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Design Project 2

Proposal for the evaluation phase of the project

I. General information

Title of your evaluation proposal: Evaluation Proposal for the BingeBuddies app: Enhancing group decision-making and online viewing of video contents.

Short summary of the proposal: This evaluation aims to evaluate the usability, efficiency, and user satisfaction of the BingeBuddies app. The study will focus on measuring how well the structured decision-making process is. Both quantitative (number of action, decision times) and qualitative (post-session questionnaires, interviews) data will be collected.

Research question and hypotheses:

Does the BingeBuddies app improve group decision-making efficiency and user satisfaction in online viewing of video contents?

Hypotheses:

1. Participants using BingeBuddies will experience reduced decision-making time compared to traditional decision making methods (debate, etc…).
2. AI-generated recommendations will decrease the time to reach a consensus due to group preferences.
3. Increase the user satisfaction while viewing content with others.

Type of study (survey, case study, experimental study, field study): Participants will be asked to fill out a survey to measure the user satisfaction to the use of BingeBuddies. An experimental study will be held to test out different decision making methods and different types of vote (ranking, grading, majority, etc…) to evaluate user satisfaction and time.

Type of collected data (verbal, behavioral, logs): Verbal (survey, questionnaire), logs (decision time, number of clicks, number of messages, number of actions)

Place of study: Remote, using the BingeBuddies prototype.

Time period for the study: Approximately 1–2 weeks.

II. Material and methods

II.1. Participants

Expected number of participants: 10-15 participants.

Recruitment method: Participants will be recruited via social media, university friends and family members.

II.1.1 Selection criteria

Inclusion criteria:

- People who regularly participate in group movie-watching sessions.
- Mostly young people (between 18-30 years old).
- People who have issues in group decision making in content selection.
- Must have access to at least one streaming platform.
- Participants in the same group should know each other.

Non-inclusion criteria:

- People who primarily consume content alone.
- People who don't own a computer or internet access to use the BingeBuddies prototype.
- People who don't have access to any streaming platform.

Exclusion criteria:

- Technical issue with the prototype.

II.2 Procedure

Collected data/measures (Dependent Variables if applicable):

- Decision-making time
- Number of voting rounds
- Number of actions
- Frequency of "super dislike" usage
- User satisfaction ratings
- Survey answers.

Independent Variables if applicable:

- Implementation of structured voting features (multi-round voting and veto options) and video content viewing.

Tools used to collect data:

- The BingeBuddies prototype (for user interactions and decision metrics).
- Online questionnaires and surveys.

Step by step description of the procedure:

- <u>Recruitment and Consent:</u> Interested participants will receive an information sheet detailing the study's objectives and procedures and will give their consent.
- <u>Introduction Session:</u> Each group will be introduced to the BingeBuddies application, including an overview of the multi-round voting process and the "super dislike" feature. The research team will also provide step by step instructions like "Create a vote session", "participate to the vote session by choosing contents", "use the super dislike", "send a message".
- <u>Simulated Movie Selection Session:</u> Participants will engage in a simulated session where they will have to log into an account (already created), create a vote (or join the vote if the vote is already created), vote for a movie, test out the super dislike button (once per vote), send messages in the chat, play/pause the movie, and leave the session. The session will include rounds of voting (1 or 2 rounds depending on the outcome), the option to veto selections, and AI-generated recommendations based on group preferences. A short placeholder video will be played regardless of the results of the vote to test the options during the viewing (chatting, pausing).
- <u>Data Collection:</u> During the session, the app will automatically log data (decision time, number of clicks, etc…).
- <u>Post-session Evaluation:</u> After each session, participants will complete a questionnaire to assess their satisfaction and perceived efficiency.

III. Risk-benefit balance

Duration of the evaluation for each participant and number of sessions: Each session will last approximately 15-30 minutes, with each group participating in one evaluation session.

Possible gains for the participant:

- Enhanced group decision-making and online viewing experience.
- Insight into personal and group preferences in content selection.

Possible risks or constraints for the participant:

- Potential minor frustrations due to technical issues or the structured process.
- A time commitment of approximately 30 minutes per session.

How are participants informed about the experiment prior to accepting to participate?

Participants will receive an information sheet and a consent form that highlight the study's purpose, procedures, potential risks, and benefits.

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How can participants freely retract from the study?

Participants may retract from the study at any time by contacting the research team via email or in person.

Procedure to protect personal data (e.g. anonymizing):

All collected data will be anonymized. Identifiable information will be removed, and data access will be limited to authorized research team members.

People having access to personal data: Only the authorized members of the research team will have access to any identifiable data.

List of questions to be answered by YES or NO :

- Is the experiment designed to conceal parts of the objectives or methods of the research to the participants?
  Answer : NO
- Can some questions or situations make participants feel uncomfortable?
  Answer : YES
- Does the experiment require to alter social, psychological or physiological parameters?
  Answer : NO
- Can some of the content used be considered threatening, shocking or disgusting?
  Answer : NO
- Can some of the physical stimuli (auditory, visual, haptic) used lead to risks other than those encountered in everyday life?
  Answer : NO
- Will participants be exposed to physical requirements above levels considered moderate for novice participants?
  Answer : NO
- Will there be vulnerable participants included (children, people with disabilities, elderly citizens)?
  Answer : NO
- Can the experiment generate data or conclusions that could be used by a hierarchical authority to exercise constraints on participants?
  Answer : NO