

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.

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 comparatively 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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Your privacy preferences

Here you can see who can see your data.

Profile information

Email address

olivia.logan@hotmail.uk

Everyone

Date of birth12 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

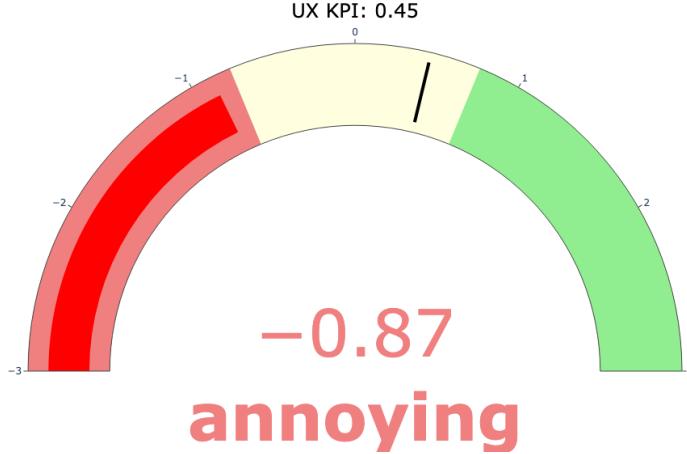
Stories

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

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

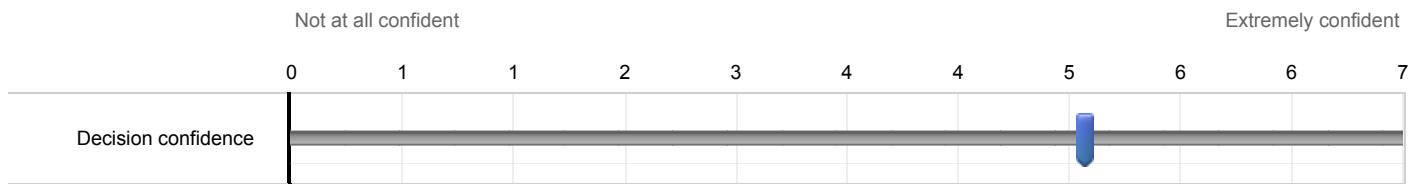
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- Yes
 - No

UEEQ Explanation. Please explain your decision

Efficiency is generally positive (0.34 and 0.95), suggesting users find it organized and fairly easy to work with. Perspicuity is strong (0.98 and 1.30), meaning the interface is mostly clear and easy to understand. Dependability I (0.71) indicates predictability is good. High Disguise (1.49) and Addictiveness (1.26) scores, while not standard UX metrics, suggest that the design is engaging and transparent in certain aspects. Weaknesses: Attractiveness is a concern: "Annoying vs. Enjoyable" (-0.87) and "Unfriendly vs. Friendly" (-0.65) indicate users find it less pleasant to use, which could hurt adoption and satisfaction. Stimulation is lukewarm (-0.09 and 0.28), so the experience may not feel exciting or engaging to many. Dependability II (-0.11) shows some users perceive it as slightly obstructive. Deception (-0.56) might hint at trust concerns — users may perceive intentions as less benevolent. Overall View: The Composite UX score (0.45) is mildly positive, showing the fundamentals are in place. Problems are mostly emotional engagement and friendliness rather than functionality or clarity. With these scores, an iterative launch could be sensible: release to a limited audience or as a phased rollout, gather real-world feedback, and address the attractiveness/friendliness issues early.

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UEEQ DP Stimuli.

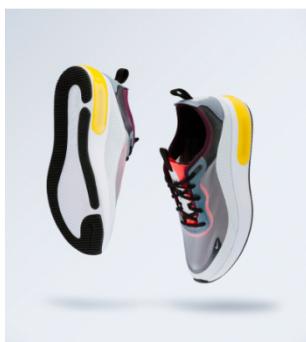
Business Context: ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved | **Awaiting your final design approval**

Currently Approving Interface 2

9:41

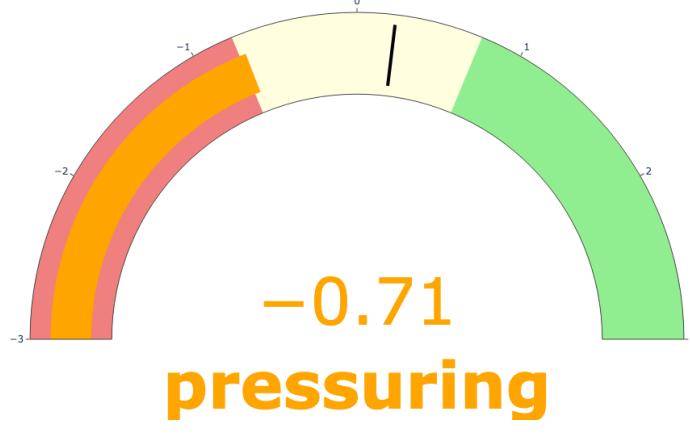


Discover



UX Risk Assessment

UX KPI: 0.23



Evaluation Data Source

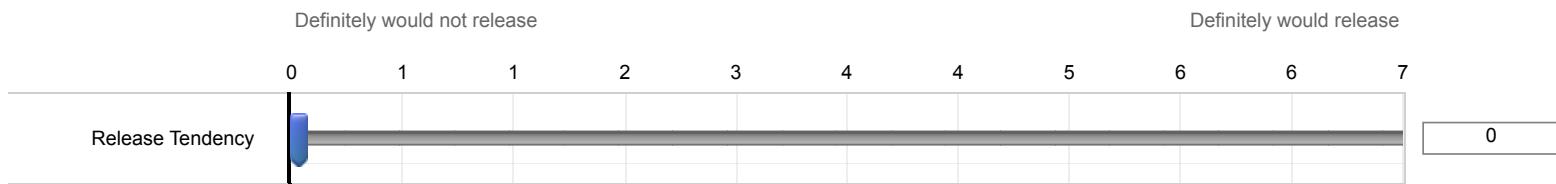
UX Evaluation Details

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	0.03
Efficiency II	Cluttered vs. Organized	-0.08
Perspicuity I	Complicated vs. Easy	1.09
Perspicuity II	Confusing vs. Clear	0.58
Dependability I	Unpredictable vs. Predictable	0.42
Dependability II	Obstructive vs. Supportive	0.17
Stimulation I	Boring vs. Exciting	-0.35
Stimulation II	Not Interesting vs. Interesting	-0.16
Attractiveness I	Annoying vs. Enjoyable	-0.06
Attractiveness II	Unfriendly vs. Friendly	-0.15
Coercion	Pressuring vs. Suggesting	-0.71
Addictiveness	Addictive vs. Non-addictive	0.17
Disguise	Covert vs. Revealed	0.87
Deception	Deceptive vs. Benevolent	-0.61
Overall UX Quality	Composite Score (UX metrics only)	0.23
Overall Mean	All metrics combined	0.09

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?



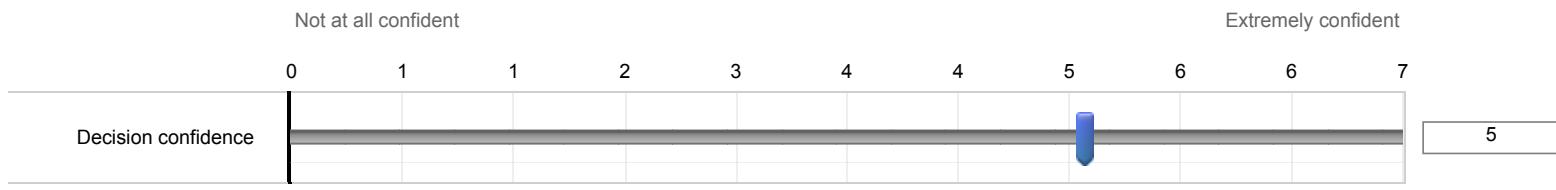
UEEQ Release. Would you release this interface design?

- Yes
- No

UEEQ Explanation. Please explain your decision

While the Overall UX Quality score is 0.23 (slightly positive) and certain metrics — notably Perspicuity I (1.09) and Perspicuity II (0.58) — indicate that users generally find the interface easy to understand and clear, there are several significant concerns that suggest the design isn't ready for full release. The interface shows strong clarity and predictability, but low efficiency, low engagement, and trust/autonomy concerns mean it needs further refinement before release. Addressing the negative ethical perception (coercion & deception), reorganizing the layout for efficiency, and adding engaging design elements could raise both the composite UX score and user confidence.

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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UEEQ DP Stimuli.

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

Currently Approving Interface 3

9:41



Social Media



valery_wulfflad

25 min ago



valery_wulfflad #christmas



21 likes



steve___

28 min ago



UX Risk Assessment

UX KPI: 0.51



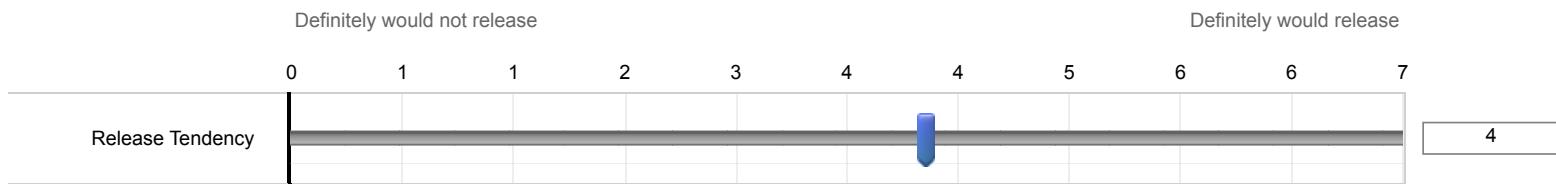
UX Evaluation Details

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	0.81
Efficiency II	Cluttered vs. Organized	0.22
Perspicuity I	Complicated vs. Easy	1.46
Perspicuity II	Confusing vs. Clear	0.49
Dependability I	Unpredictable vs. Predictable	-0.50
Dependability II	Obstructive vs. Supportive	-0.20
Stimulation I	Boring vs. Exciting	0.35
Stimulation II	Not Interesting vs. Interesting	0.18
Attractiveness I	Annoying vs. Enjoyable	0.05
Attractiveness II	Unfriendly vs. Friendly	-0.10
Coercion	Pressuring vs. Suggesting	-0.48
Addictiveness	Addictive vs. Non-addictive	-1.47
Disguise	Covert vs. Revealed	0.19
Deception	Deceptive vs. Benevolent	-0.82
Overall UX Quality	Composite Score (UX metrics only)	0.51
Overall Mean	All metrics combined	0.01

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?



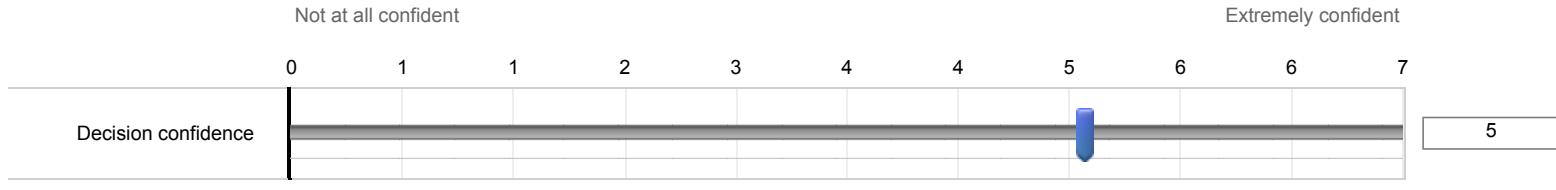
UEEQ Release. Would you release this interface design?

- Yes
- No

UEEQ Explanation. Please explain your decision

The overall UX quality score (0.51) suggests a moderately positive experience, with strong performance in Perspicuity (ease and clarity of use) and Efficiency I (perceived task efficiency). Users generally find the interface easy to understand and relatively efficient to work with, which is critical for adoption. However, there are several risk areas that need to be addressed before or immediately after release: 1. Dependability – Scores for "Unpredictable vs. Predictable" (-0.50) and "Obstructive vs. Supportive" (-0.20) indicate the system may behave inconsistently or hinder user progress in certain scenarios, which could erode trust. 2. Ethics & Trust Perception – "Deceptive vs. Benevolent" (-0.82) is a red flag for perceived transparency and integrity. If users feel misled, adoption and satisfaction will drop. 3. Addictiveness – The very negative score (-1.47) suggests users feel the system is too attention-grabbing or possibly distracting, which may conflict with productivity goals. 4. Moderate Attractiveness – While not a major weakness, low enjoyment (+0.05) and friendliness (-0.10) could reduce long-term engagement.

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



UEEQ Instructions.

Instructions

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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_wu1111 · 11 hours ago
21 likes

shoesero



shoesero new collection is in
184 likes

steve__



28 min ago

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.

Advertisers 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 advertisement [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.

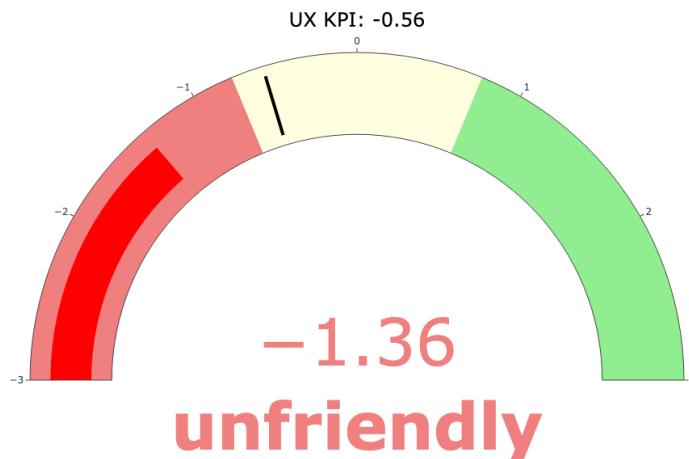
4. Be Mindful of Direct Messages:
When engaging in private messages, remember that consent still matters. Avoid sending unsolicited or explicit content, and be respectful of the other person's time and boundaries.

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

[socialmedia.com/consent](#)



UX Risk Assessment



Evaluation Data Source

UX Evaluation Details

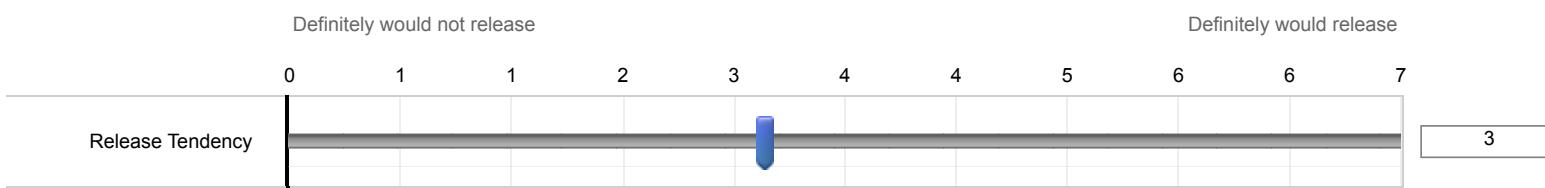
Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

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

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

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?



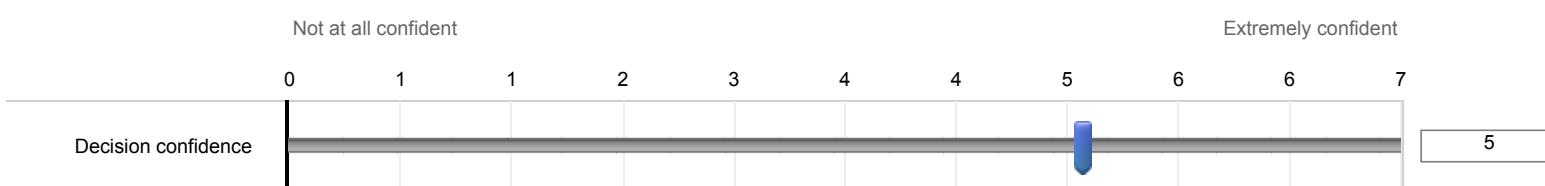
UEEQ Release. Would you release this interface design?

- Yes
 No

UEEQ Explanation. Please explain your decision

Key Concerns from the Scores Efficiency & Clarity: Efficiency I (-0.34) and Efficiency II (-1.19) indicate that users find the interface both inefficient and cluttered — a strong signal that navigation and task completion will be frustrating. Perspicuity I (-0.59) and Perspicuity II (-1.29) mean users are finding the system both complicated and confusing, making onboarding and general usage harder. User Friendliness & Trust: Attractiveness I (-1.00) and Attractiveness II (-1.36) show the design is perceived as unpleasant and unfriendly — not a good recipe for adoption. Deception (-1.28) is especially concerning — this suggests users feel the design may mislead them or is not transparent, which can damage brand trust. Dependability & Support: Dependability II (-0.72) means users feel the interface is obstructive instead of supportive. Overall UX Quality: Composite score of -0.56 signals that the design is below neutral across multiple UX dimensions, not just in one isolated area. --- Release Tendency Justification Even if some scores like Addictiveness (+0.88) and Disguise (+0.06) are neutral-to-positive, these don't outweigh the fact that the design is viewed as unclear, unfriendly, and possibly deceptive. Launching in this state risks: User frustration → drop-off in adoption Reputational damage due to trust issues Higher support costs from confusion and inefficiency --- Recommendation Do not release yet. Prioritize reworking navigation, layout clarity, and visual friendliness. Address transparency and communication to improve trustworthiness. Re-test after adjustments to confirm improvement in Efficiency, Perspicuity, and Attractiveness before launch

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



Instructions

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UEEQ DP Stimuli.

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

Currently Approving Interface 5

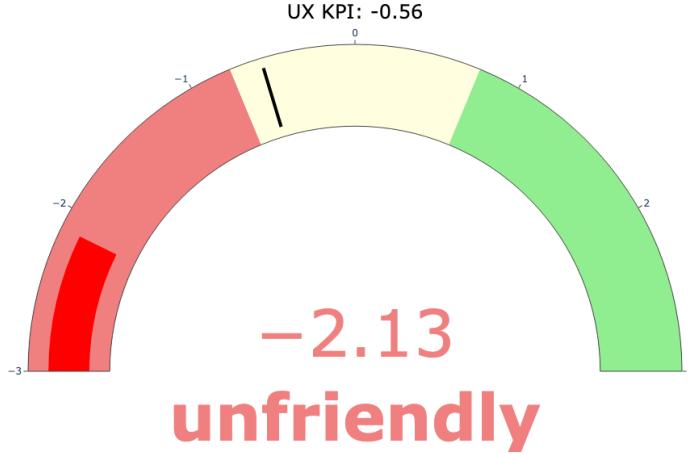


Finish Signing Up

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](#)



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

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



1

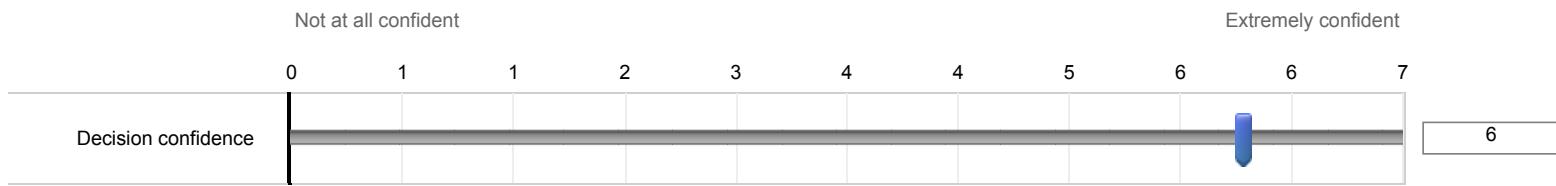
UEEQ Release. Would you release this interface design?

- Yes
 - No

UEEQ Explanation. Please explain your decision

Strong negative scores in key emotional and trust factors: Attractiveness I & II (-1.97 , -2.13) suggest users find it annoying and unfriendly — this is a major red flag for adoption. Dependability I & II (-0.46 , -1.17) indicate unpredictability and lack of support, undermining user trust. Deception (-2.09) is especially concerning, as perceived dishonesty can completely alienate users. Low stimulation and engagement: Stimulation I & II (-0.86 , -0.76) show users are finding the experience boring or uninteresting, which can lead to disengagement and abandonment. Mixed efficiency and clarity: Some positives (Efficiency II = $+0.38$) suggest the layout is somewhat organized. But negatives in Perspicuity II (-0.76) indicate users find it confusing overall. Overall UX Quality score is negative (-0.56) — meaning that, on average, the experience leans toward unsatisfactory. The Overall Mean including autonomy measures is even worse (-0.81). Composite indicators suggest low release readiness: This interface would likely frustrate users, damage trust, and reduce engagement — especially given the perception of coercion (-2.11) and lack of friendliness.

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



UEEQ Instructions.

Instructions

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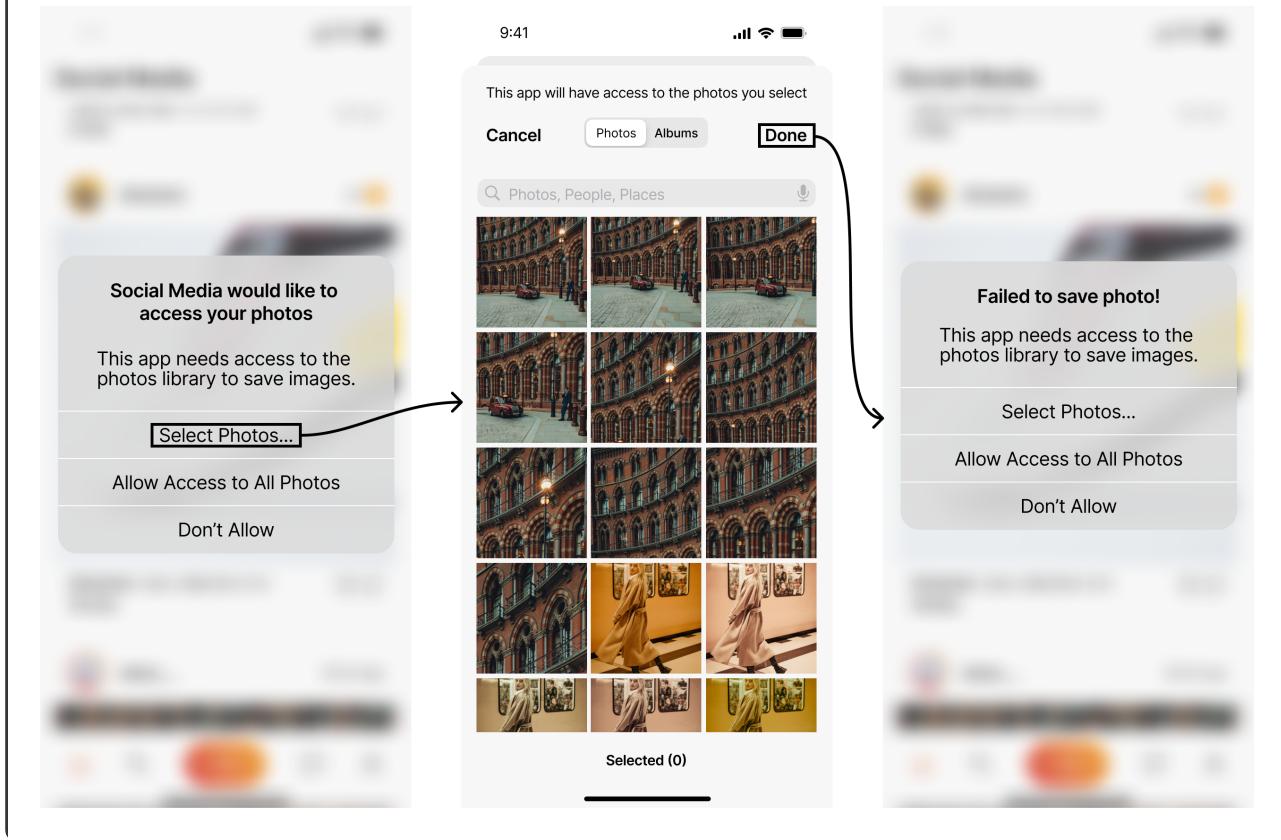
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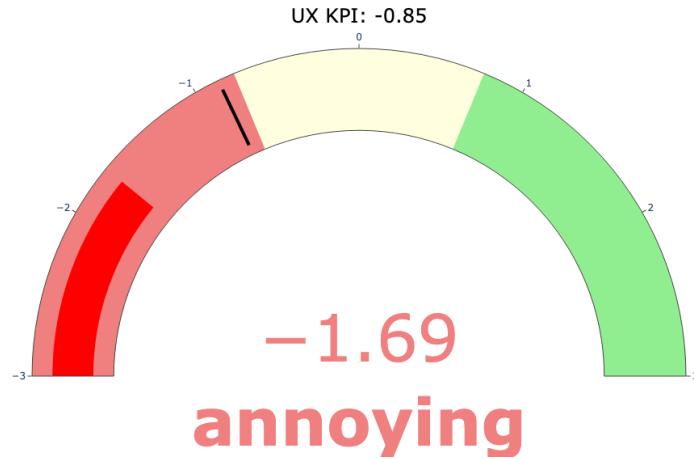
UEEQ DP Stimuli

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

Currently Approving Interface 6



UX Risk Assessment



Evaluation Data Source

UX Evaluation Details

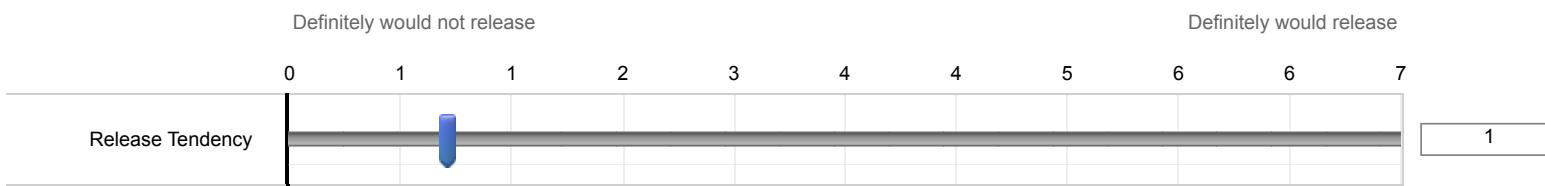
Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

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

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

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?



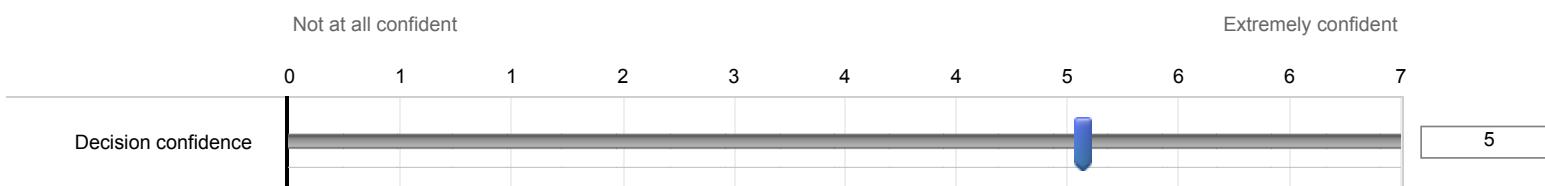
UEEQ Release. Would you release this interface design?

- Yes
 No

UEEQ Explanation. Please explain your decision

1. Overall UX Quality is Negative The Composite Score (-0.85) and Overall Mean (-0.9) are well below neutral, indicating that most user perceptions are unfavorable. Multiple categories fall near or beyond -1.0, which in UX terms signals strong dissatisfaction. 2. Critical Weaknesses in Core Usability Areas Efficiency (-0.82, -0.15) → Users perceive it as inefficient and somewhat cluttered, which directly impacts productivity. Perspicuity (-0.79, -0.90) → The interface is seen as complicated and unclear, meaning learning curves and error rates will be high. Dependability (-0.95, -1.23) → Being perceived as unpredictable and obstructive is a red flag for trust and reliability. 3. Emotional & Engagement Factors Are Poor Attractiveness (-1.69, -1.44) and Stimulation (-0.58, -0.75) scores suggest the design frustrates users instead of engaging them. Coercion (-1.59) and Deception (-1.53) imply users feel manipulated or misled, which can damage brand reputation and retention. 4. Business Risk Launching with these ratings could lead to low adoption, high churn, increased support costs, and negative public perception.

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



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?

This question was not displayed to the respondent.

Instructions

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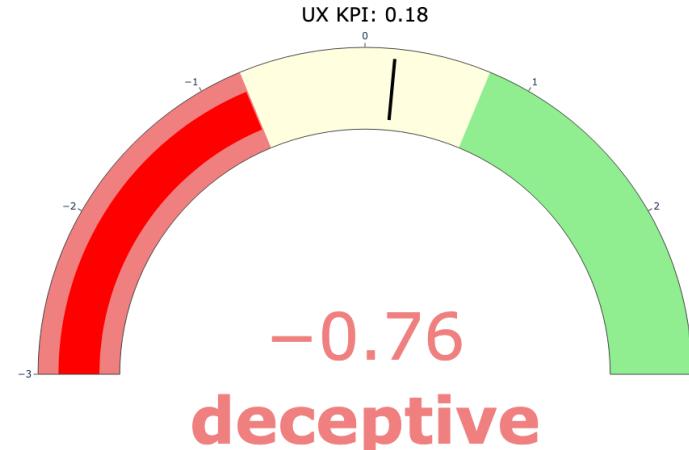
UEEQ DP Stimuli.

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



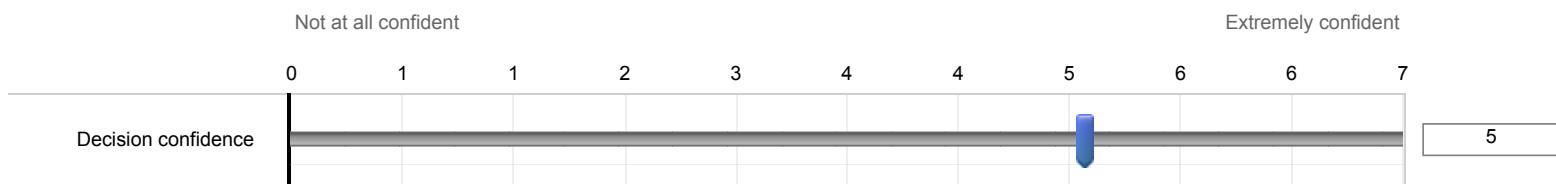
UEEQ Release. Would you release this interface design?

- Yes
- No

UEEQ Explanation. Please explain your decision

1. Strengths Efficiency (0.43, 0.40) and Perspicuity (0.43, 0.53) are moderately positive, suggesting that users generally find the interface easy to use and reasonably well organized. Dependability I (0.70) is the highest score, meaning users felt the interface behaved predictably. Disguise (0.56) indicates transparency in certain aspects, which supports trust. 2. Weaknesses Attractiveness scores are negative (-0.44, -0.47), showing that emotional appeal and friendliness are lacking—this could hurt user adoption even if the interface is functional. Stimulation scores are near neutral or negative, which suggests users don't find it engaging. Dependability II (-0.22) shows some users felt the system was not supportive enough. Deception (-0.76) is a serious red flag—it indicates a perception of misleading behavior, which could damage trust. 3. Overall Scores UX composite: 0.18 → Slightly above neutral, meaning the experience is acceptable but far from exceptional. Overall mean (including autonomy metrics): 0.02 → Basically neutral, showing the autonomy-related perceptions are pulling the overall rating down. 4. Business Risk The functional foundation is solid enough to release, but the emotional, trust, and engagement elements need improvement to avoid user dissatisfaction over time. If released as-is, the interface might work well for short-term transactional tasks but could underperform in retention, brand trust, or long-term satisfaction.

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.

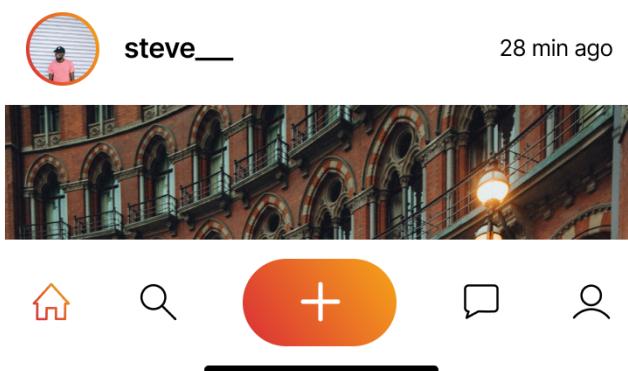
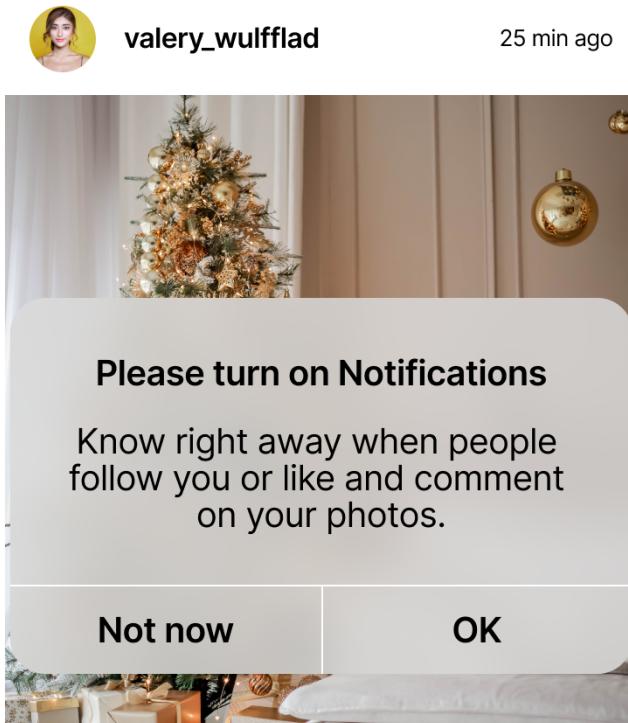
Business Context: ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |
Awaiting your final design approval

Currently Approving Interface 9

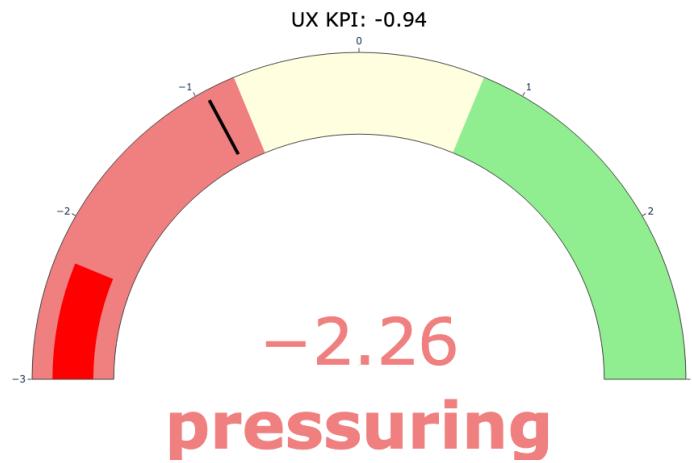
9:41



Social Media



UX Risk Assessment



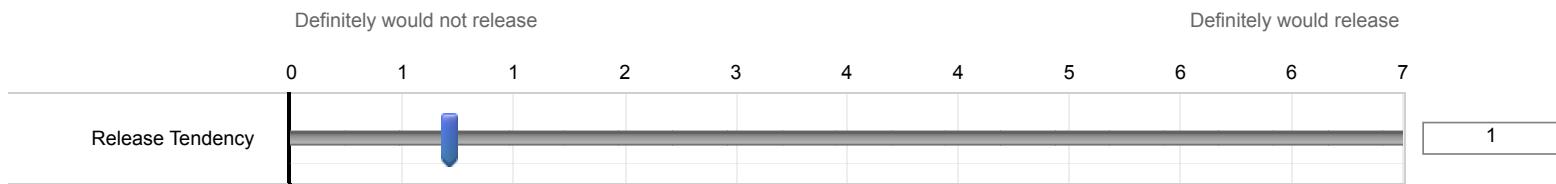
UX Evaluation Details

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

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?



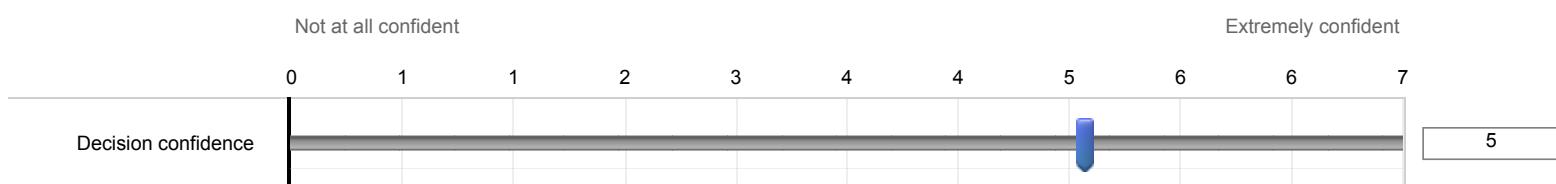
UEEQ Release. Would you release this interface design?

- Yes
- No

UEEQ Explanation. Please explain your decision

Key Problem Areas Efficiency (-0.71 & -0.71) – Users find it somewhat inefficient and cluttered, which can slow down task completion. Dependability II (-2.08) – This is a major red flag. Users feel the system is obstructive rather than supportive, which erodes trust. Stimulation & Attractiveness (scores between -1.26 and -1.97) – The interface is perceived as boring, uninteresting, unfriendly, and even annoying. This will hurt long-term engagement. Coercion (-2.26) – Users feel pressured rather than guided, which can cause strong resistance or even ethical concerns. Deception (-1.58) – Perceived dishonesty is a serious trust issue, and it will be hard to recover from if released as-is. Some Positives Perspicuity I (0.41) – It's at least somewhat easy to understand. Addictiveness (0.89) and Disguise (0.78) – Users don't find it overtly intrusive in a negative way. Dependability I (0.16) – Mildly predictable, so consistency is not completely broken. Release Risk Assessment With an Overall UX Quality of -0.94, the majority of critical metrics are in the negative range, especially those tied to trust, emotional engagement, and perceived autonomy. Even if the business case is strong, releasing now could: Damage brand reputation Reduce adoption and retention Increase support costs Make later redesigns more difficult due to negative user impressions

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.

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

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

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UEEQ DP Stimuli.

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

Currently Approving Interface 11

9:41



Social Media



valery_wulfflad

25 min ago



valery_wulfflad #christmas



21 likes

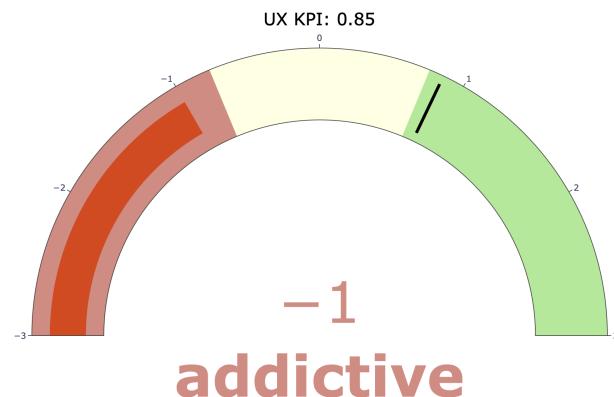


steve__

28 min ago



UX Risk Assessment



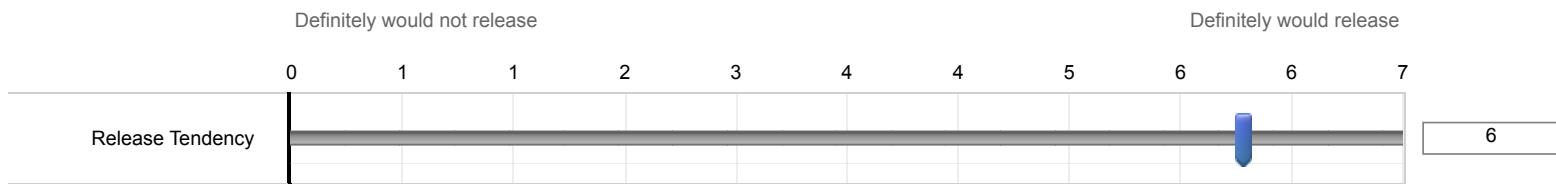
UX Evaluation Details

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	0.97
Efficiency II	Cluttered vs. Organized	0.75
Perspicuity I	Complicated vs. Easy	1.66
Perspicuity II	Confusing vs. Clear	0.59
Dependability I	Unpredictable vs. Predictable	-0.28
Dependability II	Obstructive vs. Supportive	1.07
Stimulation I	Boring vs. Exciting	0.17
Stimulation II	Not Interesting vs. Interesting	0.63
Attractiveness I	Annoying vs. Enjoyable	0.34
Attractiveness II	Unfriendly vs. Friendly	0.80
Coercion	Pressuring vs. Suggesting	-0.04
Addictiveness	Addictive vs. Non-addictive	-1.00
Disguise	Covert vs. Revealed	1.11
Deception	Deceptive vs. Benevolent	0.07
Overall UX Quality	Composite Score (UX metrics only)	0.85
Overall Mean	All metrics combined	0.49

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?



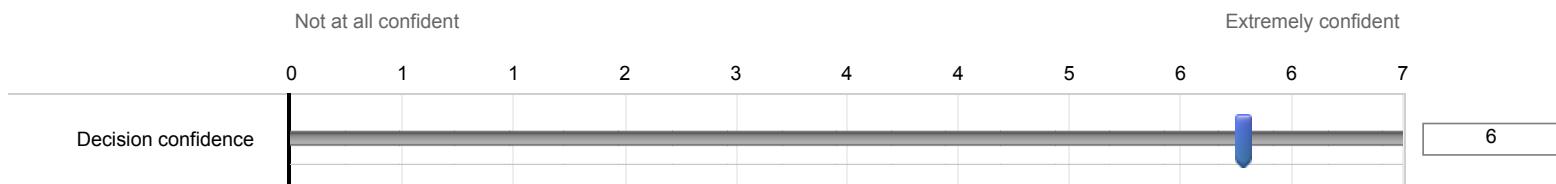
UEEQ Release. Would you release this interface design?

- Yes
- No

UEEQ Explanation. Please explain your decision

Strengths (scores above +0.5) Efficiency: Both Inefficient vs. Efficient (+0.97) and Cluttered vs. Organized (+0.75) indicate users find it fast and well-structured. Perspicuity: Complicated vs. Easy (+1.66) is very high—users understand it quickly. Dependability II (+1.07) shows the system feels supportive. Friendliness (+0.80) and Disguise (+1.11) are strong—suggesting it's approachable and transparent in presentation. Overall UX quality at +0.85 means the core experience is solidly positive. Weak spots (scores below 0) Dependability I (-0.28) suggests some unpredictability—users may occasionally feel unsure about system responses. Addictiveness (-1.00) indicates the interface is not habit-forming, which might be fine depending on business goals, but could mean low engagement over time. Coercion (-0.04) is almost neutral but slightly on the “pressuring” side—worth monitoring for tone. Neutral to mild positives Exciting vs. Boring (+0.17) and Interesting vs. Not Interesting (+0.63) are okay but leave room for more engaging elements if desired.

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



UEEQ Instructions.

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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?

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UEEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEEQ Explanation. Please explain your decision

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

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UEEQ Instructions.

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UEEQ DP Stimuli.

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

Currently Approving Interface 13

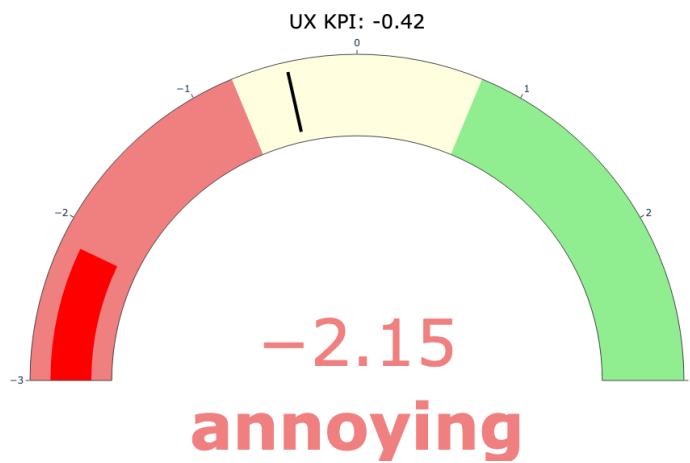
Your friends will forget you.

Are you sure you want to delete your Social Media Account?

Cancel, and go back

Yes, I don't care about my friends

UX Risk Assessment



Evaluation Data Source

UX Evaluation Details

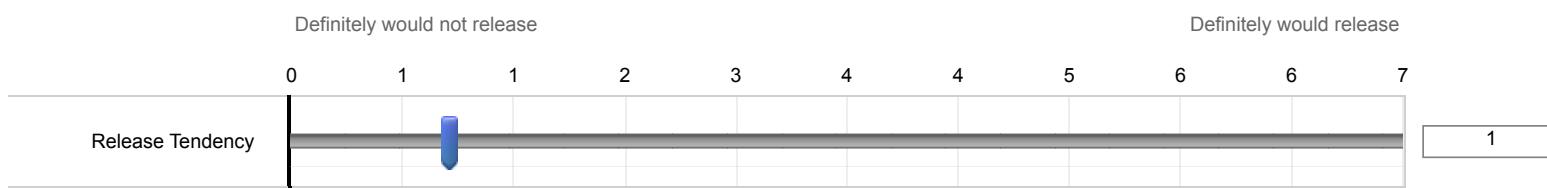
Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
Efficiency I	Inefficient vs. Efficient	0.03
Efficiency II	Cluttered vs. Organized	0.69
Perspicuity I	Complicated vs. Easy	0.53
Perspicuity II	Confusing vs. Clear	-0.40
Dependability I	Unpredictable vs. Predictable	0.21
Dependability II	Obstructive vs. Supportive	-1.85
Stimulation I	Boring vs. Exciting	0.00

Stimulation II	Not Interesting vs. Interesting	-0.83
Attractiveness I	Annoying vs. Enjoyable	-2.15
Attractiveness II	Unfriendly vs. Friendly	-2.15
Coercion	Pressuring vs. Suggesting	-1.93
Addictiveness	Addictive vs. Non-addictive	-0.29
Disguise	Covert vs. Revealed	0.25
Deception	Deceptive vs. Benevolent	-1.97
Overall UX Quality	Composite Score (UX metrics only)	-0.42
Overall Mean	All metrics combined	-0.7

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?



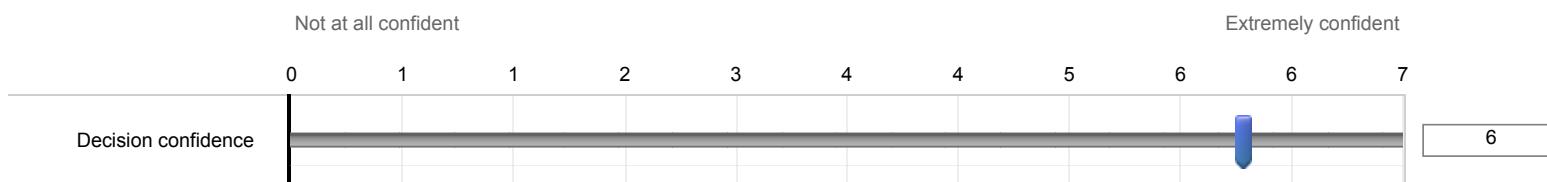
UEEQ Release. Would you release this interface design?

- Yes
 No

UEEQ Explanation. Please explain your decision

Critical weaknesses in emotional appeal — The Attractiveness scores are highly negative (-2.15 in both friendliness and enjoyability), which is a serious red flag. Even if the interface is functional, users are likely to dislike interacting with it. Dependability issues — The "Obstructive vs. Supportive" measure is extremely low (-1.85), indicating the system actively hinders rather than helps. That's a core usability failure. Trust and ethical perception problems — The low scores in Coercion (-1.93) and Deception (-1.97) suggest users may feel manipulated or misled, which damages credibility and long-term adoption. Mixed efficiency and clarity — While Efficiency II (organization) is strong at 0.69, Perspicuity II is negative (-0.40), meaning users still find the interface somewhat confusing. Overall UX Quality is negative (-0.42), and the Overall Mean across all metrics is -0.7, signaling that dissatisfaction outweighs satisfaction. Recommendation: Before release, address the trust, supportiveness, and enjoyment problems. Iterative redesign and usability testing should target the most extreme negatives first, especially in perceived friendliness, honesty, and helpfulness.

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



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Currently Approving

UX Risk Assessment

Evaluation Data Source

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UEEQ Release. Would you release this interface design?

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UEEQ Explanation. Please explain your decision

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UEEQ Explanation. Please explain your decision

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

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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

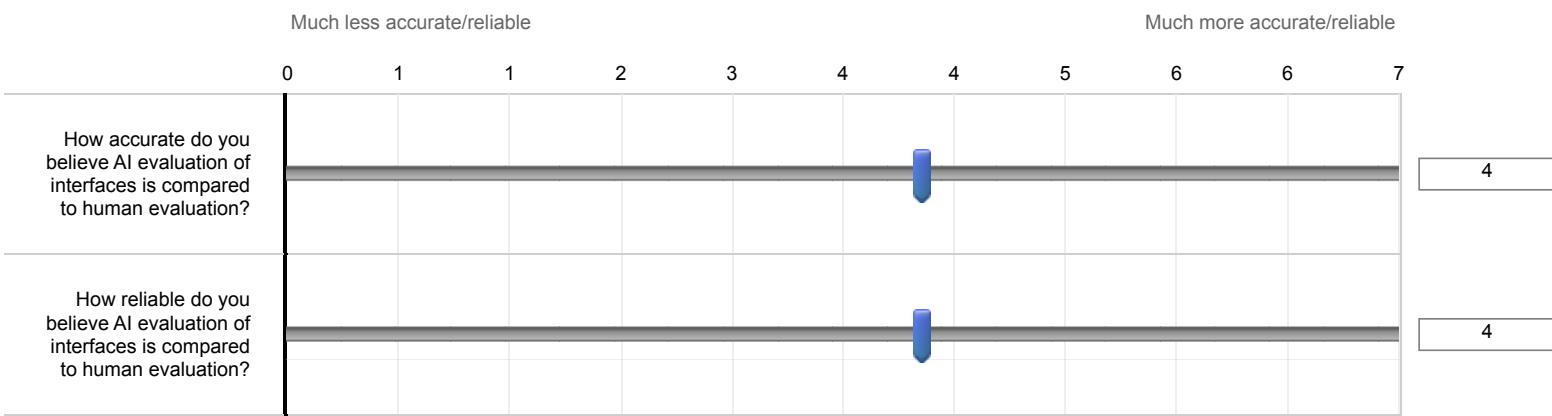
Trust. Which type of evaluation data did you trust more?

- 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	1
Ease of use	2
Business impact	3
Innovation	
Evaluation source (human vs AI)	
Other (specify)	

AI Accuracy. AI vs Human Evaluation Perceptions



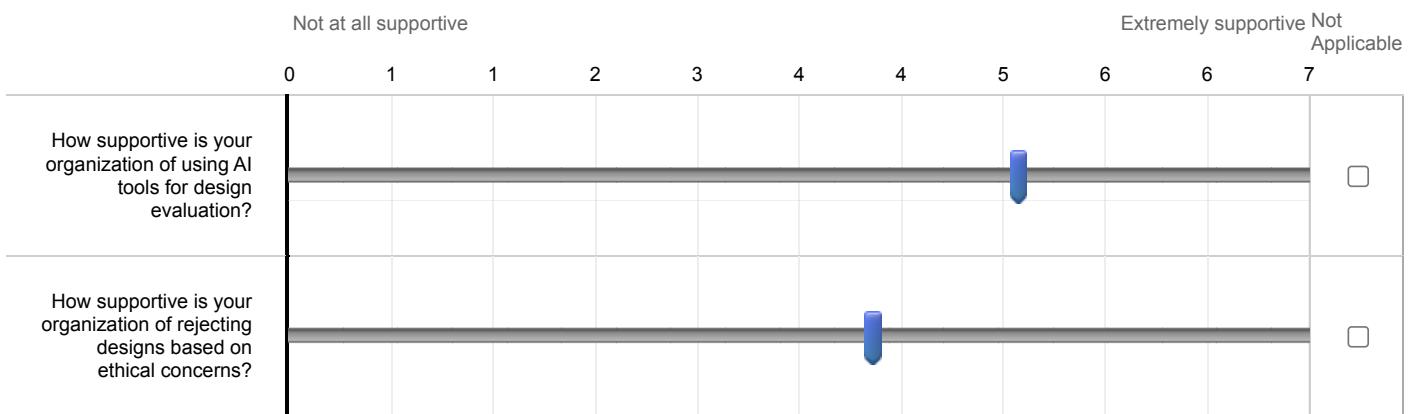
UI Ethics Experience. In your professional work, how often do you encounter designs that you consider ethically questionable?

- 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?

AI consistency: AI scoring is usually highly consistent; repeated analyses yield the same result. Human variability: Humans can be inconsistent, influenced by mood, fatigue, or prior experience. But they can provide richer insights and spot novel usability issues AI might miss. Best approach: Use AI to flag potential problem areas, then validate with human feedback to ensure validity.

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)

- | | |
|---|---|
| <input checked="" type="checkbox"/> Technology/Software | <input type="checkbox"/> Media/Entertainment |
| <input type="checkbox"/> E-commerce | <input type="checkbox"/> Consulting |
| <input type="checkbox"/> Healthcare | <input type="checkbox"/> Social Media |
| <input checked="" type="checkbox"/> Financial Services | <input type="checkbox"/> Other <input type="text"/> |
| <input type="checkbox"/> Gaming | |

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?

Prolific ID . What is your Prolific ID?

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

67457a7bbe6d068d6d4a56a3

Embedded Data

PROLIFIC_PID: 67457a7bbe6d068d6d4a56a3