
An Implicit Test Of UX: Individuals Differ In What They Associate With Computers

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Abstract

User experience research has made considerable progress in understanding subjective experience with interactive technology. Nevertheless, we argue, some blind spots have remained: individual differences are frequently ignored, the prevalent measures of self-report rarely undergo verification, and overly focus is on hedonic dimensions of experience.

A Stroop priming experiment was constructed to assess what people implicitly associate with a visual representation of a computing device. Three categories of target words were presented: hedonic, utilitarian and “geek” words. Longer response times were interpreted as stronger associations. Need-for-cognition and subject of undergraduate study (computer science vs. psychology) were taken as predictors for a hypothetical geek personality. The results suggest that persons with a geek predisposition tend to think of computers as objects of intellectual challenge and play, rather than tools or extensions of the self.

Author Keywords

geekism; hedonism; usability; Stroop task; priming; multi-method; mixed-effects models; individual differences; need for cognition

ACM Classification Keywords

H.5.2. User Interfaces: Evaluation/methodology

General Terms

Experimentation, Measurement, Theory

Introduction

In classic usability research, quality assessment of products has primarily focused on directly observable utility attributes. This is prominently represented in the ISO standard 9241-11, with its two sub-criteria effectiveness and efficiency, as well as its emphasis on user goals and tasks [21]. An array of behavioral measures have been developed and used by researchers to objectively assess or compare effectiveness and efficiency of user-system interaction [20].

At the same time, the ISO standard acknowledges that the value of a system or design extends beyond the mere utilitarian qualities. The subjective value of *user satisfaction* is introduced as “freedom from discomfort, and positive attitude to the use of the product”. The advent of user experience (UX) research has largely expanded the view on subjective values in user-system relation. Users’ subjective experience with interactive products is now widely recognized as holistic, dynamic and multidimensional [3]. In addition to the classic definition of satisfaction, users’ attitudes are now also defined with experiential aspects such as beauty [17], joy [25] and growth [16].

The majority of studies in classic usability and UX research operationalize (perceived) usability, satisfaction or UX qualities by self-reported judgments. While self-report instruments, such as Likert scales or

semantic differentials have efficiency and flexibility as their merits, they also have their limitations and potential biases.

The first goal of the present work is to extend the current (explicit) methodologies with an experimental method, the Stroop priming task, to *implicitly* assess the spontaneous associations with a product.

The second goal is to employ this implicit measure to test whether it is sensitive to individual differences in UX. We were specifically interested whether it would be sensitive to differences in curiosity towards and experience with “new technologies”. We coin the term “geekism” to capture a predisposition that we associate with great affinity for exploring and tinkering with technological devices. We predict that increasing levels of “geek” tendencies let persons form different associations with computing devices.

Measures of self-report

Bargas-Avila and Hornbæk in a review of user experience research [3] found that a large majority of studies use methods of self-report to assess quality attributes, such as aesthetic appeal, enjoyment or hedonic quality. They also conclude that subjective rating scales are frequently constructed ad hoc, and rarely undergo a rigorous validation. Furthermore, they suspect that frequently used scales, such as hedonic value and beauty, may suffer from low discriminative validity.

Even carefully designed measures of self-report are not without issues. A sequence of complex cognitive operations mediates between reading a questionnaire item and setting a mark on a Likert scale [23]. Biases

and spurious results are likely to happen on every stage of the judgment process. A comprehensive review of self-report measures is beyond the scope of this paper, instead the reader is referred to other treatments of the topic, such as the work of Schwarz and colleagues (e.g., [30, 31]) and to Lucas and Baird [23]. The latter authors conclude that "*errors that result from respondents' inability to remember past behaviors or their unwillingness to accurately report their feelings are unlikely to be shared across different measurement techniques*". Hence, they call for multi-method assessment, where experimental and implicit techniques complement or validate self-reports.

The Stroop priming task

Facing the limitations of self-report scales, the fields of personality psychology and consumer psychology are currently adopting methods, that assess an individual's tendency through *implicit methods* [28]. As an implicit method, the *Stroop priming task* assesses which associations an individual forms towards a priming stimulus, let's say the picture of a smart phone. Longer response times in the subsequent color-naming task indicate strong associations between prime and target word.

In the classical Stroop task, the subjects see color words, but have to name the ink color, not the word itself. Word and ink color are either congruent or incongruent, or the word is neutral (i.e., it is not a color word). The typical result is that subjects' response is delayed in the incongruent condition, which is called the *Stroop effect*. This is commonly interpreted as an interference of the target word's meaning with the color naming task. The Stroop task has been replicated in

dozens of studies over several decades and has been found robust in many variants [24].

A more general interpretation of the Stroop effect is that the stronger a target word captures the attention of a person, the more delayed is the response. In general, people who have been disposed to think about a certain topic typically show slowed reaction times in naming the ink color, when this topic is semantically associated with the target word. As an example, imagine, a person sees a picture of a bank and makes an association with "money". This person is likely to show delayed reaction time when seeing the target word "dollar", compared to, let's say, "flower".

This effect is called *priming* and can be explained with the theory of *spreading activation*. Concepts are thought to be represented in memory as nodes, and learned relations between them as associative pathways [2]. When a node in the network gets activated, this activation will spread along the associative pathways to connected areas in memory. This spread of activation increases availability of related concept for further cognitive processing, which is referred to as *priming* [34]. At the same time, a forming association consumes attention and distracts the person from the primary task of naming the color. In the original Stroop experiment, the task itself is the prime: the meaning of the color word is literally related to the task itself, which is naming a color.

In a recent applied example, Sparrow, Liu and Wegner [32] found that persons who had been given a knowledge question as a prime, showed delayed response times on target words related to computers and the World Wide Web. They take this as a sign of

how modern technology has changed the way we approach knowledge tasks, in that we rapidly think of computers.

We apply the Stroop priming task to measure the associations that are activated when seeing an interactive computing device, for example a smart phone. To assess the direction of the association, we used three categories of target words: hedonic, utilitarian and “geek” words. We predict individual differences in the direction of the associations.

Individual differences

In 1996, Dillon and Watson regretted: *“The study of individual differences is as old as psychology itself , and one may wonder how it has remained so marginal to mainstream HCI which is usually receptive to psychological theory.* [10]. In the meantime, quite a few HCI studies examined individual differences. Most seem to examine the impact of cognitive, perceptual or motor capabilities on interaction performance (e.g., [11, 13]). A seemingly smaller number of studies address the role of personality and traits in user-system interaction (e.g., [1, 6]).

In contrast, virtually all recent UX studies seem to resort to what Dillon and Watson call an experimentalist, as opposed to a differentialist, perspective , assuming *“relative homogeneity among subjects of whatever ability is required to perform a task , often relegating inter-subject differences into the category of error variance”* [10]. For example, studies on the interplay between usability and hedonistic properties typically focus on co-variation of different subjective ratings on products [18], but little is known on the subjective relevance of usability and, let’s say,

beauty. Some other studies address situational factors, such as the impact of different instructions in an interaction task. For example, Hassenzahl and Ullrich showed how induced instrumental goals change retrospective evaluation of a usage episode [19]. But, it has to our knowledge not been examined how individuals differ in their predisposition to form instrumental, or other, goals when using a computer.

Hedonism, utility and geekism

As we have outlined above, the classic view on product quality is instrumental, focusing on utility. Hassenzahl and Ullrich showed that having an instrumental motivation to use a product, changes behavior and attitude of a user [19]. If focusing on utility is a motivational state, we find it compelling to ask: is this just situational or may there be an underlying *motif*, where individuals differ in how utilitarian they are? The same question may be asked for an individual’s tendency to prefer hedonic qualities, (e.g. visual appeal, social identity) over utility, or as Diefenbach and Hassenzahl put it: be-goals over do-goals [9].

A purely utilitarian individual, we presume, thinks of technology as a tool to complete tasks and reach goals. For utilitarian users, functionality and usability are preferred qualities. In contrast, a hedonic user would appreciate the surface features of a product, such as brand and visual appeal.

Furthermore we presume that a third motivational predisposition may play a role: technology enthusiasm, or *geekism* as we call it. With geekism we denote an individual’s strong urge and endurance to understand the inner workings of a technical system. The stereotypical geek user prefers a Linux box over a

Target word examples

Hedonism: attractive, popular, stylish, impression, exciting, elegant, pride

Utility: useful, potent, performance, tool, govern, serving, multifunctional

Geekism: understand, improve, master, configure, play

Prime picture examples



computer equipped with Windows, spends more time on customizing a smart phone than using it, and is enthusiastic about the idea that all electronic devices in his household communicate to each other via network. Maybe, he or she has also helps parents and grandparents in keeping pace with the digital age, maintaining and upgrading their software and devices.

Our experimental predictions are primarily about geekism compared to the classic dimensions of user experience. Three categories of target words were created for the Stroop color naming task: hedonism, utility and geekism. The strength of association with one of the word categories is measured by response latency in the color naming task. It is expected that individuals with a stronger geek predisposition would show stronger associations with geekism words, after being primed by a picture of a computing device.

Assessing the geek predisposition

What could be a prevailing motif of geek users? We imagine geek users as having a strong urge to understand the inner workings of systems. They appreciate the intellectual effort to master a technical system. So, the degree to which an individual enjoys intellectually demanding tasks, may be a good predictor.

In order to approximate individual differences related to the geekism concept we have opted for the Need for Cognition Scale (NCS) [8]. Individuals with high scores on the NCS scale tend to be flexible in their choice of learning strategies. In addition, they are usually highly motivated for challenging tasks, not strongly influenced by surface features (e.g. aesthetic aspects of a system), and they have excellent control over their

attentional resources [7, 29]. In contrast, individuals low in need for cognition show little affection for complex thought and are considered to rely more on others to find meaning in outside events [12]. Taken together, we expect a relation between the need for cognition scores (as an approximation for geekism traits) and the strength of associations with geekism target words.

As a second predictor for geekism we chose the subject of undergraduate study of the subject. It is assumed that computer science students have a stronger predisposition for being geek as compared to psychology students. While the need-for-cognition score captures appreciation of intellectual challenges, subject-of-study is believed to capture the preference for technology-related topics.

Method

Sample

Forty-one Dutch University students participated in the study, 16 were enrolled in a Computer Science (CS) program and 25 were enrolled in a Psychology program (PSY). CS students were rewarded with six Euro and the chance to win one of two coupons with a value of 30 Euro. The PSY students participated as part of their course fulfillment.

Materials & Apparatus

One author generated and classified 90 Dutch target words, 32 for hedonism, 28 for utility and 30 for geekism (see examples in Figure 1). Another author independently classified the words and Cohen's Kappa was calculated to 0.835, giving support for an acceptable inter-rater reliability. Black-and-white pictures of five smartphones, five tablets and five



Figure 1 Sequence of the Stroop priming task

notebooks were used for priming. The pictures were rather neutral, neither showing the product in operation, nor being very stylish. Visible brand marks were erased from the pictures to exclude a possible bias. The Stroop task experiment was designed with E-prime [27] and administered on a Windows PC, optimized for reliable response time measures.

Procedure

Individual sessions started with the experiment. First, subjects were briefed to use the Z, X, N and M keys to respond to the color of the shown targets (red, blue, green and yellow) [4]. They got instructions to watch the priming picture and respond as accurate as possible to the color naming task. Two training blocks with neutral primes (greyscale pictures of fruits) and targets ('XXXXXX') made the subjects familiar with the task.

The actual experiment consisted of six blocks with 15 trials each, and five short breaks to prevent fatigue. A set of 15 prime pictures were used, each appearing once per block. Ninety different target words of the three categories (hedonism, utility, geekism) were randomly assigned to the same number of trials. Colors were randomly assigned to the trials. The within trial sequence starts with the priming image, which is shown for 5 seconds, giving subjects sufficient time to form associations. Following a fixation cross (1s) the Stroop color naming task is given (Figure 1) and response time is measured.

After the subjects completed the Stroop task, they were asked to fill out the need-for-cognition scale, consisting of 18 five-point Likert scale items, such as: "The notion of thinking abstractly is appealing to me".

Finally, the subjects were debriefed and thanked for their participation.

Data analysis

In the experiment the subjects' undergraduate study and NCS score are between-subject factors. The word class (hedonism, utility and geekism, in the following denoted as HUG) is a within-subject factor. Every subject encountered each of the 90 HUG words exactly once. The relationship between the predictors Study and NCS and the response time was estimated by a mixed-effects model. Following [22], two intercept random effects were introduced: one subject-level random effect for the overall reaction time of a subject and one material-level random effect for the overall reaction-time tendency of words.

Assessing statistical significance in mixed effects models by asymptotic statistical tests (such as the F-test) is not without problems [5]. For this reason, it was opted for estimation via Markov-Chain Monte-Carlo sampling, using the *MCMCglmm* program from the correspondent package [15] as supplied in the R system for scientific computing [26]. Weakly informative priors were used. Confidence limits of coefficients were obtained from the highest posterior density and used for hypothesis testing. Note that in Bayesian mixed-effects models, correction of alpha error for multiple comparisons usually is unnecessary [14].

Results

In total, we obtained 3690 response time measures, 90 per subject and 41 per word. Mean response time was 1007ms (sd=368). The need-for-cognition score (NCS) ranged from 2.4 to 4.6 (m=3.7, sd=0.54). For all

subsequent analyses, the z-standardized NCS score was used.

The data was visually screened, following the protocol in [35]. Residuals of the response time had a slight skew, and variance seemed to weakly increase by the predicted means. A logarithmic transformation did not reduce the problem. So, we stayed with the original scale, but explicitly modeled for heteroscedasticity between groups. An association between NCS and Study was observed ($F=9.221$, $p<.01$), with CS students showing higher need for cognition on average. While statistically significant, this association is weak ($R^2=0.17$), so there is low risk of collinearity. Although subjects underwent a practice phase, a visible learning effect remained. Therefore, we added the trial order as control variable. Visual inspection suggested that the learning rate varied strongly between individuals. This

Table 1 Estimated fixed effects coefficients, with 95% confidence limits and alpha error. Reference groups for treatment contrasts are HUG=geekism and Study=PSY.

	Coef	L-95	U-95	p	
Intercept	1126.6	1043.6	1213.8	0.000	***
Order	-1.6	-2.5	-0.6	0.000	***
CS	-52.3	-173.2	66.8	0.388	
Hedo	-3.6	-58.7	54.9	0.895	
Util	-51.9	-112.1	7.9	0.096	+
NCS	32.1	-29.8	89.8	0.280	
CS:Hedo	-65.4	-122.1	-1.7	0.034	*
CS:Util	-15.6	-77.8	47.1	0.627	
NCS:Hedo	-18.1	-45.7	12.2	0.223	
NCS:Util	-32.4	-62.6	-1.5	0.043	*

is accounted for a slope random effect for trial order. No effect of word length was observed.

The primary question is whether subjects' response time to geekism words depends on NCS or Study is expressed as two interaction terms $NCS \times HUG$ and $Study \times HUG$. Table 1 shows the estimated fixed-effects coefficients. First, the order effect is evidential; on average subjects respond 1.6ms faster with every trial. Computer science students on average are faster, too ($\Delta_{RT}=53ms$), however not reaching statistical significance. While hedonic words have almost the

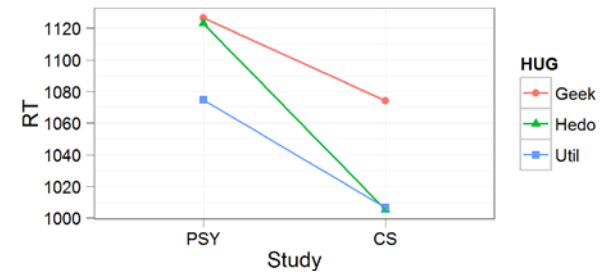


Figure 3 Interaction of word category (HUG) with Study. Order effects and NCS held fixed

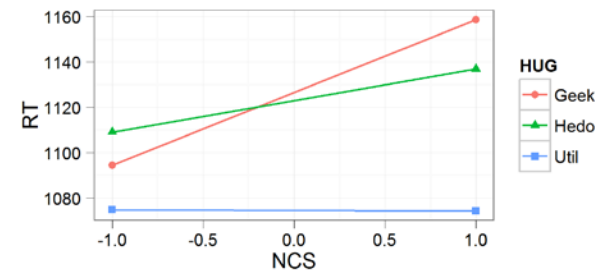


Figure 3 Interaction of word category (HUG) and need-for-cognition (NCS, z-standardized), Study and order held fixed.

same response time as geek words (the reference group), responses to utility words seem to be faster ($\Delta_{RT}=53\text{ms}$, $p\leq.1$). Higher need-for-cognition is associated with longer response times ($\Delta_{RT}=35\text{ms}$ per z-standardized step), but not beyond chance level.

The interaction effects between HUG word categories and subject-of-study are illustrated in Figure 2. The lines of geekism and utility are almost parallel, but responses to hedonic words are over-proportionally shorter in the CS group ($\Delta_{RT}=65\text{ms}$, $p\leq.05$). Figure 3 shows the interaction effects between HUG categories and need-for-cognition scale (NCS). While response times for geekism words are delayed by 35ms per standard deviation, Hedonism words are delayed by only 16ms. Response times for utility words are virtually unrelated to NCS (2ms). The difference between geekism and utility words in association with NCS reaches statistical significance ($p\leq.05$).

In summary, subjects with a geek predisposition, as assessed by Study and NCS, show stronger associations with geekism words. Computer science students show stronger associations with geekism words compared to hedonic words. Individuals with high need-for-cognition have stronger associations with geekism words, compared to utility words.

Discussion & Conclusion

We were searching for individual differences and found them in interaction effects between geekism predictors and target word category. We successfully predicted that computer science students would show strongest associations with geekism target words. After seeing the picture of a computing device, they tend to rapidly

think of concepts such as exploration, play and comprehension.

What surprised us is that overall subjects seemed to form rather strong associations with geekism words compared to utility words, more so when rating themselves high on need-for-cognition. This seems to contradict the classical perspective in usability engineering, that users want interactive products to be simple, task-oriented, and efficient to use, but never “make them think”.

Many UX studies only observe main effects and average over a potentially diverse population. In the Stroop task we measured spontaneous associations with hedonism, usability and geekism words, and found predictable individual differences. We suggest that more UX studies consider individual differences, and think of which traits or attitudes may make a difference in attitude towards software products and computers. For example, Diefenbach and Hassenzahl argue that self-reported preference of pragmatic over hedonic values is caused by a need for justification, biasing the real preference (which they believe must be hedonic) [9]. Our results partly support this view: on the one hand, utility target words generally had the shortest response latency. Seemingly, people think of utility last. On the other hand, associations with geekism words were strongest for a good proportion of the subjects. We conclude that fascination for technology *per se* might also play a role in user experience. This hypothetical trait we called geekism, and its potential role in HCI needs further investigation.

A few recent UX studies raised awareness for lower level cognitive processes that form and potentially bias

users' (or consumers) self-reported judgments. Examples are the above-mentioned justifiability bias [9] and the role of instrumental goals [19]. The only UX study we could find, that uses an implicit performance measure, is Tractinsky *et al.* [33]. They found that judgments of beauty were related to response latencies in making this judgment. This relation was not simple, but seemingly curvilinear. In our view, the surfacing complexity of the relationship between judgment and latency hints at the complexity of cognitive processes underlying self-reported measures. Implicit experimental methods, such as the Stroop priming task, may serve to better understand the nature of rating scales in HCI, and give more direct access to users' spontaneous associations and affects.

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