Experiment Protocol

Title: *The Impact of Dynamic Images vs. Static Images on User Engagement in Web Design*

Research Question: How do dynamic images compared to static images influence user perceptions of engagement and trustworthiness on an environmental awareness website, and does this affect their willingness to take action?

Why This Experiment Matters To Me:

I'm developing an environmental awareness website aimed at spreading knowledge and garnering support for climate initiatives. To explore how design elements impact engagement, I want to test whether incorporating dynamic images, like GIFs or video loops, can enhance user interaction and inspire meaningful actions such as subscribing to a newsletter, donating, or sharing the site on social media. This experiment will help identify which design choice is more effective in encouraging user participation and promoting the cause, while also gathering feedback on the site's visual appeal.

Hypothesis:
Studies have shown that motion captures attention and creates an immersive and emotionally engaging experience. I hypothesize that incorporating dynamic images (GIFs or short video loops) into an environmental awareness website will enhance users' perceptions of its visual appeal and lead to higher rates of action-oriented engagement (newsletter subscriptions, donations, and social media shares) compared to static images, as motion may evoke stronger emotional connections to the cause.

Method:

1. **Participants**: Recruit 50 participants with a range of web design familiarity, divided randomly into two equal groups.
2. **Materials**:
    - Two versions of a website with identical layout, color scheme, content, and interactive elements (e.g., expanding buttons, cursor change):
        - **Version A**: Contains static images alongside interactive elements.
        - **Version B**: Contains dynamic images (GIFs or short video loops) alongside the same interactive elements.
    - Software to track engagement metrics for the 3 actionable items:
        - **Newsletter Subscription** (for ongoing engagement and awareness)
        - **Donation Prompt** (for direct fundraising support)
        - **Social Media Share** (to increase awareness and community reach)
    - Survey to assess user satisfaction.
3. **Procedure**:
    - Each group will be randomly assigned to view one version of the website.
    - Participants are free to explore the site with no time limit, while software automatically tracks how many people complete the three actionable items.
    - Following their session, participants will complete a survey that assesses their satisfaction with the site's design.

Measures:

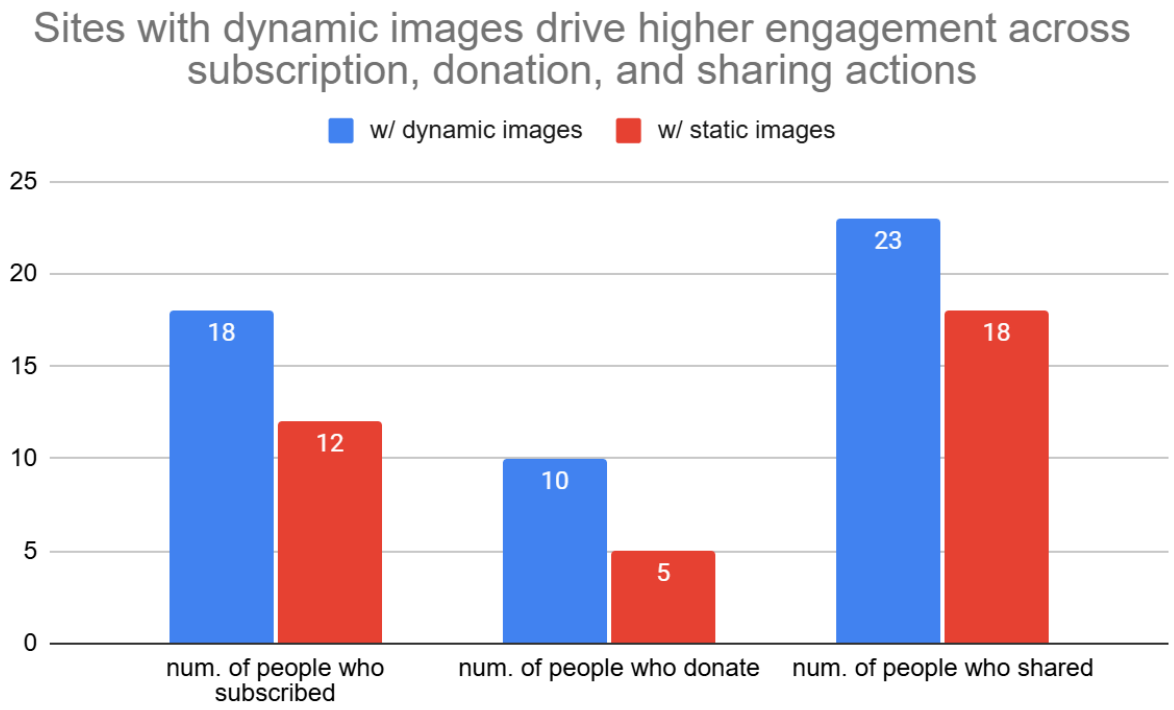
1. **Newsletter Subscription Rate**: Number of users in each group who subscribe to the newsletter.
2. **Donation Rate**: Number of users in each group who click to donate.
3. **Social Media Share Rate**: Number of users in each group who share the site on social media.
4. **Satisfaction Rating**: Post-visit survey measure where participants rate their experience on a scale of 1 to 5, especially in terms of visual appeal.

Expected Results:

- It is expected that **Version B** will achieve higher completion rates for each action (newsletter subscriptions, donations, and social media shares) and a higher satisfaction rating. Research suggests that motion captures attention more effectively than static images, which can help users focus on key elements of the site. Additionally, dynamic visuals may evoke stronger emotional responses, making the content feel more engaging and memorable. This heightened engagement can create a sense of connection to the cause, motivating users to take action.

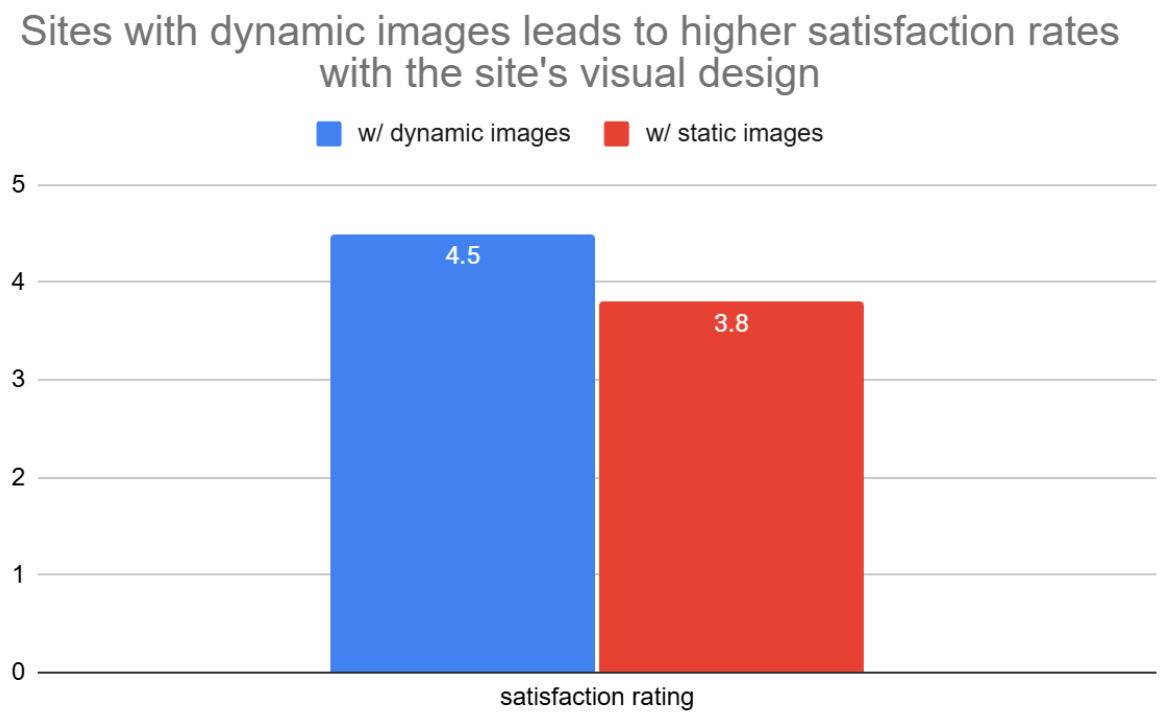
Total number of people for each group: 25 max

	with dynamic images	with static images
num of people who subscribed	18	12
num. of people who donate	10	5
num. of people who shared	23	18



Max rating: 5

	with moving images	with static images
satisfaction rating	4.5	3.8



Risk Considerations:
The biggest risk for this experiment is misinterpreting the results due to confounding factors. Differences in engagement metrics (e.g., subscriptions, donations, shares) may not solely result from the use of dynamic images but could instead stem from factors like difference in speed performance between the two sites or users' pre-existing preference for dynamic visuals. Users might also find the dynamic images visually appealing but is unrelated to their decision to engage with the site's cause.