

*Consent.*

# Informed Consent Form

## Understanding How User Experience Data Influences Design Evaluation: A Survey Study

### What is this study about?

We are interested in understanding how different types of user experience evaluation data influence professional designers' assessment and recommendation processes. You will be shown interface designs along with user evaluation data and asked to make recommendations about whether these designs should be implemented.

### What will you be asked to do?

If you agree to participate, you will:

- Complete a brief questionnaire about your professional background (3 minutes)
- Review 10 interface designs with accompanying user evaluation data (15-20 minutes)
- For each design, indicate whether you would recommend its implementation and explain your reasoning
- Answer questions about your decision-making process (5 minutes)

**Total time commitment: Approximately 25 minutes**

### Risks and discomforts

There are minimal risks associated with this study. You may experience mild discomfort when reviewing certain interface designs, as some examples may demonstrate controversial or unfamiliar design approaches. You are free to skip any questions that make you uncomfortable.

### Benefits

There are no direct benefits to you from participating in this research. However, your participation may help advance understanding of design evaluation practices and contribute to the development of better design assessment tools. You will receive compensation for your time **as listed** in the recruitment materials. You may also receive an additional \$2 reward for providing high-quality, comprehensive responses.

### Confidentiality

Your responses will be kept completely confidential. We will not collect any personally identifying information that could link your responses back to you. All data will be stored securely on encrypted Cornell University systems and will only be accessible to the research team.

### Voluntary participation

Your participation in this research is entirely voluntary. You have the right to:

- Decline to participate without any consequences
- Skip any questions you prefer not to answer
- Withdraw from the study at any time

### Use of AI-generated content

Some of the interface examples or evaluation data shown in this study may be generated using artificial intelligence tools. Any such content will be clearly labeled as AI-generated.

### Questions or concerns

If you have questions about this research, you may contact:

- Principal Investigator: Hauke Sandhaus (hgs52@cornell.edu)
- Faculty Advisor: Helen Nissenbaum (hn288@cornell.edu)

If you have concerns about your rights as a participant, you may contact the Cornell IRB at (607) 255-5138 or <http://www.irb.cornell.edu>.

### Agreement to participate

By clicking "I consent to participate" below, you acknowledge that:

- You are at least 18 years old
- You have read and understood this consent form
- You voluntarily agree to participate in this research
- You understand you may withdraw at any time
- You meet the eligibility criteria
- You understand that providing incomplete and low-quality responses will result in the forfeiture of your compensation

I consent to participate

I do not consent to participate

*Professional Experie.* Do you have professional experience in UI/UX design, product design, or design decision-making roles?

- Yes  
 No

*Experience Level.* How many years of professional design experience do you have?

- Less than 1 year  
 1-2 years  
 3-5 years  
 6-10 years  
 More than 10 years

*Age Verification.* Are you 18 years of age or older?

- Yes  
 No

*Captcha.* Are you a human?

I'm not a robot   
reCAPTCHA [Privacy](#) · [Terms](#)

*UEQ Instructions.*

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**Scenario:** Imagine you are UX Design Lead at a small social media startup. The company is in a competitive market with limited runway, and these updates are pivotal for attracting new users, keeping existing ones engaged, and securing continuous funding. Your team has just received user testing evaluation data for new interfaces.

**Context:** For each design, the business team and marketing department have already given their approval based on projected user engagement and revenue impact. Your supervisor has also signed off on the designs from a strategic perspective, and your developers have already started integrating. As the design decision-maker, you now have the final say on whether to implement each interface.

Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

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*UEQ DP Stimuli.*

## Currently Approving

## UX Risk Assessment

### Evaluation Data Source

Based on multiple **AI analyses** conducted using a variety of vision-language models trained on UX data, reaching the predictive accuracy of evaluations comparitatively with ~ 23 human participants, using items of the User Experience Questionnaire (UEQ).

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**UEQ Release.** Would you release this interface design?

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**UEQ Explanation.** Please explain your decision

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Awaiting your final design approval

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9:41



## Your privacy preferences

Here you can see who can see your data.

### Profile information

**Email address**

olivia.logan@hotmail.uk

Everyone

**Date of birth**12 September  
1995Everyone  
Everyone**Hometown**

Birmingham

Everyone

**Current city**

London

Everyone

**Education**

King's College London

Everyone

**Workplace**

Tesco

Everyone

**Relationship status**

Engaged

Everyone

### Posts and stories

**Future posts**

Choose who you'd like to see your future posts. That audience will be who can see your posts until you change it. You can always change it when you make a new post.

Everyone

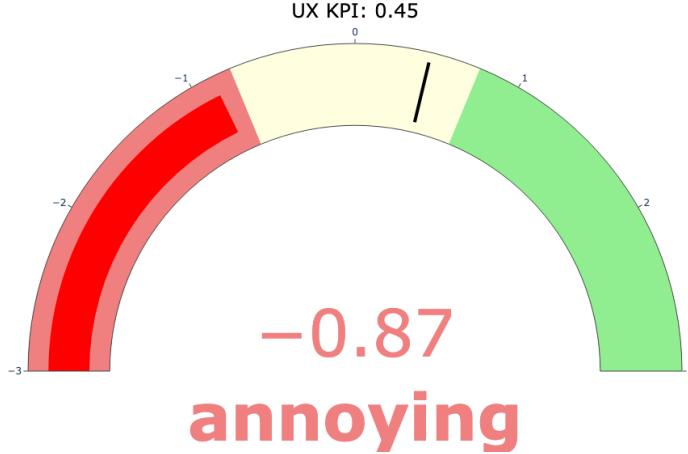
**Stories**

Control who can see your stories. Stories are visible for 24 hours.

Everyone



### UX Risk Assessment



## Evaluation Data Source

### UX Evaluation Details

Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
<b>Efficiency I</b>	Inefficient vs. Efficient	0.34
<b>Efficiency II</b>	Cluttered vs. Organized	0.95
<b>Perspicuity I</b>	Complicated vs. Easy	0.98
<b>Perspicuity II</b>	Confusing vs. Clear	1.30
<b>Dependability I</b>	Unpredictable vs. Predictable	0.71
<b>Dependability II</b>	Obstructive vs. Supportive	-0.11
<b>Stimulation I</b>	Boring vs. Exciting	-0.09
<b>Stimulation II</b>	Not Interesting vs. Interesting	0.28
<b>Attractiveness I</b>	Annoying vs. Enjoyable	-0.87
<b>Attractiveness II</b>	Unfriendly vs. Friendly	-0.65
<b>Coercion</b>	Pressuring vs. Suggesting	-0.33
<b>Addictiveness</b>	Addictive vs. Non-addictive	1.26
<b>Disguise</b>	Covert vs. Revealed	1.49
<b>Deception</b>	Deceptive vs. Benevolent	-0.56
<b>Overall UX Quality</b>	<b>Composite Score (UX metrics only)</b>	<b>0.45</b>
<b>Overall Mean</b>	<b>All metrics combined</b>	<b>0.34</b>

Scale: -3 (strongly negative) to +3 (strongly positive)

**UEEQ Tendency.** Given the business approval and evaluation data, how likely would you be to release this interface design?

Definitely would not release

Definitely would release

0 1 1 2 3 4 4 5 6 6 7

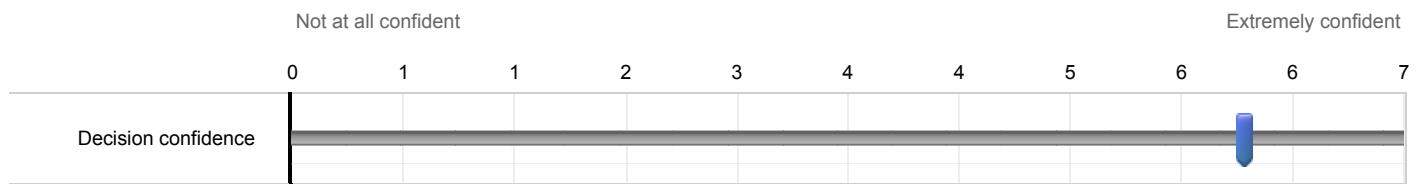
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- Yes
  - No

*UEEQ Explanation.* Please explain your decision

The interface design scores well on several key UX metrics, including Efficiency (0.34 and 0.95), Perspicuity (0.98 and 1.30), and Addictiveness (1.26). These positive scores suggest that the design is efficient, easy to use, and engaging. While there are some negative scores, particularly Attractiveness (-0.87 and -0.65) and Deception (-0.56), the overall UX Quality Composite Score (0.45) and Overall Mean (0.34) are positive, indicating a good user experience.

*UEEQ Confidence.* How confident are you in the decision you just made?



6

## *UEEQ Instructions.*

# Instructions

You will now see a series of interface designs along with user evaluation data. Each interface has been evaluated for user experience and is ready for final implementation approval. The presented data is real user/AI testing data, and not simulated for this survey.

Scenario: Imagine you are UX Design Lead at a small social media startup. The company is in a competitive market with limited runway, and these updates are pivotal for attracting new users, keeping existing ones engaged, and securing continuous funding. Your team has just received user testing evaluation data for new interfaces.

Context: For each design, the business team and marketing department have already given their approval based on projected user engagement and revenue impact. Your supervisor has also signed off on the designs from a strategic perspective, and your developers have already started integrating. As the design decision-maker, you now have the final say on whether to implement each interface.

Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

*This question was not displayed to the respondent.*

UEEQ DP Stimuli.

**Business Context:** ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved | Awaiting your final design approval

## Currently Approving

## UX Risk Assessment

## Evaluation Data Source

*This question was not displayed to the respondent.*

**UEEQ Tendency.** Given the business approval and evaluation data, how likely would you be to release this interface design?

*This question was not displayed to the respondent.*

**UEEQ Release.** Would you release this interface design?

*This question was not displayed to the respondent.*

**UEEQ Explanation.** Please explain your decision

*This question was not displayed to the respondent.*

**UEEQ Confidence.** How confident are you in the decision you just made?

*This question was not displayed to the respondent.*

**UEEQ Instructions.**

## Instructions

You will now see a series of interface designs along with user evaluation data. Each interface has been evaluated for user experience and is ready for final implementation approval. The presented data is real user/AI testing data, and not simulated for this survey.

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Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

*This question was not displayed to the respondent.*

**UEEQ DP Stimuli.**

**Business Context:** ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |  
Awaiting your final design approval

**Currently Approving**

**UX Risk Assessment**

**Evaluation Data Source**

*This question was not displayed to the respondent.*

**UEEQ Tendency.** Given the business approval and evaluation data, how likely would you be to release this interface design?

*This question was not displayed to the respondent.*

**UEEQ Release.** Would you release this interface design?

*This question was not displayed to the respondent.*

**UEEQ Explanation.** Please explain your decision

*This question was not displayed to the respondent.*

**UEEQ Confidence.** How confident are you in the decision you just made?

*This question was not displayed to the respondent.*

**UEEQ Instructions.**

## Instructions

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Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

**UEEQ DP Stimuli.**

**Business Context:** ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |  
Awaiting your final design approval

**Currently Approving Interface 4**

9:41



9:41



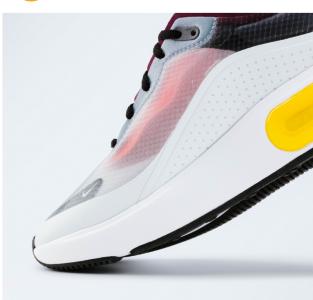
9:41



## Social Media

vanya\_wu11114 11 hours ago  
21 likes

shoesero 10 mins ago



shoesero new collection is in  
184 likes

steve\_\_ 28 min ago



[Home](#) [Search](#) [+](#) [Message](#) [Profile](#)

## Why you saw this ad



Different factors contribute to why you saw an ad, including who the advertiser chooses to reach and your activity. These factors help us predict ads that you might like.

### Advertiser's choices

View who shoesero wants to show ads to



### Your activity

You interacted with content about shoes and more



### Learn more

about other factors that contribute to our ad predictions.

### What you can do

You can withdraw your consent to targeted advertisements [here](#)



## Consent on Social Media

In a world that values communication, respect, and personal boundaries, consent has become a cornerstone of healthy relationships and interactions. At its core, consent is a voluntary, mutual agreement that is clear, enthusiastic, and informed. Whether it's in personal relationships, professional settings, or everyday interactions, understanding and practicing consent is essential for fostering a culture of respect and autonomy.

### How to manage consent on Social Media

1. Initiate Respectful Conversations: Begin your online interactions with courtesy and respect.

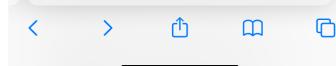
2. Understand Digital Boundaries: Recognize that online spaces have their own set of boundaries. Pay attention to individuals' privacy settings and be mindful not to cross into personal spaces without permission.

3. Ask Before Tagging or Mentioning: Before tagging or mentioning someone in a post, comment, or photo, seek their consent.

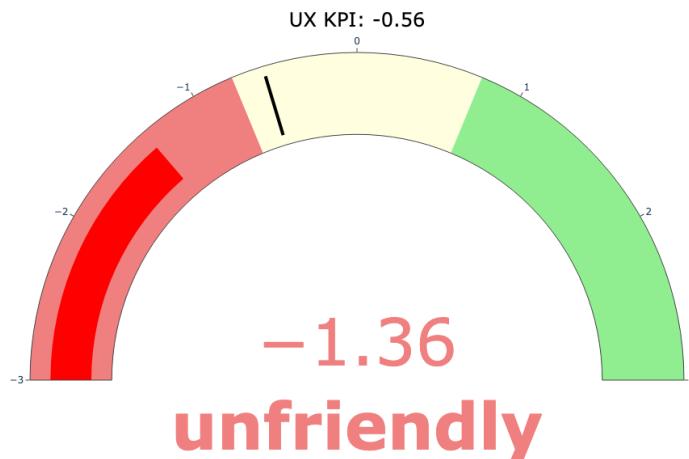
4. Be Mindful of Direct Messages: When engaging in private messages, remember that consent still matters. Avoid sending unsolicited or explicit content, and be respectful of the other person's time and boundaries.

5. Consent in Sharing Content: Before sharing someone else's content or

[socialmedia.com/consent](#)



## UX Risk Assessment



## Evaluation Data Source

### UX Evaluation Details

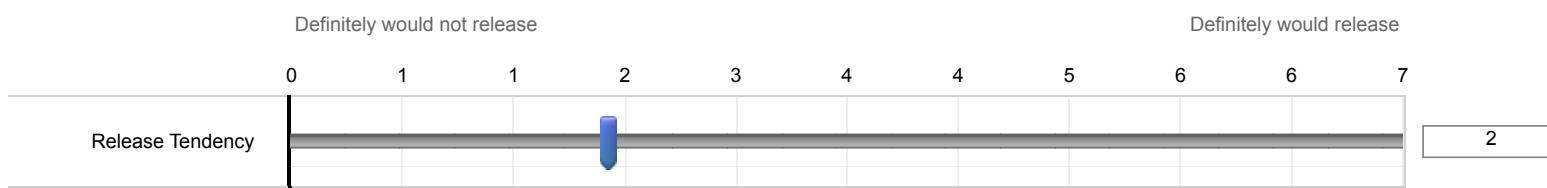
Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
Efficiency I	Inefficient vs. Efficient	-0.34
Efficiency II	Cluttered vs. Organized	-1.19
Perspicuity I	Complicated vs. Easy	-0.59
Perspicuity II	Confusing vs. Clear	-1.29
Dependability I	Unpredictable vs. Predictable	0.03
Dependability II	Obstructive vs. Supportive	-0.72
Stimulation I	Boring vs. Exciting	-0.19

<b>Stimulation II</b>	Not Interesting vs. Interesting	-0.24
<b>Attractiveness I</b>	Annoying vs. Enjoyable	-1.00
<b>Attractiveness II</b>	Unfriendly vs. Friendly	-1.36
<b>Coercion</b>	Pressuring vs. Suggesting	-0.65
<b>Addictiveness</b>	Addictive vs. Non-addictive	0.88
<b>Disguise</b>	Covert vs. Revealed	0.06
<b>Deception</b>	Deceptive vs. Benevolent	-1.28
<b>Overall UX Quality</b>	<b>Composite Score (UX metrics only)</b>	<b>-0.56</b>
<b>Overall Mean</b>	<b>All metrics combined</b>	<b>-0.56</b>

Scale: -3 (strongly negative) to +3 (strongly positive)

*UEEQ Tendency.* Given the business approval and evaluation data, how likely would you be to release this interface design?



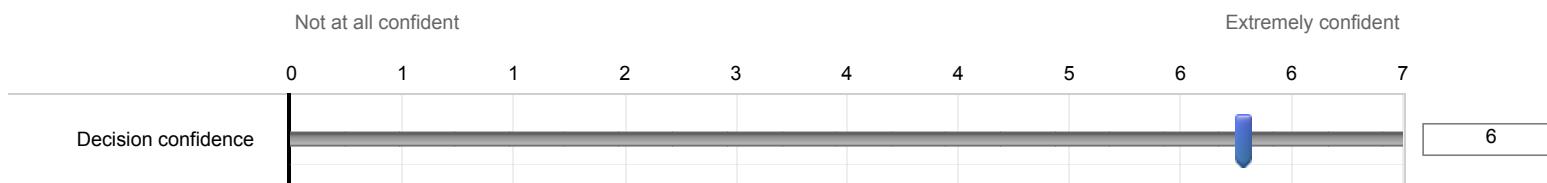
*UEEQ Release.* Would you release this interface design?

- Yes
- No

*UEEQ Explanation.* Please explain your decision

The interface design scores negatively on most UX metrics, including Efficiency, Perspicuity, Attractiveness, and Deception. These issues could lead to a poor user experience, negatively impacting user engagement and retention. While the design scores relatively well on Dependability I and Addictiveness, the overall negative scores outweigh the positives.

*UEEQ Confidence.* How confident are you in the decision you just made?



*UEEQ Instructions.*

## Instructions

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Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

*UEEQ DP Stimuli.*

**Business Context:** ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |  
Awaiting your final design approval

Currently Approving Interface 5



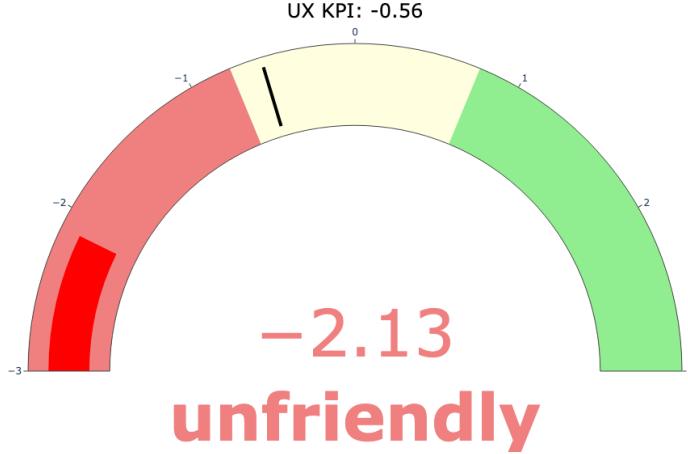
## Finish Signing Up

By tapping Sign Up, you agree to our Terms.  
Information from your address book will be  
continuously uploaded to Facebook to help  
you and others find friends faster.

**Sign Up**

[Sign up without uploading my contacts](#)

**UX Risk Assessment**



## Evaluation Data Source

### UX Evaluation Details

Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
<b>Efficiency I</b>	Inefficient vs. Efficient	-0.25
<b>Efficiency II</b>	Cluttered vs. Organized	0.38
<b>Perspicuity I</b>	Complicated vs. Easy	0.44
<b>Perspicuity II</b>	Confusing vs. Clear	-0.76
<b>Dependability I</b>	Unpredictable vs. Predictable	-0.46
<b>Dependability II</b>	Obstructive vs. Supportive	-1.17
<b>Stimulation I</b>	Boring vs. Exciting	-0.86
<b>Stimulation II</b>	Not Interesting vs. Interesting	-0.76
<b>Attractiveness I</b>	Annoying vs. Enjoyable	-1.97
<b>Attractiveness II</b>	Unfriendly vs. Friendly	-2.13
<b>Coercion</b>	Pressuring vs. Suggesting	-2.11
<b>Addictiveness</b>	Addictive vs. Non-addictive	0.86
<b>Disguise</b>	Covert vs. Revealed	-0.43
<b>Deception</b>	Deceptive vs. Benevolent	-2.09
<b>Overall UX Quality</b>	<b>Composite Score (UX metrics only)</b>	<b>-0.56</b>
<b>Overall Mean</b>	<b>All metrics combined</b>	<b>-0.81</b>

Scale: -3 (strongly negative) to +3 (strongly positive)

**UEEQ Tendency.** Given the business approval and evaluation data, how likely would you be to release this interface design?

Definitely would not release

Definitely would release

0      1      1      2      3      4      4      5      6      6      7

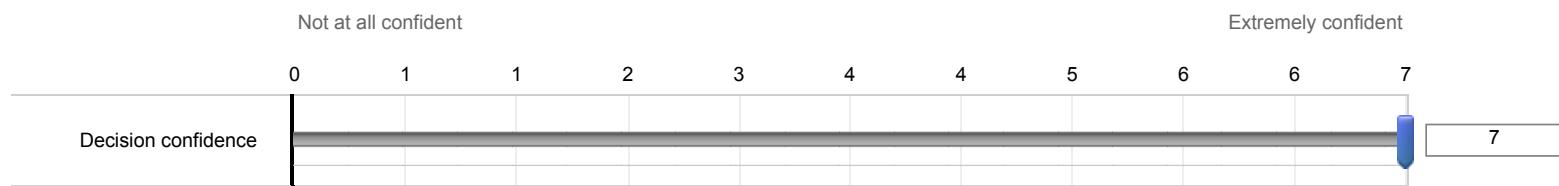
*UEEQ Release. Would you release this interface design?*

- Yes
  - No

*UEEQ Explanation.* Please explain your decision

The interface design scores extremely poorly on several key UX metrics, including Attractiveness (-1.97 and -2.13), Coercion (-2.11), and Deception (-2.09). These issues suggest that the design may be perceived as annoying, unfriendly, pressuring, and deceptive, which could lead to a severely poor user experience and negatively impact user engagement and retention.

*UEEQ Confidence.* How confident are you in the decision you just made?



## *UEEQ Instructions.*

# Instructions

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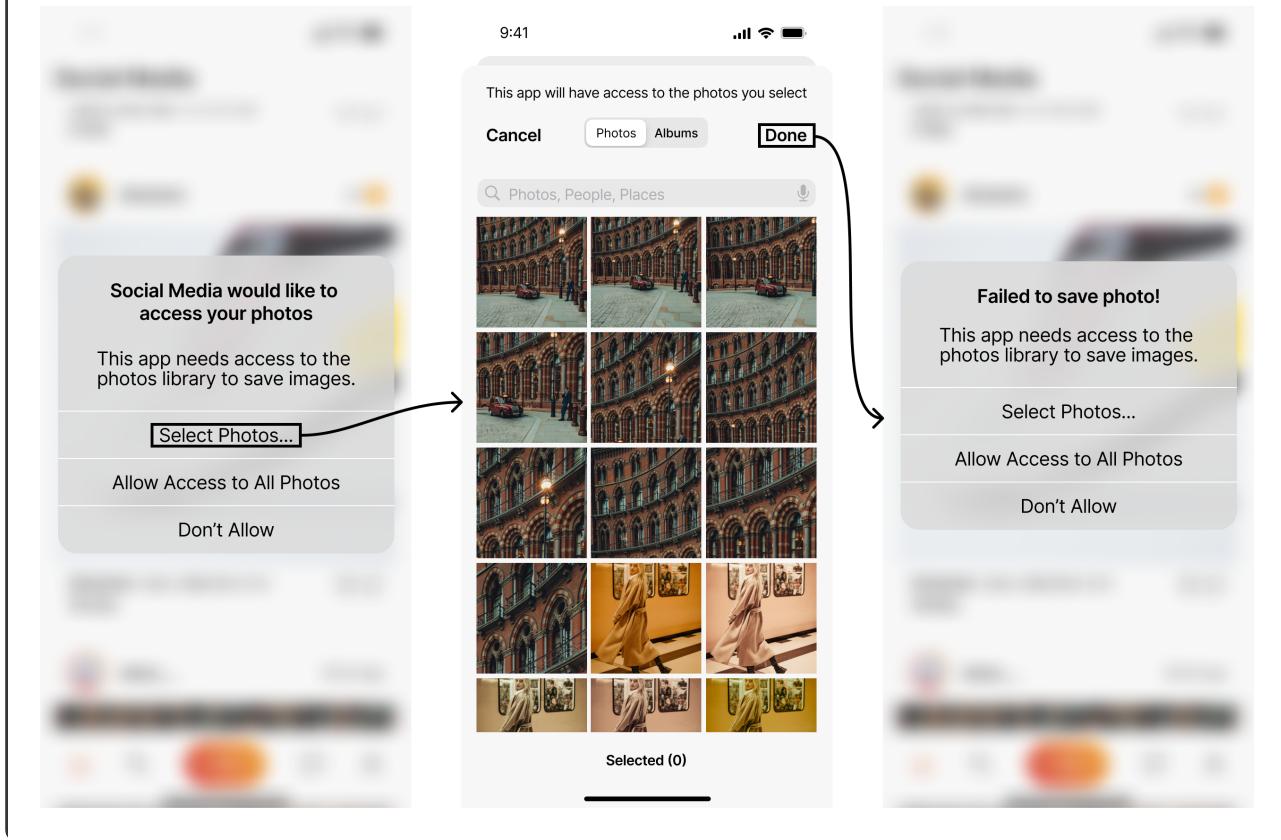
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Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

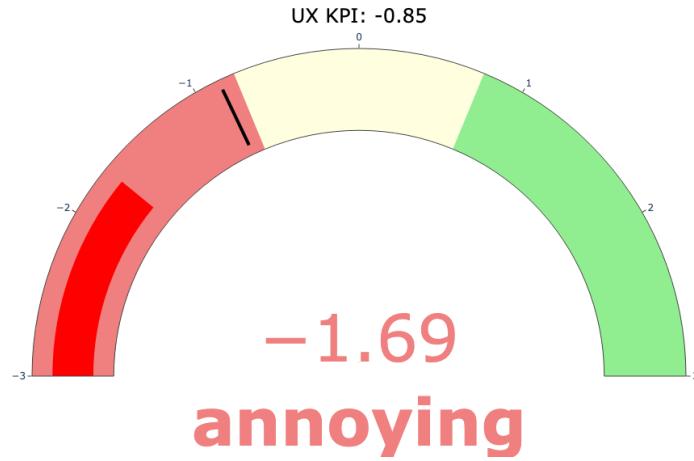
UEEQ DP Stimuli.

**Business Context:** ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved | **Awaiting your final design approval**

Currently Approving Interface 6



### UX Risk Assessment



### Evaluation Data Source

#### UX Evaluation Details

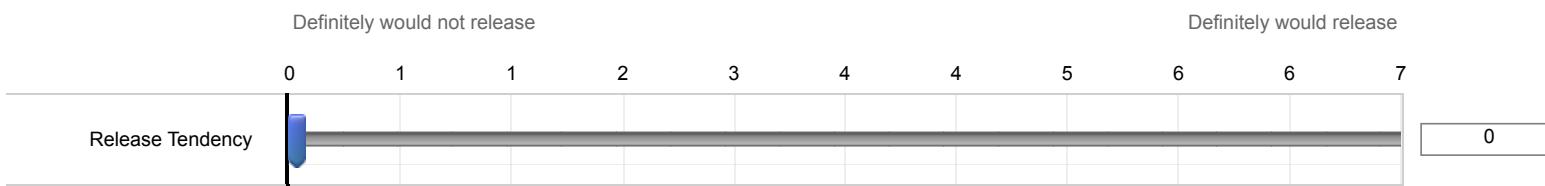
Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
Efficiency I	Inefficient vs. Efficient	-0.82
Efficiency II	Cluttered vs. Organized	-0.15
Perspicuity I	Complicated vs. Easy	-0.79
Perspicuity II	Confusing vs. Clear	-0.90
Dependability I	Unpredictable vs. Predictable	-0.95

<b>Dependability II</b>	Obstructive vs. Supportive	-1.23
<b>Stimulation I</b>	Boring vs. Exciting	-0.58
<b>Stimulation II</b>	Not Interesting vs. Interesting	-0.75
<b>Attractiveness I</b>	Annoying vs. Enjoyable	-1.69
<b>Attractiveness II</b>	Unfriendly vs. Friendly	-1.44
<b>Coercion</b>	Pressuring vs. Suggesting	<b>-1.59</b>
<b>Addictiveness</b>	Addictive vs. Non-addictive	<b>0.29</b>
<b>Disguise</b>	Covert vs. Revealed	<b>-0.44</b>
<b>Deception</b>	Deceptive vs. Benevolent	<b>-1.53</b>
<b>Overall UX Quality</b>	<b>Composite Score (UX metrics only)</b>	<b>-0.85</b>
<b>Overall Mean</b>	<b>All metrics combined</b>	<b>-0.9</b>

Scale: -3 (strongly negative) to +3 (strongly positive)

*UEEQ Tendency.* Given the business approval and evaluation data, how likely would you be to release this interface design?



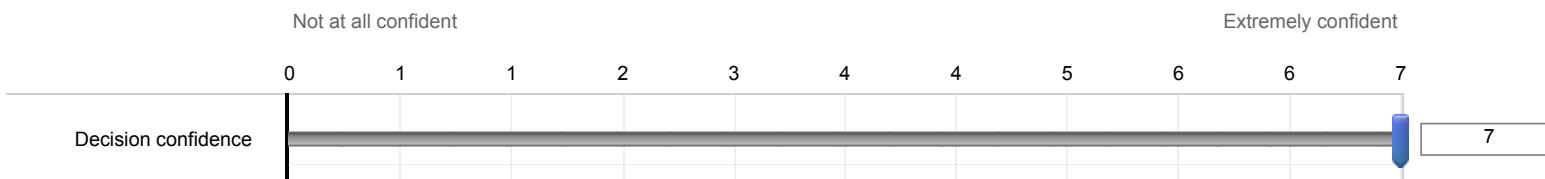
*UEEQ Release.* Would you release this interface design?

- Yes  
 No

*UEEQ Explanation.* Please explain your decision

The interface design scores extremely poorly on most UX metrics, including Efficiency, Perspicuity, Dependability, Attractiveness, and Deception. These issues could lead to a severely poor user experience, negatively impacting user engagement and retention. The negative scores are substantial, indicating a strong likelihood of user frustration and dissatisfaction.

*UEEQ Confidence.* How confident are you in the decision you just made?



*UEEQ Instructions.*

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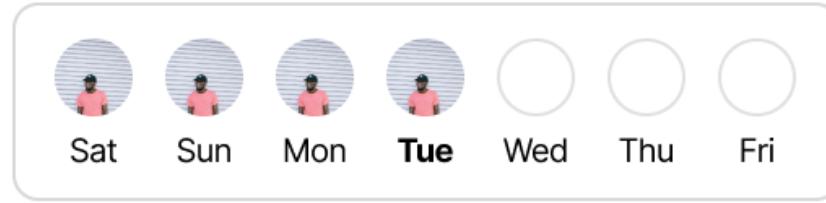
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*UEEQ DP Stimuli.*

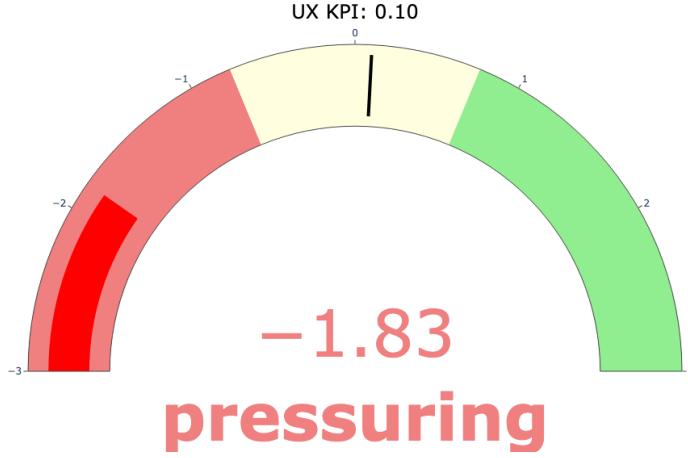
**Business Context:** ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |  
Awaiting your final design approval

#### Currently Approving Interface 7



**You're on a 31-day streak  
with steve\_\_!**

But be careful, your streak will reset if you don't  
chat with steve\_\_ tomorrow.



## Evaluation Data Source

### UX Evaluation Details

Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
<b>Efficiency I</b>	Inefficient vs. Efficient	0.34
<b>Efficiency II</b>	Cluttered vs. Organized	-0.10
<b>Perspicuity I</b>	Complicated vs. Easy	1.06
<b>Perspicuity II</b>	Confusing vs. Clear	0.61
<b>Dependability I</b>	Unpredictable vs. Predictable	0.44
<b>Dependability II</b>	Obstructive vs. Supportive	-0.55
<b>Stimulation I</b>	Boring vs. Exciting	-0.23
<b>Stimulation II</b>	Not Interesting vs. Interesting	-0.63
<b>Attractiveness I</b>	Annoying vs. Enjoyable	-0.73
<b>Attractiveness II</b>	Unfriendly vs. Friendly	-0.87
<b>Coercion</b>	Pressuring vs. Suggesting	<b>-1.83</b>
<b>Addictiveness</b>	Addictive vs. Non-addictive	<b>-0.88</b>
<b>Disguise</b>	Covert vs. Revealed	<b>0.62</b>
<b>Deception</b>	Deceptive vs. Benevolent	<b>-0.83</b>
<b>Overall UX Quality</b>	<b>Composite Score (UX metrics only)</b>	<b>0.1</b>
<b>Overall Mean</b>	<b>All metrics combined</b>	<b>-0.25</b>

Scale: -3 (strongly negative) to +3 (strongly positive)

**UEEQ Tendency.** Given the business approval and evaluation data, how likely would you be to release this interface design?

Definitely would not release

Definitely would release

0 1 1 2 3 4 4 5 6 6 7

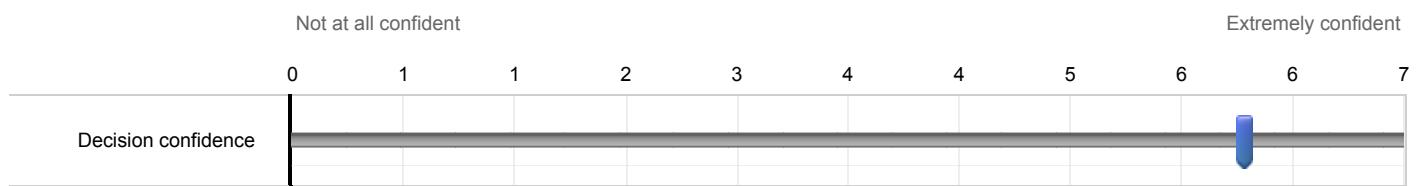
*UEEQ Release. Would you release this interface design?*

- Yes
  - No

*UEEQ Explanation.* Please explain your decision

The interface design scores negatively on several key UX metrics, including Attractiveness (-0.73 and -0.87), Coercion (-1.83), Addictiveness (-0.88), and Deception (-0.83). These negative scores suggest that the design may be perceived as annoying, unfriendly, pressuring, and deceptive, which could lead to a poor user experience. While the design scores well on Perspicuity (1.06 and 0.61), the overall negative scores and low Overall Mean (-0.25) indicate that significant revisions are needed before release.

*UEEQ Confidence.* How confident are you in the decision you just made?



6

## *UEEQ Instructions.*

# Instructions

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Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

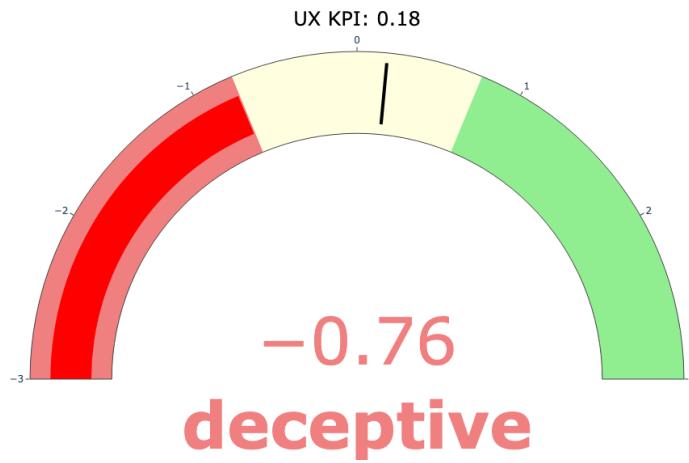
UEFQ DP Stimuli

**Business Context:** ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved | Awaiting your final design approval

Currently Approving Interface 8

Your account will be deactivated for 30 days. During deactivation, your account won't be visible to public. After 30 days, your account will be then deleted permanently.

#### UX Risk Assessment



#### Evaluation Data Source

##### UX Evaluation Details

Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
Efficiency I	Inefficient vs. Efficient	0.43
Efficiency II	Cluttered vs. Organized	0.40
Perspicuity I	Complicated vs. Easy	0.43
Perspicuity II	Confusing vs. Clear	0.53
Dependability I	Unpredictable vs. Predictable	0.70
Dependability II	Obstructive vs. Supportive	-0.22
Stimulation I	Boring vs. Exciting	-0.15
Stimulation II	Not Interesting vs. Interesting	0.03
Attractiveness I	Annoying vs. Enjoyable	-0.44
Attractiveness II	Unfriendly vs. Friendly	-0.47
Coercion	Pressuring vs. Suggesting	-0.46
Addictiveness	Addictive vs. Non-addictive	-0.30

<b>Disguise</b>	Covert vs. Revealed	0.56
<b>Deception</b>	Deceptive vs. Benevolent	-0.76
<b>Overall UX Quality</b>	<b>Composite Score (UX metrics only)</b>	0.18
<b>Overall Mean</b>	<b>All metrics combined</b>	0.02

Scale: -3 (strongly negative) to +3 (strongly positive)

**UEEQ Tendency.** Given the business approval and evaluation data, how likely would you be to release this interface design?



**UEEQ Release.** Would you release this interface design?

- Yes  
 No

**UEEQ Explanation.** Please explain your decision

The interface design scores relatively well on Efficiency (0.43 and 0.40), Perspicuity (0.43 and 0.53), and Dependability I (0.70), indicating that it is efficient and relatively easy to use. However, it scores negatively on Attractiveness (-0.44 and -0.47), Coercion (-0.46), and Deception (-0.76), which are concerning. The Overall UX Quality Composite Score (0.18) and Overall Mean (0.02) suggest that the design is relatively neutral overall. Given the mixed results, I'd release the design but monitor user feedback and consider further refinement.

**UEEQ Confidence.** How confident are you in the decision you just made?



**UEEQ Instructions.**

## Instructions

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Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

UEEQ DP Stimuli.

**Business Context:** ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |  
Awaiting your final design approval

### Currently Approving Interface 9

9:41



## Social Media



valery\_wulfflad

25 min ago



### Please turn on Notifications

Know right away when people follow you or like and comment on your photos.

Not now

OK



valery\_wulfflad #christmas



21 likes

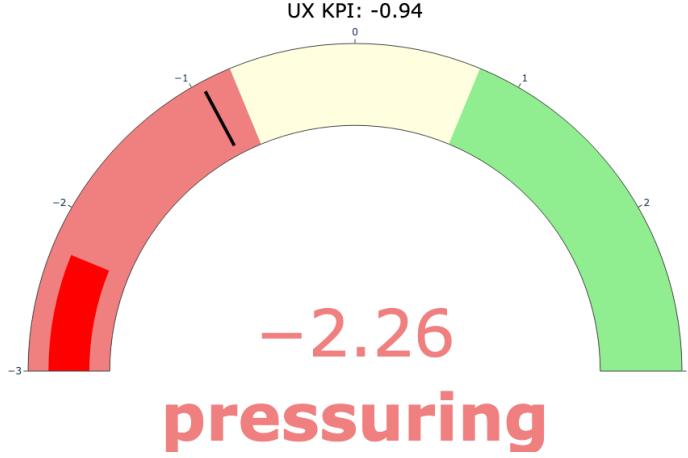


steve\_\_

28 min ago



### UX Risk Assessment



## Evaluation Data Source

### UX Evaluation Details

Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
<b>Efficiency I</b>	Inefficient vs. Efficient	-0.71
<b>Efficiency II</b>	Cluttered vs. Organized	-0.71
<b>Perspicuity I</b>	Complicated vs. Easy	0.41
<b>Perspicuity II</b>	Confusing vs. Clear	-0.23
<b>Dependability I</b>	Unpredictable vs. Predictable	0.16
<b>Dependability II</b>	Obstructive vs. Supportive	-2.08
<b>Stimulation I</b>	Boring vs. Exciting	-1.26
<b>Stimulation II</b>	Not Interesting vs. Interesting	-1.79
<b>Attractiveness I</b>	Annoying vs. Enjoyable	-1.97
<b>Attractiveness II</b>	Unfriendly vs. Friendly	-1.73
<b>Coercion</b>	Pressuring vs. Suggesting	<b>-2.26</b>
<b>Addictiveness</b>	Addictive vs. Non-addictive	<b>0.89</b>
<b>Disguise</b>	Covert vs. Revealed	<b>0.78</b>
<b>Deception</b>	Deceptive vs. Benevolent	<b>-1.58</b>
<b>Overall UX Quality</b>	<b>Composite Score (UX metrics only)</b>	<b>-0.94</b>
<b>Overall Mean</b>	<b>All metrics combined</b>	<b>-0.86</b>

Scale: -3 (strongly negative) to +3 (strongly positive)

**UEEQ Tendency.** Given the business approval and evaluation data, how likely would you be to release this interface design?

Definitely would not release

Definitely would release

0 1 1 2 3 4 4 5 6 6 7

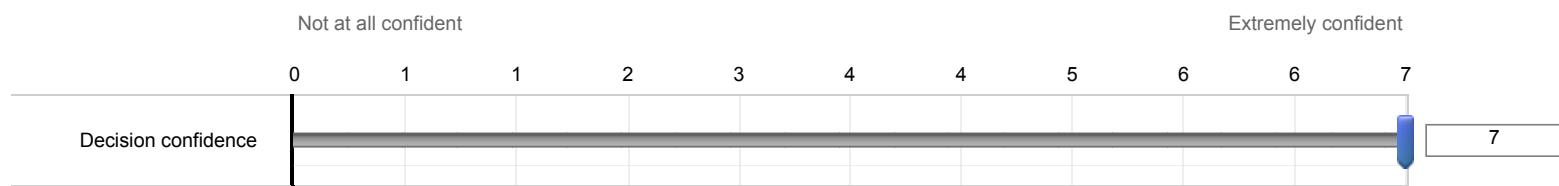
*UEEQ Release. Would you release this interface design?*

- Yes
  - No

*UEEQ Explanation.* Please explain your decision

The interface design scores extremely poorly on several key UX metrics, including Efficiency (-0.71 and -0.71), Dependability II (-2.08), Stimulation (-1.26 and -1.79), Attractiveness (-1.97 and -1.73), Coercion (-2.26), and Deception (-1.58). These negative scores suggest that the design is inefficient, obstructive, boring, annoying, pressuring, and deceptive, which could lead to a severely poor user experience. The Overall UX Quality Composite Score (-0.94) and Overall Mean (-0.86) confirm that the design is not suitable for release.

*UEEQ Confidence.* How confident are you in the decision you just made?



## *UEEQ Instructions.*

# Instructions

You will now see a series of interface designs along with user evaluation data. Each interface has been evaluated for user experience and is ready for final implementation approval. The presented data is real user/AI testing data, and not simulated for this survey.

Scenario: Imagine you are UX Design Lead at a small social media startup. The company is in a competitive market with limited runway, and these updates are pivotal for attracting new users, keeping existing ones engaged, and securing continuous funding. Your team has just received user testing evaluation data for new interfaces.

Context: For each design, the business team and marketing department have already given their approval based on projected user engagement and revenue impact. Your supervisor has also signed off on the designs from a strategic perspective, and your developers have already started integrating. As the design decision-maker, you now have the final say on whether to implement each interface.

Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

*This question was not displayed to the respondent*

UFFQ DP Stimuli

**Business Context:** ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved | Awaiting your final design approval

### **Currently Approving**

## UX Risk Assessment

## Evaluation Data Source

*This question was not displayed to the respondent.*

**UEEQ Tendency.** Given the business approval and evaluation data, how likely would you be to release this interface design?

*This question was not displayed to the respondent.*

**UEEQ Release.** Would you release this interface design?

*This question was not displayed to the respondent.*

**UEEQ Explanation.** Please explain your decision

*This question was not displayed to the respondent.*

**UEEQ Confidence.** How confident are you in the decision you just made?

*This question was not displayed to the respondent.*

**UEEQ Instructions.**

## Instructions

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*This question was not displayed to the respondent.*

**UEEQ DP Stimuli.**

**Business Context:** ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |  
Awaiting your final design approval

**Currently Approving**

**UX Risk Assessment**

**Evaluation Data Source**

*This question was not displayed to the respondent.*

**UEEQ Tendency.** Given the business approval and evaluation data, how likely would you be to release this interface design?

*This question was not displayed to the respondent.*

**UEEQ Release.** Would you release this interface design?

*This question was not displayed to the respondent.*

**UEEQ Explanation.** Please explain your decision

*This question was not displayed to the respondent.*

**UEEQ Confidence.** How confident are you in the decision you just made?

*This question was not displayed to the respondent.*

**UEEQ Instructions.**

## Instructions

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Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

**UEEQ DP Stimuli.**

**Business Context:** ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |  
Awaiting your final design approval

**Currently Approving Interface 12**

# Discover people

## Connect to other Social Media

Follow your friends

Connect

## Connect contacts

Follow people you know

Connect

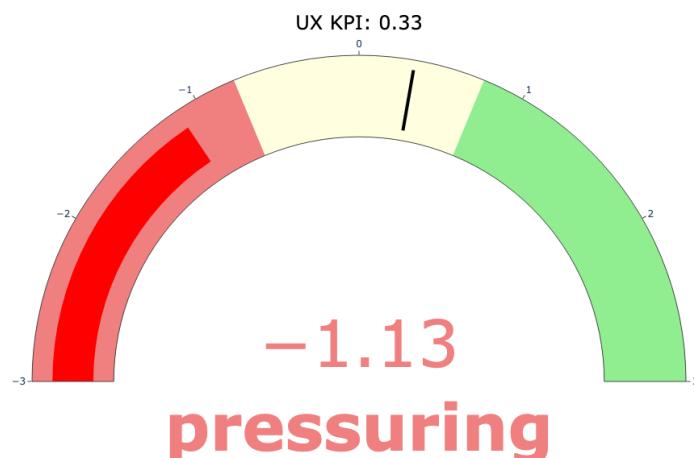
# Notifications



People with similar interests are following  
**Terese Karthika**. Follow to see posts.

Connect

## UX Risk Assessment



## Evaluation Data Source

### UX Evaluation Details

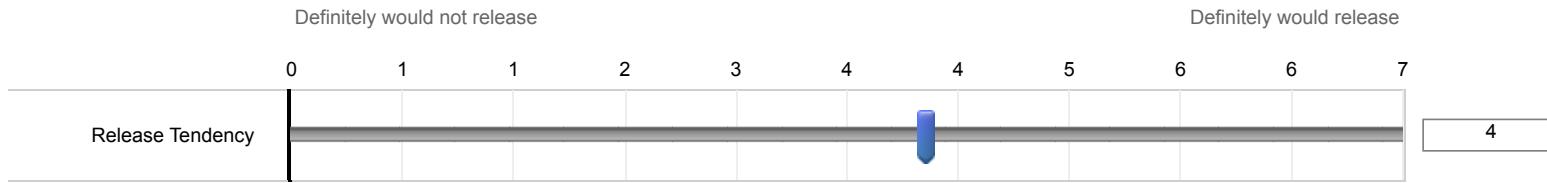
Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
Efficiency I	Inefficient vs. Efficient	0.57
Efficiency II	Cluttered vs. Organized	0.90

Perspicuity I	Complicated vs. Easy	0.97
Perspicuity II	Confusing vs. Clear	0.44
Dependability I	Unpredictable vs. Predictable	0.03
Dependability II	Obstructive vs. Supportive	0.36
Stimulation I	Boring vs. Exciting	-0.18
Stimulation II	Not Interesting vs. Interesting	-0.22
Attractiveness I	Annoying vs. Enjoyable	-0.73
Attractiveness II	Unfriendly vs. Friendly	-0.71
Coercion	Pressuring vs. Suggesting	-1.13
Addictiveness	Addictive vs. Non-addictive	0.21
Disguise	Covert vs. Revealed	0.38
Deception	Deceptive vs. Benevolent	-0.89
Overall UX Quality	<b>Composite Score (UX metrics only)</b>	<b>0.33</b>
Overall Mean	<b>All metrics combined</b>	<b>0.0</b>

Scale: -3 (strongly negative) to +3 (strongly positive)

*UEEQ Tendency.* Given the business approval and evaluation data, how likely would you be to release this interface design?



*UEEQ Release.* Would you release this interface design?

- Yes
- No

*UEEQ Explanation.* Please explain your decision

The interface design scores well on Efficiency (0.57 and 0.90) and Perspicuity (0.97 and 0.44), indicating that it is efficient and relatively easy to use. However, it scores negatively on Attractiveness (-0.73 and -0.71), Coercion (-1.13), and Deception (-0.89), which are concerning. The Overall UX Quality Composite Score (0.33) is positive, but the Overall Mean (0.0) suggests that the design is neutral overall. Given the mixed results, I'd want to revisit and refine certain aspects before releasing the design.

*UEEQ Confidence.* How confident are you in the decision you just made?



UEEQ Instructions.

## Instructions

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Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

*This question was not displayed to the respondent.*

UEEQ DP Stimuli.

**Business Context:** ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |  
Awaiting your final design approval

Currently Approving

UX Risk Assessment

Evaluation Data Source

*This question was not displayed to the respondent.*

UEEQ Tendency. Given the business approval and evaluation data, how likely would you be to release this interface design?

*This question was not displayed to the respondent.*

UEEQ Release. Would you release this interface design?

*This question was not displayed to the respondent.*

UEEQ Explanation. Please explain your decision

*This question was not displayed to the respondent.*

UEEQ Confidence. How confident are you in the decision you just made?

## UEEQ Instructions.

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Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

## UEEQ DP Stimuli.

**Business Context:** ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |

Awaiting your final design approval

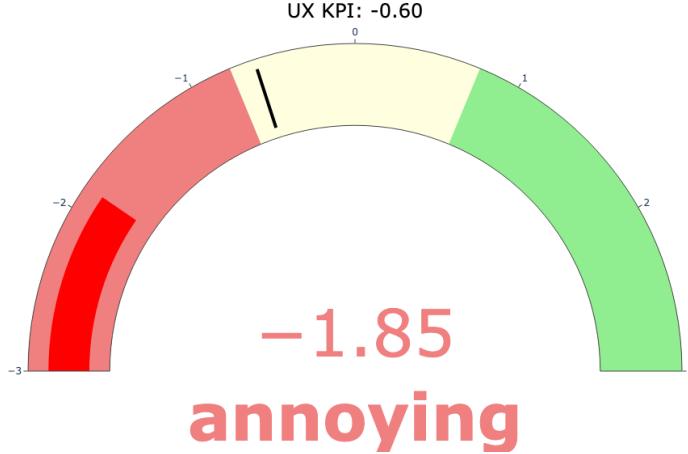
Currently Approving Interface 14

## Geolocation turned off

We've turned off your geolocation,  
but your location will still be used.

Close

UX Risk Assessment



## Evaluation Data Source

### UX Evaluation Details

Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
<b>Efficiency I</b>	Inefficient vs. Efficient	-0.23
<b>Efficiency II</b>	Cluttered vs. Organized	0.52
<b>Perspicuity I</b>	Complicated vs. Easy	-0.66
<b>Perspicuity II</b>	Confusing vs. Clear	-0.86
<b>Dependability I</b>	Unpredictable vs. Predictable	-0.91
<b>Dependability II</b>	Obstructive vs. Supportive	-1.35
<b>Stimulation I</b>	Boring vs. Exciting	-0.44
<b>Stimulation II</b>	Not Interesting vs. Interesting	-0.06
<b>Attractiveness I</b>	Annoying vs. Enjoyable	-1.85
<b>Attractiveness II</b>	Unfriendly vs. Friendly	-1.82
<b>Coercion</b>	Pressuring vs. Suggesting	-1.29
<b>Addictiveness</b>	Addictive vs. Non-addictive	1.07
<b>Disguise</b>	Covert vs. Revealed	-0.15
<b>Deception</b>	Deceptive vs. Benevolent	-1.76
<b>Overall UX Quality</b>	<b>Composite Score (UX metrics only)</b>	<b>-0.6</b>
<b>Overall Mean</b>	<b>All metrics combined</b>	<b>-0.7</b>

Scale: -3 (strongly negative) to +3 (strongly positive)

**UEEQ Tendency.** Given the business approval and evaluation data, how likely would you be to release this interface design?

Definitely would not release

Definitely would release

0 1 1 2 3 4 4 5 6 6 7

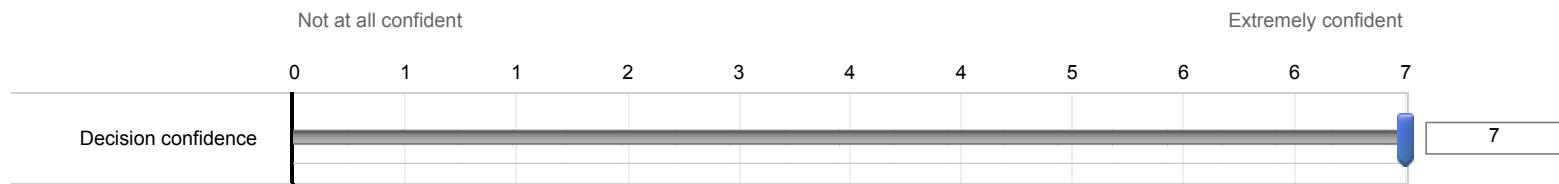
*UEEQ Release. Would you release this interface design?*

- Yes
  - No

*UEEQ Explanation.* Please explain your decision

My decision is based on the negative scores on most UX metrics, which suggest that the interface design may be confusing, unattractive, and potentially deceptive. These issues could lead to a poor user experience, negatively impacting user engagement and retention. Given the competitive market and limited runway, it's crucial to prioritize user experience and ensure that the interface design meets high standards.

*UEEQ Confidence.* How confident are you in the decision you just made?



## *UEEQ Instructions.*

# Instructions

You will now see a series of interface designs along with user evaluation data. Each interface has been evaluated for user experience and is ready for final implementation approval. The presented data is real user/AI testing data, and not simulated for this survey.

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Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

*UEEQ DP Stimuli.*

**Business Context:** ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved | **Awaiting your final design approval**

Currently Approving Interface 15

9:41



Monday, June 6

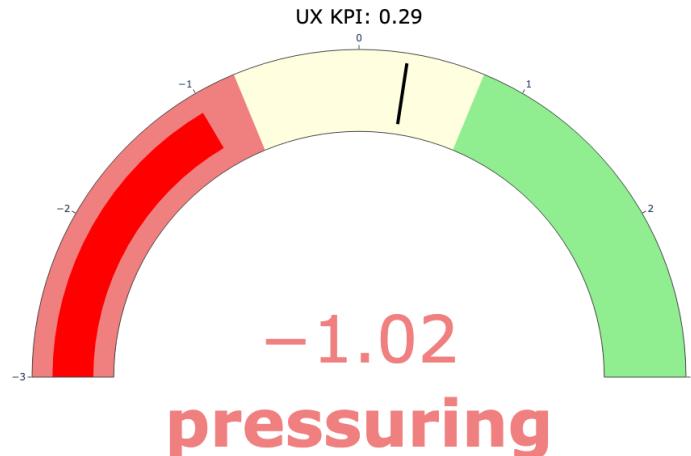
9:41

SOCIAL MEDIA

now

anna\_miroslawa added to their story.  
Don't miss it!

UX Risk Assessment



Evaluation Data Source

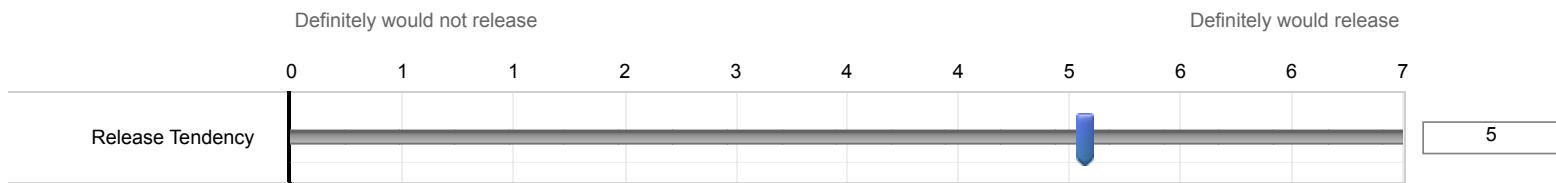
UX Evaluation Details

Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
<b>Efficiency I</b>	Inefficient vs. Efficient	0.41
<b>Efficiency II</b>	Cluttered vs. Organized	0.72
<b>Perspicuity I</b>	Complicated vs. Easy	1.72
<b>Perspicuity II</b>	Confusing vs. Clear	1.16
<b>Dependability I</b>	Unpredictable vs. Predictable	0.61
<b>Dependability II</b>	Obstructive vs. Supportive	-0.29
<b>Stimulation I</b>	Boring vs. Exciting	-0.40
<b>Stimulation II</b>	Not Interesting vs. Interesting	-0.86
<b>Attractiveness I</b>	Annoying vs. Enjoyable	-0.67
<b>Attractiveness II</b>	Unfriendly vs. Friendly	-0.60
<b>Coercion</b>	Pressuring vs. Suggesting	-1.02
<b>Addictiveness</b>	Addictive vs. Non-addictive	-0.28
<b>Disguise</b>	Covert vs. Revealed	0.19
<b>Deception</b>	Deceptive vs. Benevolent	-0.31
<b>Overall UX Quality</b>	<b>Composite Score (UX metrics only)</b>	<b>0.29</b>
<b>Overall Mean</b>	<b>All metrics combined</b>	<b>0.03</b>

Scale: -3 (strongly negative) to +3 (strongly positive)

**UEEQ Tendency.** Given the business approval and evaluation data, how likely would you be to release this interface design?



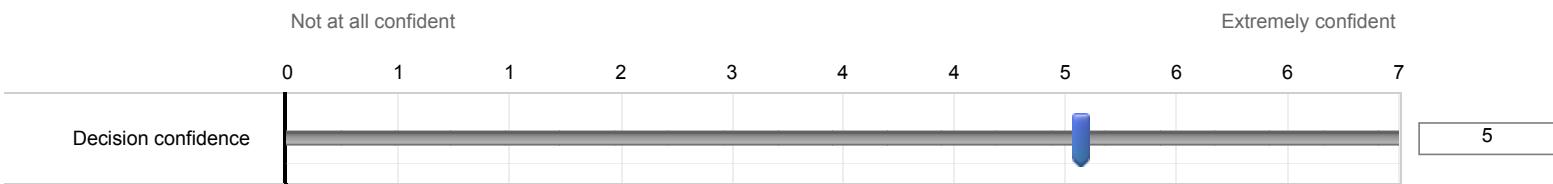
**UEEQ Release.** Would you release this interface design?

- Yes
- No

**UEEQ Explanation.** Please explain your decision

The interface design scores well on Efficiency (0.41 and 0.72) and Perspicuity (1.72 and 1.16), indicating that it is efficient and easy to use. However, it scores negatively on several other metrics, including Attractiveness (-0.67 and -0.60), Coercion (-1.02), and Addictiveness (-0.28). While these negative scores are concerning, the Overall UX Quality Composite Score (0.29) and Overall Mean (0.03) suggest that the design has some redeeming qualities. Given the business approval and potential benefits, I would release the design but consider further refinement to address the negative scores.

**UEEQ Confidence.** How confident are you in the decision you just made?



*Usefulness.* Overall, which type of evaluation data did you find more useful for decision-making?

- Human evaluation data
- AI evaluation data
- Both were equally useful
- Neither was particularly useful

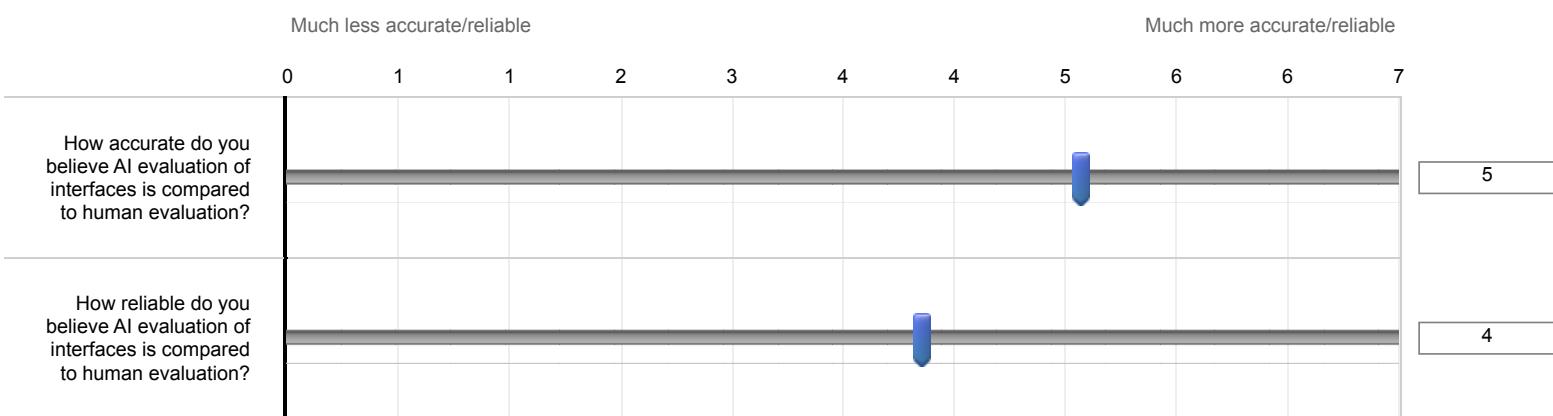
*Trust.* Which type of evaluation data did you trust more?

- Human evaluation data
- AI evaluation data
- Both equally
- Neither

*Metric Importance.* Which factors were most important in your decision-making? (Rank top 3)

Items	top 3
User satisfaction	
Ease of use	
Business impact	
Ethical considerations	
Legal compliance	
User safety	
Innovation	
Evaluation source (human vs AI)	
Other (specify)	

*AI Accuracy.* AI vs Human Evaluation Perceptions



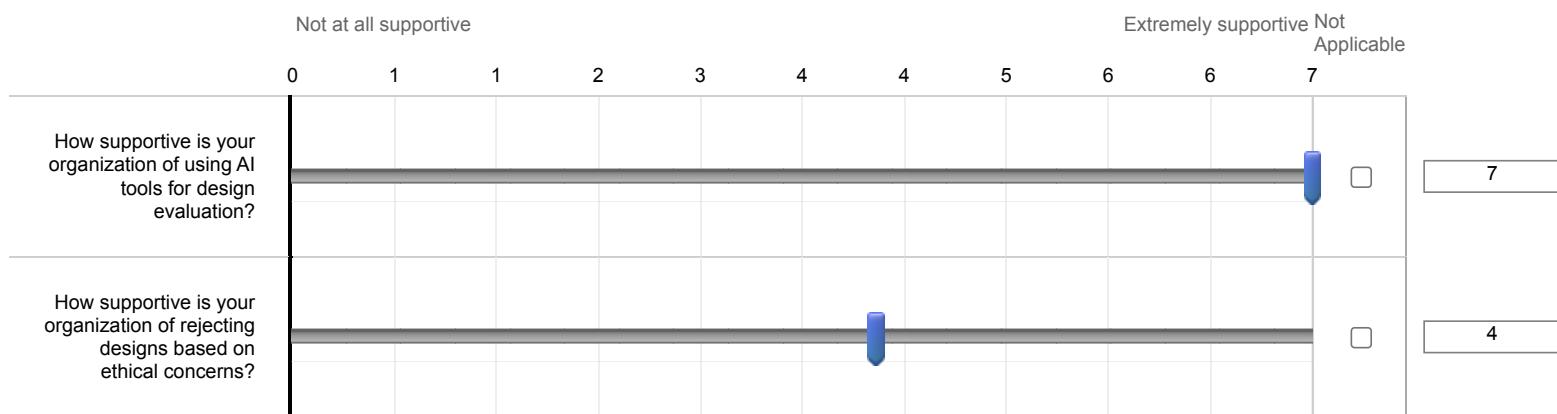
*UI Ethics Experience.* In your professional work, how often do you encounter designs that you consider ethically questionable?

- Never
- Rarely
- Sometimes
- Often
- Very often

*Dark Pattern Exp.* . How familiar are you with the concept of 'dark patterns' in interface design?

- Very familiar
- Somewhat familiar
- Slightly familiar
- Not familiar

*Organizational Suppo.* AI vs Human Evaluation Perceptions



*Evaluation Data.* What additional information would be most helpful when evaluating interface designs?

- Long-term user behavior data
- Accessibility metrics
- Privacy impact assessments
- Psychological impact measures
- Regulatory compliance scores
- Combined AI-human evaluation
- Other (specify)

*AI eval.* Have you previously used AI tools to evaluate or analyze user interfaces?

- Yes, frequently
- Yes, occasionally
- Yes, but rarely

No, never

*Open Feedback.* Any additional thoughts about comparing AI vs human evaluation data, or user interface evaluation in general?

While AI evaluation data can be useful, human evaluation provides essential context and nuance. A combined approach would likely yield the best results.

*Current Role.* What is your current primary role?

- UX/UI Designer
- UX Researcher
- Product Designer
- Design Manager
- Product Manager
- Design Director
- Other

*Industry Experience.* Which industries have you worked in? (Select all that apply)

- Technology/Software
- E-commerce
- Healthcare
- Financial Services
- Gaming
- Media/Entertainment
- Consulting
- Social Media
- Other

*Company Size.* What is the approximate size of your current organization?

- Startup (<50 employees)
- Small (50-200)
- Medium (200-1000)
- Large (1000-5000)
- Enterprise (5000+)
- Freelance/Consultant
- Click to write Choice 7

*Decision-Making Auth.* In your current role, do you have the authority to make final decisions about interface designs?

- Yes, final decision authority
- Yes, significant influence
- Some input
- Little input
- No decision authority

*Purpose.*

## Study Purpose Revelation

Thank you for your participation! This study examined two factors: (1) whether presenting user experience data with enhanced ethical metrics influences designers' willingness to implement potentially problematic interfaces, and (2) how AI-generated vs human-generated evaluation data affects design decision-making.

Researcher contact information: Hauke Sandhaus (hgs52@cornell.edu), Faculty Advisor: Helen Nissenbaum (hn288@cornell.edu)

*Recruitment*. How did you learn about this study?

- Prolific
- LinkedIn
- Slack Group
- Direct referral
- Mailing list
- Snowball sampling (referral from other participant)
- Other

*Raffle-Email*. Please enter the email address we should send your gift card to

*This question was not displayed to the respondent.*

*Feedback*. Do you have any feedback about this study or questions about the research?

no

*Prolific ID* . What is your Prolific ID?

*Please note that this response should auto-fill with the correct ID*

67c246023b44ca64d40ae45a

**Embedded Data**

**PROLIFIC\_PID:** 67c246023b44ca64d40ae45a