In-app induced click questionnaire survey

This survey aims to understand the feelings and opinions of mobile device users about the induced clicks in applications. We will strictly comply with the standard process of user research, this questionnaire is collected anonymously, your submission will not cause any leakage of your privacy. It will take 2-3 minutes to complete this questionnaire. Thank you for your participation and help.

As we know, pop-up window in mobile applications is a common means of interaction. The pop-up window will appear in specific scenarios to inform users of certain key content by presenting relevant and important information, thus assisting the user's decision making. For legal and regulatory reasons, applications must inform users and obtain authorization through content pop-up windows in some scenarios. However, in order to increase the probability that the user will act in favor of the application, the application often adopts some "inductive" design to induce the user to pay attention to the information that the application wants the user to pay attention to, and ignores the information that is beneficial to the user.

I believe you have often encountered this "inductive" design, and the following two pictures are examples of it:

Figure 1: Inducing download the latest version. In this GUI, the "Close" button (the "X" symbol in the upper right corner of the pop-up window) is hidden and integrated with the surrounding area, while the "Upgrade Now" button is placed in the center and has an unusually bold color, which often leads users to click to upgrade the app.

Figure 2: Receiving a welfare bonus. When the application carries out activities, the following GUI will appear to attract users to participate. Also in the pop-up window, the "Go Now" button is obvious, while the "Close" button in the upper-right corner is hard to detect, making it easy for users to be induced to attend the activity.

1. Do you think the GUI in Figures 1 and 2 above is induced, that is, is it easy for you to press it accidentally?   [single-choice question]

Options	Subtotal	Proportion	
Yes.	156		94.5%
No.	9		5.5%
The number of valid fill-in	165		

2.When you encounter such GUI, do you ever have the following situation?   [single-choice question]

Options	Subtotal	Proportion	
Often press it accidentally and encounter an unexpected GUI	127		76.97%

Occasionally press it accidentally and encounter an unexpected GUI	34	20.61%
Never press it accidentally, and my operation is consistent with what the application excepts	4	2.42%
The number of valid fill-in	165	

3.In the GUI below, there are two buttons: "Receive Gift" and "Close",please score the easiness of finding these two buttons respectively. For example, 0 means very difficult to find, 10 means easy to find. The more to the right you slide, the easier it is to find.

Line title	Average value
The easiness of finding the "Receive Gift" button	7.26
The easiness of finding the "Close" button	4.37
	Average: 5.82

4. In the GUI below, there are two buttons "Update Now" and "Close",please score the easiness of finding these two buttons respectively. For example, 0 means very difficult to find, 10 means easy to find. The more to the right you slide, the easier it is to find.
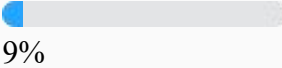

Line title	Average value
The easiness of finding the "Update Now" button	7.66
The easiness of finding the "Close" button	4.25
	Average：5.96

5. In the GUI below, there are two buttons "Confirm The Update" and the "Close", please score the easiness of finding the two buttons respectively. For example, 0 I very difficult to find, 10 is easy to find. The more to the right you slide, the easier it is to find.
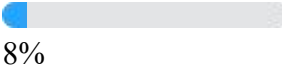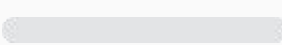
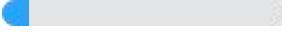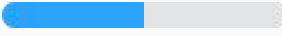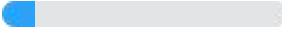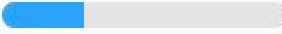| Line title	Average value
The easiness of finding the "Confirm The Update" button	7.55
The easiness of finding the "Close" button	4.51
	Average： 6.03

6.What kind of GUI do you think is more likely to press accidentally　[multiple-choice question]

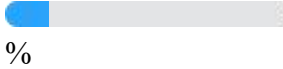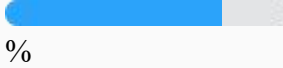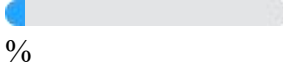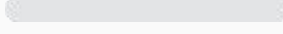| Options	Subtotal	Proportion
Advertisement	116	70.3%
Red envelope	100	60.61%
Update download	98	59.39%
Activity recommendation	89	53.93%
Other	0	0%
The number of valid fill-in	165	

7.If you press this kind of GUI accidentally, how is your feeling?   [single-choice question]

Options	Subtotal	Proportion	
Very annoying, don't want to see anything inside it, just want to quit immediately	137		83.03%
Very annoying, but since I've pressed in, let me see what's inside	15		9.09%
A little annoying, but since I've pressed in, let me see what's inside	13		7.88%
Still be calm as normal	0		0%
The number of valid fill-in	165		

8.In your opinion, compared to domestic applications, such induced GUI in foreign applications [single-choice question]
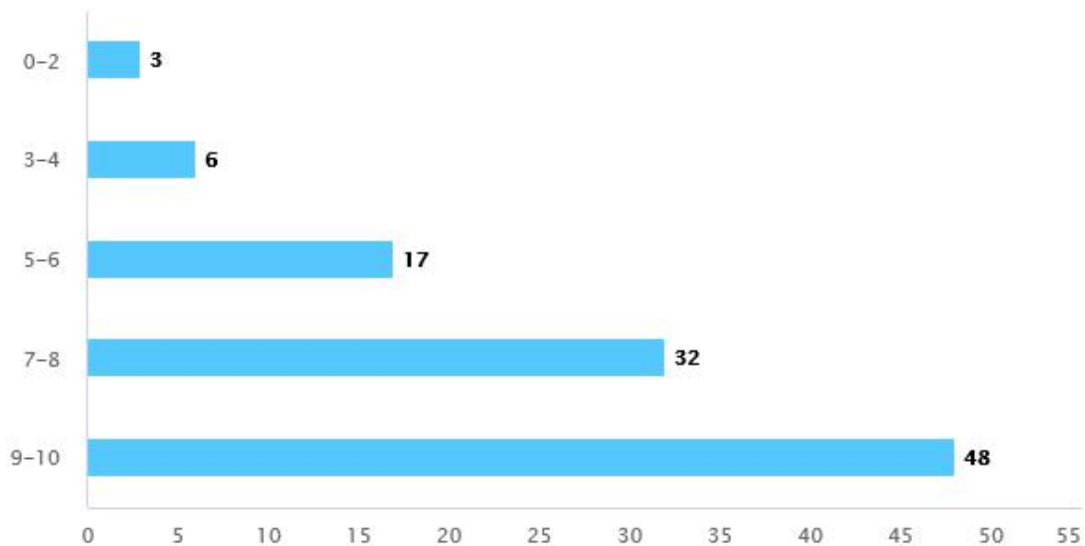
Options	Subtotal	Proportion	
Almost non-existent	13		7.88%
Much less than in domestic	73		44.24%
As many as in domestic	26		15.76%
I never use foreign apps	53		34.85%
The number of valid fill-in	165		

9.How do you think the "Open" and "Close" buttons should be designed, especially in adv, update alert, event recommendation, etc.?   [single-choice question]

Options	Subtotal	Proportion	
The "close" button should be more visible and the "open" button should be relatively unobtrusive	31		18.79%
The "open" and "close" buttons should be treated equally and should not visually favor one over the other	120		72.73%
The "open" button should be more visible and the "close" button should be relatively unobtrusive	14		8.48%
Other	0		0%
The number of valid fill-in	165		

10.When such induced GUI appear, if your device can guide you bypass it, How do you think about it?(The further you slide to the right means the more necessary it is) [slider]
Average value：7.64

11.When such induced GUI appear, if your device can help you detect buttons as your expectations, such as close, skip, etc., and buttons you don't want to click, such as open, enter, etc., you want your device: [single-choice question]

Options	Subtotal	Proportion
Mark both the "Close" and "Open" buttons	57	53.77%
Mark the "Close" button and block the "Open" button	28	26.42%
Close the entire GUI directly. I don't want to see it anyone	21	19.81%
The number of valid fill-in	106	

12.Your gender [single-choice question]

Options	Subtotal	Proportion
Male	74	45.45%
Female	91	62.76%
The number of valid fill-in	165	

13.Your age [single-choice question]

Options	Subtotal	Proportion
Under the age of 18	0	0%
18-35 Years old	126	76.36%
35-50 Years old	36	21.81%
Over 50 years old	3	0.02%
The number of valid fill-in	165	

14.Your educational background [single-choice question]

Options	Subtotal	Proportion
Primary school	0	0%
Middle school	1	0.61%
High school	9	5.45%
Bachelor degree	139	84.24%
Postgraduate degree or upon	16	9.7%
The number of valid fill-in	165	