Peer Response 2

Hi Samuel,

Thank you for the thorough evaluation of the Minge & Thuring (2018) paper on hedonic and pragmatic halo effects on user experience, particularly the challenge to the way participants' responses were measured. What you suggest is that the measures used in the study insufficiently capture the experience of the participants. I agree that more open-ended questions could have been included, however it can be argued that closed-ended questions provide better objective measures for an inherently subjective field, which may even be used for statistical modelling. For example, Chu & Zhu (2011) use the Analytic Hierarchy Process to measure user experience with mobile applications to ensure "rational construction of the user experience". However, having said that, Biduski et al. (2020) conducted a longitudinal study using a mixed-methods model for measurement, and highlighted the importance of using open-ended questions to capture detail in the evolution of experiences over time. Rosala (2024) discusses how open-ended questions may provide unexpected insights, which may provide new directions in research, however there is a risk users may choose to evade these questions due to the required effort (Zhou, 2017).

Thank you again for your contribution, it was a worthwhile effort to investigate this topic further.

References:

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