

Introduction:

Can constant interruptions affect the quality and accuracy of information retained?

This user study compares the quality of information retained when users are subjected to two models:

- A podcast with advertisements.
- A podcast without advertisements

Objective:

1. To determine whether there is a difference in the quality and accuracy of the information retained across the models.
2. To compare the difference in the quality of life between the two models.

Result:

- Purple Legend : Podcasts without advertisements.
- Green Legend: Podcasts with advertisements.



PODCAST



Methodology:

A total of 8 participants were utilised for this study. The participants were connected individually over discord and subjected to the two models.

At the end of each podcast the participants were asked to repeat sentences from the podcast and phrase the general meaning of the podcast. They were awarded points based on their accuracy.

Conclusion:

While the results from this study points to the success of the model without advertisements a larger set of participants is required to make a definite conclusion.

Analysis and Discussion:

From the study on the two models:

- The constant distractions and interruptions affected the working memory of an individual negatively.
- The users also found themselves to be more critical and negative when reviewing the model with the advertisements.

This was deduced to occur due to the attention of the user being broken consistently, which impacts the information in the working memory. This also explained the difference in the quality of life across the models.

