PhD Literature Review

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1 Introduction

2 Interaction

In [Atterer et al., 2006] a monitoring system for web-based interactions is defined – called UsaProxy. By requesting the users of the system to re-route all of their connections through a proxy server, HTML pages are modified with JavaScript tracking code before they are delivered to the user. The code collects data on mouse movements, keyboard input, along with other, fine-grained interaction metrics.

The capture solution presented above, in [Atterer et al., 2006] is modified in [Apaolaza et al., 2015] to allow deployment by adding JavaScript code to the web pages rather than requiring users to set their browser to re-route all connections through a proxy server. Data; low-level mouse movements, clicks, and keystokes, in this experiement are recorded from a high-traffic website continously for two years. They find that users, rather than interacting with the website quicker as they become more familiar, have increased periods of mouse inactivity. Continually, the users also spend more time on the website as they become more familiar. And finally, they find taht there is no need to collect specific information about users, such as any disabilities they may have, as their problems can be indentified through emerging behaviours in the experiements [Apaolaza et al., 2013].

3 Engagement

4 Sequential Data Mining (plus others(?))

References

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Atterer et al., 2006. Atterer, R., Wnuk, M., and Schmidt, A. (2006). Knowing the user's every move: user activity tracking for website usability evaluation and implicit interaction. In *Proceedings of the 15th international conference on World Wide Web*, pages 203–212. ACM.