



Reflective writing in the theory/practice transfer paper

Matriculation number: 8240

Accepted topic
of the transfer paper: Effect of cookie banner design on user click-through rate

These questions are intended for reflection and support during the preparation of your transfer paper. We recommend you to ask yourself recurrently these questions before, during, and after the elaboration of the transfer paper in order to develop a scientifically founded paper. Please answer the questions with one or two sentences (enumerations are also possible) and do not forget to refer to the corresponding chapter in your transfer paper. In contrast to the transfer paper and to the assignment clarification, writing in the first person is desired within the framework of reflective writing. This form is an integral part of the assessment of the theory/practice transfer paper and therefore must be included for evaluation along with the paper itself.

You can use 2000 characters (without spaces) as a guideline for answering the questions.

Which are the central research questions of my topic?

The central research question is what effect the design of a cookie banner has on the percentage of users interacting with it.

Which objective do I want to achieve with the elaboration of the transfer paper and to what extent did I accomplish this at the end?

The goal was to determine which factors play a role in the noticeability of a cookie banner. A number of factors have been found and some effective combinations have been revealed. However, a clear ranking was not possible due to the relatively low sample size (caused by the limited scope of a TFL).



How are my central questions/topics and the content that I have learnt during my academic studies connected?

The research question is connected with the Usability Engineering module because the noticeability of cookie banners directly influences the experience a visitor has on a web-page. Additionally, some methods learned in this module were applied to answer them (namely an interactive survey, albeit not with the hardware provided by the NAK due to time constraints).

What information have I drawn on for my work and why have I chosen this source?

To evaluate the history of the GDPR a number of public surveys and official documents from the EU have been used. For determining the factors that influence the click-through rate, data was collected specifically for this research paper through an interactive survey.

What is my approach to answering the research question?

Primarily through a purpose-built survey and empirical evaluation of the data collected.



Where do you see my personal contribution to answering the research question?

The main personal contribution is the design, creation, distribution and evaluation of the survey.

What have I learnt from writing this transfer paper and what would I do differently next time? A reference to a chapter is optional in this case.

Most lessons learned have been listed in the conclusion of the paper. The most prominent one being that users in an interactive survey should be expected to circumvent any planned routes. Another takeaway is that too many uncontrolled variables in a survey may harm the results as a low participant count makes it hard to achieve statistically relevant results.

Upload the completed reflective writing form (as a separate document) together with your transfer paper in the Campus Information System (CIS).