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## Bachelor Project

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# Experimental Apparatus

For a Digital Health Literacy Experiment

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### Abstract

In this project we implement a software toolkit for conducting an experiment planned by the *Institute of Communication and Health (ICH)*. The institute is part of the *Faculty of Communication Sciences* at the *Università della Svizzera Italiana*. Health communication is a relatively new and multidisciplinary field, which includes the study and use of communication to inform and affect decision-making at the individual and community level in order to improve the quality of healthcare [2]. The purpose of the planned experiment is to investigate the digital health literacy of participants in the area of sleeping disorders.

This project seeks to provide the experimental apparatus which will allow the research team to record data and test its hypotheses. The project's main tasks are indexing a predefined set of websites, creating a user interface similar to common search engines that can be configured to selectively show different subsets of the corpus according to the experimental conditions under investigation and setting up an experimental environment allowing to conduct controlled experiments and record salient data such as search logs and click-stream.

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# 1 Introduction

## 1.1 Motivation

Since the beginning of modern science, researchers have needed special tools in order to conduct experiments. These tools consist mainly of devices for taking measurements and triggering phenomena under controlled conditions. Whereas in the past the experimental apparatuses comprised almost exclusively physical devices, nowadays increasingly more software is involved. The experiment for which the result of my project is going to be used is a case where the process of setting up the experimental conditions and collecting the result data depends heavily on the software toolkit. It is therefore essential for the software to be robust and reliable.

My personal motivations come from two sides: I have a general interest in science and the scientific method, but in practice, rather than as a scientist, I'd see myself as a technician, who in the area of software development seeks to build useful applications. In that sense, this project perfectly fits my interests, as it involves the creation of software to be used in the context of scientific research.

## 1.2 Outline

**TODO: describe the sections**

# 2 Requirements

Below is a description of the requirements as defined by the advisor. The requirements include three main tasks as well as eight milestones; the milestones are divided into the categories *must have*, *should have*, and *nice to have*. While working on the project, some additional requirements were defined, which are described in section 2.3.

## 2.1 Main Tasks

1. Spidering (i.e. creating a full or partial local copy of) a predefined set of websites that provide sleeping disorder information as an experimental corpus.
2. Creating a Google-like search interface to the corpus that can be configured to selectively show/rank different sets of corpus sites, according to the experimental conditions under investigation.
3. Setting up an experimental environment (e.g. using the *SafeExamBrowser*, or using a proxy server) to conduct controlled experiments using the corpus (e.g. to prevent participants from accessing non-corpus sites) and to record salient data (e.g. search logs, click-stream).

## 2.2 Milestones

1. **(Must have)** A website simulating a search engine that lets users enter keywords into a search form and returns results (including snippets) from a predefined corpus of websites/links, which can then be clicked on / followed.
2. **(Must have)** A result generator and a simple way to configure it (e.g. using a text file) on a per-group basis (i.e. participants in Group 1 receive results from lists R1, R2, and R3; Group 2 participants receive results from R4, R2, and R3).
3. **(Must have)** A report describing the system's installation, setup, and architectural design.
4. **(Should have)** A result generator that can detect identical, repeated queries (or minor variations of otherwise identical queries, detectable via stop word removal and stemming) upon which it will generate the same response.
5. **(Should have)** A detailed log engine that allows the experimenter to track key experimental results for each participant, such as search terms entered, the time spent on a given result list, and any clicks on results (when, which order).
6. **(Should have)** A visual presentation of the search entry and result section that mimics a known search engine.
7. **(Nice to have)** A result generator that can handle non-related searches using a pass-through to a real search engine.

8. **(Nice to have)** A web interface to the log engine that allows for convenient inspection, analysis, and export of experimental results.

### 2.3 Additional Requirements

- It must be possible to embed the application into a survey created using the *Qualtrics* platform [1].
- Instead of linking directly to the original web page, a click on an item in the search result list should lead to a page containing its own navigation bar, so users can easily return to the search interface.
- As a result for the first query, all participants will receive the same predefined result list (configurable per test group). Only subsequent queries will be processed by the search engine.

## 3 Project Design

### 3.1 General Structure

Given the close relationships between the experiment configuration, conduction, and analysis, I decided to include most of the implied functionalities into a single web application, called *HSE (Health Search Engine)*. The user management functionality of HSE allows participants to access only a search interface, while experimenters have access to pages for managing corpora and experiments. If needed, participants can be prevented from accessing non-corpus sites by restricting the browser to a whitelist based on the corpus used for a given experiment. The following subsections briefly describe the usage modalities and the related user interfaces.

### 3.2 Typical Usage Workflow

The typical workflow includes four steps: preparing the document corpora, setting up an experiment, running the experiment, and finally evaluating the resulting data. **Figure 1** shows this usage scenario. To each step corresponds a dedicated user interface.

For preparing the corpora the experimenter provides text files containing the web URLs of the chosen documents. After setting the names for the corresponding document collection, the application takes care of downloading the contents and creating the inverted indices needed for retrieval. Setting up an experiment involves defining test groups and assigning participants to each group. Moreover, for each test group, it is needed to set the document collections from which the retrieval mechanism will select the results to be displayed to the participants. The groups can be defined either manually or by uploading a configuration file. The U.I. for experiment execution includes a control button for starting, stopping, or resetting an experiment, as well as a tabular display for real-time monitoring, showing the current number of queries and clicks for each participant. Starting an experiment enables the participants to log in, and initiates the data collection mechanism; after stopping the experiment, the participants are logged out, and transient data is saved. The experiment evaluation interface allows for quick inspection through data summaries and visualizations. Moreover, it allows exporting both the raw data and the summaries as files.

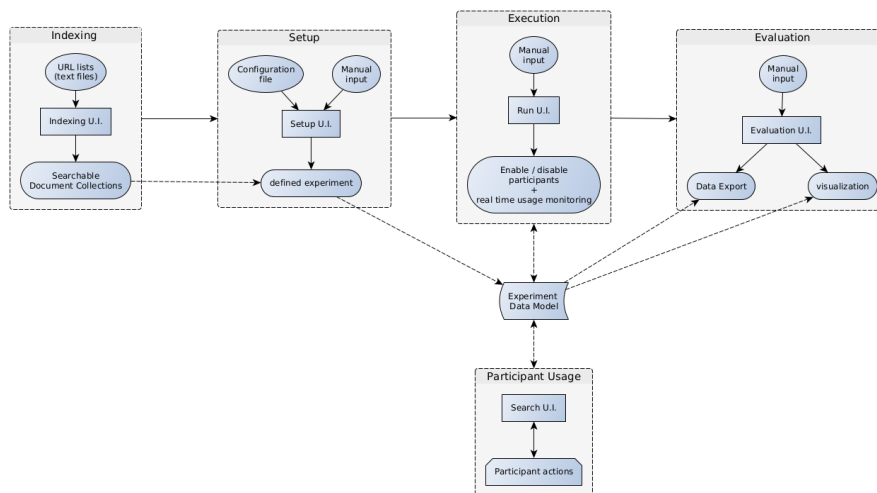


Figure 1. Typical usage workflow

### 3.3 Defining the Document Corpora

In order to define the document collections (corpora) to be used during subsequent experiments, an experimenter can upload text files containing lists of web URLs. The files are stored, so they can be reused for defining multiple document collections. Via a popup menu, a new document collection can be defined by providing a name, the collection's language, and the related URL list. Clicking on the “index” button initiates the indexing process, which includes data download and the creation of an index data structure for retrieval. The details of the indexing process are explained in section **TODO: link actual section**. **Figure 2** shows the relevant parts of the interface.

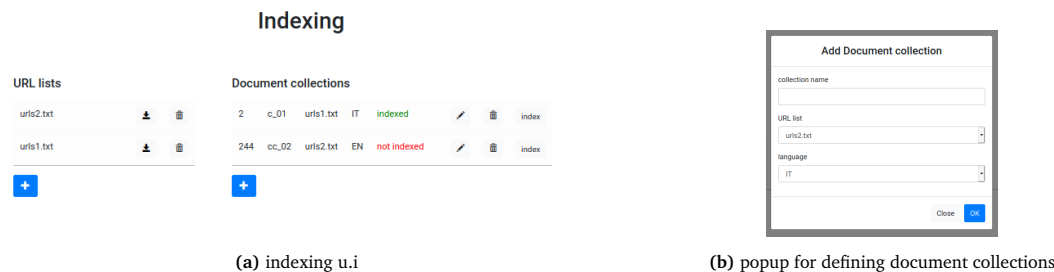


Figure 2. Indexing UI page

### 3.4 Setting up an Experiment

**TODO: describe first doc collection and update screenshot**

The UI for experiment setup allows defining the details of an experiment to be carried out. This step involves creating test groups with associated participants and document collections. Groups can be defined either manually or by using an uploaded configuration file. In both cases, the test group configuration can later be edited manually. The interface allows linking each group to a set of previously indexed document collections. **Figure 3** shows this UI.

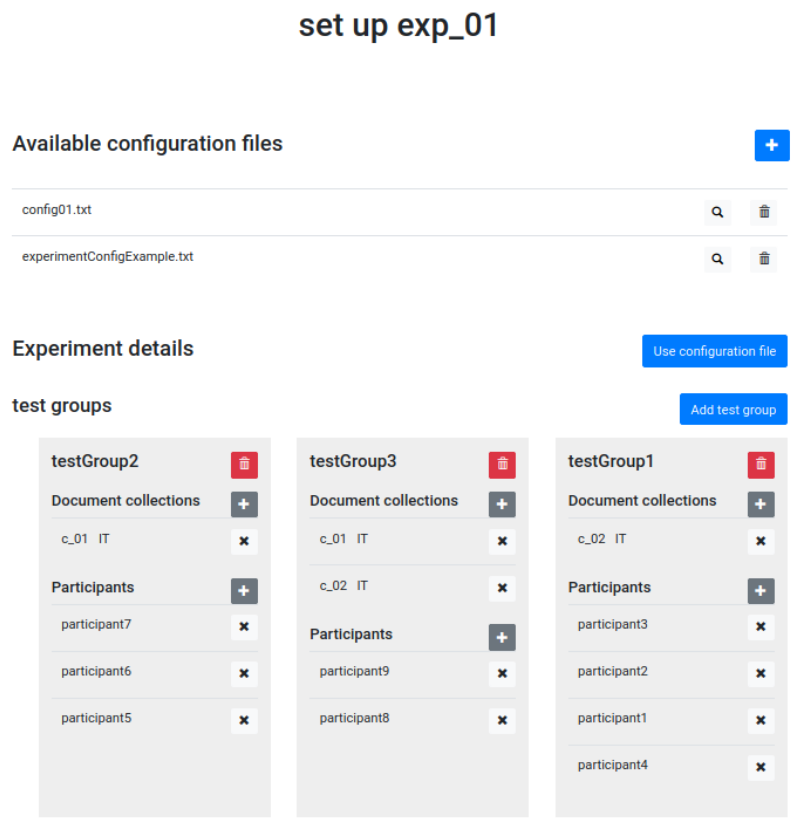


Figure 3. U.I. for experiment setup

### 3.5 Running an Experiment

The UI for experiment execution includes a start/stop/reset button, a timer, and a tabular display showing the current participant activities. Clicking the start button starts the timer, enables the participants to log in, and initiates the data collection process. While the experiment is running, all queries and click carried out by the participants are stored as database records including a timestamp, user id, group id, and query/document related data. The details of the data collection process are described in section **TODO: link actual section**. When the stop button is clicked the participants are logged out and all transient data is saved to the database. After the experiment is complete the related evaluation page becomes available. In case something goes wrong, the experiment can be reset. This causes all collected data to be deleted, while the experiment's configuration is preserved. **Figure 4** shows the user interface.

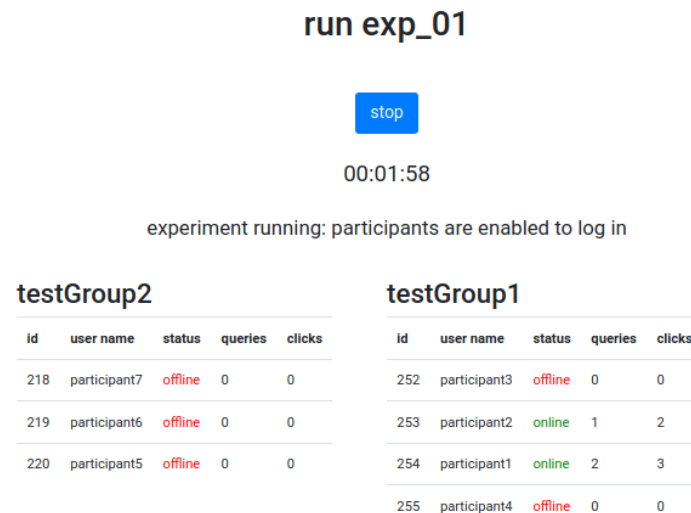


Figure 4. UI for experiment execution

### 3.6 Search Interface Available to Participants

The interface available to the participants looks similar to the main page of most known search engines. It simply includes a search text bar and a button for entering queries and displays the results as a list of links accompanied by short summaries (snippets) with highlighted query terms. **Figure 5** shows the UI after a query has been entered.

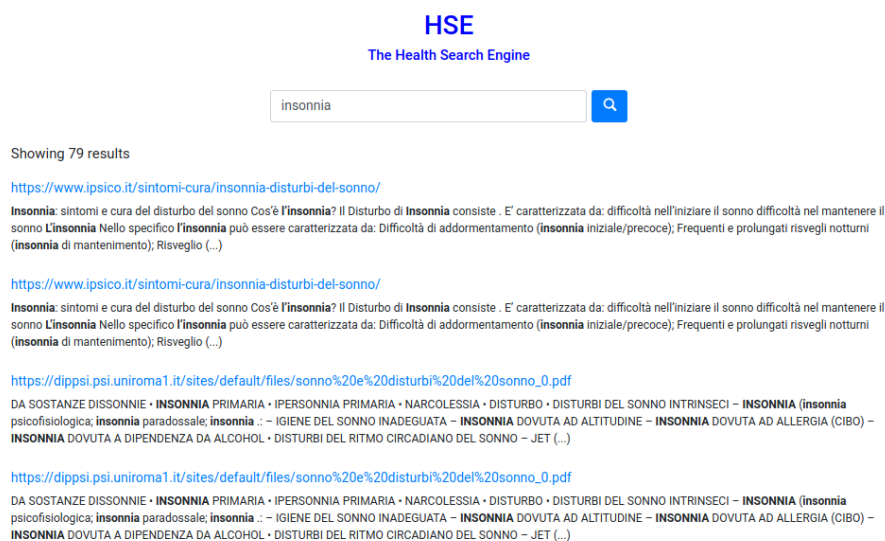


Figure 5. User interface available to participants

**TODO: replace screenshot**

### 3.7 Experiment Evaluation

After an experiment has been conducted, the related evaluation interface becomes available. From this page, experimenters can inspect the experiment's results and export the complete raw data or preprocessed data summaries.

The raw data can be exported either in *CSV* or *JSON* format and consists of a list of all user actions that occurred during the experiment. Each record has a timestamp, a user id, and a group id. Query event records include the query text and the proportions in which the data collections are represented in the result list. Document click event records include the document id, its URL, and the collection to which the given document belongs.

The data summaries include overall experiment statistics and per-group statistics. Moreover, the individual user histories can be exported in the same formats as the raw data.

Per-experiment statistics include the total count of clicks and queries as well as averages, medians, and standard deviations for queries per user, clicks per user, clicks per query, time per query, and time per click.

Per group statistics include the same metrics as the per-experiment statistics, plus totals, averages, medians, and standard deviations for clicks per document collection.

**TODO: describe in more detail and/or add screenshot**

## 4 Software Architecture and Employed Frameworks

### 4.1 General

### 4.2 SpringBoot: a Java framework for web applications

### 4.3 Lucene: an Open Source Information Retrieval Library

## 5 Under the Hood: The Information Retrieval Process



## References

- [1] Q. E. Management. <https://www.qualtrics.com/it/>. (accessed: 06.01.2021).
- [2] I. of Communication and Health. <https://www.ich.com.usi.ch/en/about-us/institute>. (accessed: 06.01.2021).