. Moreover, understanding the impact of interactive ads on user experience can pave the way for the development of innovative and engaging advertising approaches that prioritize user preferences and needs.

G. Research Approach

To accomplish our research goals, we will employ a range of research methods, including user surveys, interviews, and usability testing. The collected data will be subjected to rigorous statistical analysis and thematic coding, allowing us to draw meaningful conclusions and insights. It is essential to emphasize that the research findings are intended to provide actionable insights and recommendations to advertisers and marketers looking to enhance the effectiveness of their advertising campaigns [5].

H. Outline

In summary, this research project aims to contribute to the advancement of advertising practices by exploring the impact of interactive advertisements on user experience. By evaluating various types of ads, we seek to identify effective strategies that can address the limitations of traditional advertising methods and create engaging experiences for users. The results of this study have the potential to reshape advertising practices, improve user experience, and foster a more harmonious relationship between advertisers and their target audience.

II. Related Work

III. Methodology

IV. Experimental Results

V. Discussion

VI. Conclusion

Acknowledgment

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