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UI designs for asking for permission to publish users' feedback

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English Abstract

This paper reports the results from a study investigating the effect of three different UI designs for adding a question about the right to publish the user's answer on a Net Promoter Score survey. Net Promoter Score surveys are used in marketing to garner shares on social media by a company's satisfied customers. The question that was added to the web survey was "Can we use your review on our website?" and it was placed on the same page as the question asking for a review, in a pop-up, or on a separate page. The results show that asking the question does not affect the number of shares on social media. As long as the question is placed so it cannot be seen until after the user has written a review, it does not affect the number of reviews, independently of whether or not the user can go back and edit their review. About 71% of people who had written a review agreed to let it be published.

Svenska Abstract

I det här dokumentet rapporteras resultaten från en studie som undersöker effekten av tre olika UI designs för att lägga till en fråga om rätten att publicera användarens svar i ett Net Promoter Score-formulär. Net Promoter Score-formulär används i marknadsföring för att samla delningar på sociala medier från ett företags nöjda kunder. Frågan som lagts till i webbformuläret var "Kan vi använda din recension på vår hemsida?" och den placerades på samma sida som frågan om en recension, i en popup eller på en separat sida. Resultaten visar att frågan inte påverkar antalet delningar på sociala medier. Så länge frågan är placerad så den inte kan ses tills användaren har skrivit en recension, påverkar den inte antalet recensioner oberoende av om användaren kan gå tillbaka och redigera sin recension eller inte. Omkring 71% av de personer som skrivit en recension tillät den att publiceras.

UI designs for asking for permission to publish users' feedback

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ABSTRACT

UPDATED—September 6, 2018. This paper reports the results from a study investigating the effect of three different UI designs for adding a question about the right to publish the user's answer on a Net Promoter Score survey. Net Promoter Score surveys are used in marketing to garner shares on social media by a company's satisfied customers. The question that was added to the web survey was "Can we use your review on our website?" and it was placed on the same page as the question asking for a review, in a pop-up, or on a separate page. The results show that asking the question does not affect the number of shares on social media. As long as the question is placed so it cannot be seen until after the user has written a review, it does not affect the number of reviews, independently of whether or not the user can go back and edit their review. About 71% of people who had written a review agreed to let it be published.

INTRODUCTION

In 2003 Frederick F Reichheld wrote an article for Harvard Business Review called "The One Number You Need to Grow". In it, he argues that customer satisfaction should only be evaluated using one question: "How likely is it that you would recommend [company or service] to a friend or colleague?". The answers to this question are used to calculate what Reichheld calls a "Net Promoter Score". Reichheld showed that there is a strong correlation between a high percentage of people answering that they are likely to promote a company or service and the growth of the company[17]. This has led to a new kind of business within marketing: using Reichheld's method in a survey to find people willing to promote your company, and then ask them to promote the company using various channels such as social media, email and direct messages.

Consumers are more likely to trust other people's reviews than traditional ads, and almost everyone trust reviews if it comes from people they know[6]. That is why a review by another human being on a website will be more effective than an ad, and companies try to find different measures to get access to more reviews and recommendations by their happy customers.

A team of researchers investigated Reichheld's method and how to use it for measuring customer satisfaction. They found that a good way was using the method in a web survey, together with a free-form text question asking for a review[24]. If the

company asks their satisfied customers, those that rated high on Reichheld's method, if they can publish their review, they have a way of both generating and using reviews. However, in modern society privacy online is a concern for many users and people consider it necessary to control what information is made available online, and to whom[20]. Privacy online and the control of user's data has been a hot topic for many years; however, for the last year it has been even more prominent due to the Facebook-Cambridge Analytica scandal[10] and the recent EU regulation: the General Data Protection Regulation [GDPR]¹. Users are aware that their data can be misused online, and it can have drastic repercussions. This means that asking the question about letting the company publish the user's review is a sensitive question to ask, so it needs to be done carefully as not to intimidate users.

How a question is asked and when it is asked affects the performance of a web survey. Anyone designing a web survey needs to remember that for a user, answering a survey is never the goal; it is just a means to an end. The user wants what is on the other side of the survey, or to provide the survey owner with some information[23]. If the survey becomes too troublesome to complete or if the UI is poorly designed, the user will stop filling it in. How each question is formulated, where it is placed in the survey flow and how it is presented in relation to other parts of the survey are all things that need to be taken into consideration[19].

In this study, three UI designs for asking a privacy question regarding the right to publish a user's review in a web survey have been investigated. The UI designs have been varying in how they position the privacy question in relation to the question asking for a review. The focus has been on making sure that the addition of the privacy question has not compromised the effectiveness of a Net Promoter Score survey that is used to measure customer satisfaction.

RESEARCH QUESTION

"How do various UI designs affect the performance of a Net Promoter Score survey that was expanded to include a question asking for permission to publish the feedback?"

¹https://ec.europa.eu/commission/priorities/justice-and-fundamental-rights/data-protection/2018-reform-eu-data-protection-rules_en

RELATED RESEARCH

Frederick F Reichheld first coined the term Net Promoter Score [NPS] in 2006, a metric to measure the overall customers' willingness to promote the company. Reichheld says that every company's customers can be divided into one of three groups: *detractors*, *passives*, and *promoters*. Detractors are unhappy customers, and passives are satisfied but not loyal enough to stay when a competitor shows up. Promoters are loyal and willing to promote the company to others. A customer can be placed in any of these categories based on what they answer to the question; "How likely is it that you would recommend a company to a friend or colleague?" on a 0-10 scale. A detractor would answer between 0-6, a passive 7 or 8 and a promoter 9 or 10. A score is then calculated by subtracting the percentage of detractors from the percentage of promoters[16].

Reichheld argued that there is a strong correlation between a high NPS and the growth of a company, but the figures presented have not been successfully replicated by other researchers. By Reichheld's own words, "NPS merely measures the quality of a company's relationship with its customers"[16]. If a company cannot build on this relationship or is negatively affected by other factors such as new competing technologies, poor decision making or lack of innovation they might not grow as much, despite a high NPS[16]. Others echo this sentiment, such as Douglas B. Grisaffe, who writes that "NPS ultimately may be something more like a dashboard light"[9]. Another critique brought up is the fact that the formulae for the NPS do not include the passives, which means that the number might not accurately represent the customers[9].

A research team analyzed how accurate NPS was as an indicator of customer satisfaction and found that it was lacking. Promoters did not always continue purchasing from a company, and the NPS alone did not always give a correct indication of customer satisfaction. To mend this, they recommend letting the customers comment freely together with their rating. The answers give a better indicator of how to improve the customer satisfaction and what made customers unwilling to continue using their services[24]. There are several companies²³⁴ that specializes in evaluating customer satisfaction through NPS surveys, and most use more survey elements than a 0-10 scale rating. The most common is the free-form text input field, but some ask even more questions. Whenever an element is added to a survey, it should be done with great care. SurveyMonkey analyzed 100000 random surveys to find the dropoff rate in relation to the survey length and concluded that the dropoff rate increases the more extended the survey is[5].

Some researchers do not look favorably on NPS, yet it is used by the industry to measure customer satisfaction and in marketing. The companies that specialize in NPS commonly use it in order to generate customer referrals through a company's promoters and passives. Customer referrals are a form of Word of Mouth [WOM], and WOM is described as the "informal communications directed at other consumers about

the ownership, usage, or characteristics of particular goods and services and/or their sellers"[21]. The concept of digital Word of Mouth [eWOM] includes all communications that are done through digital means, such as social media, email, and direct messages. In a study aimed at investigating the effect of eWOM and the perception of a company, a research team showed participants negative or positive reviews; all made to look like their friends wrote them on Facebook. It was shown that positive comments affected the participant's trust in the company, making them more likely to use the company's services. They had a more positive attitude towards the company, and they thought more favorably of their website[12]. In a study it was found that the factors that most affect an eWOM's credibility are information richness and social-capital bridging⁵. The authors encourage practitioners to have a diversified stream of information that is readily accessible in order to increase their credibility[13]. A study found that positive WOM has a more substantial effect than negative WOM and that if a user is more inclined to like a brand, then negative WOM will have less of an effect on them[7].

Consumers tend to trust the advertising format if it comes from a source that appears more human and personal. About 83% of people trust recommendations from people they know, and about 66% trust consumer opinions posted online. In comparison, 48% trust online video ads and 42% trust online banner ads[6].

In order for companies to be able to utilize their customer's reviews fully, they need to ask for their consent. This brings up the question of the user's privacy and being asked to forgo some of it. Privacy was defined by A.F. Westin, a Professor of Public Law and Government, as the right to decide what information is made available to whom and when[22]. The control of distribution and viewing makes privacy less a dynamic negotiation between an individual and their audience. People have the drive to engage in social interaction and share parts of their life with others, but also to seclude oneself and keep some things hidden[1]. In offline settings, this control is more purely dependent on communication context, however, when online there are more factors to consider. It is not always as clear who is watching, the information is more persistent, it can be replicated and stored by others, and it is searchable and shareable[20]. While some users claim to be concerned about corporations and governments collecting data on them, their behavior online does not always let it show; instead, they share a lot of their personal information. This dichotomy is called the "privacy paradox"[4].

In a study in 2009, it was found that youth are only moderately concerned with protecting their personal information online. They are, however, very concerned about the security of their passwords, credit card numbers, identification and other similar, more sensitive data[11]. In a more recent study that looked at people between 15-70 years of age and from 7 different European countries, it was discovered that youth (age 15-24) felt more responsible and confident that they could prevent data misuse. Adults felt less confident and took fewer steps to protect their data[14]. What these researches show is that

²<https://www.referanza.com/en/>

³<https://www.medallia.com/>

⁴<https://delighted.com/>

⁵How diversified the independent eWOM sources are

there is a difference in what kind of information people consider a privacy concern. Sharing information online is of no concern, but sensitive data that could lead to criminal actions, such as financial or identity theft, are in need of protection and different generations take a different amount of pre-emptive steps against it. When asking for the right to publish a user's review, the user should know what information would be given that could identify them. By including an option to be even less easily identifiable could make them feel secure enough. People are still interested in social interactions and sharing, but they do not want their person to be compromised.

There are different ways of adding the question about publishing to the web survey. Luke Wroblewski has written a book about web survey design called *Web Form Design: Filling in the Blanks* that is highly praised by industry User Experience experts. In the book, four design principles are presented: *minimize the pain, illuminate a path to completion, consider the context and ensure consistent communication*. One of the key points the book is trying to convey is that a form should never be the goal, but only a means to an end; people want what comes after or to provide the source with some information. Therefore, the form should be as short and simple as possible, and it needs to be clear how to complete a form. Whether to keep the information on one page or to split it up depends on the situation. If there are natural breaks between topics and there are many questions, break it up into different pages. However, if possible, try to keep it on one page[23].

A team of researchers gathered web articles and research papers that present parts of a good web form design, and summarized them into 20 guidelines for web form design[3]. In another study, these guidelines were empirically investigated. Existing web forms were given a redesign that has had these guidelines implemented, and then the researchers evaluated to see if the updated forms were better than the previous version. It was found that the new forms had improvements both on user performance and subjective ratings, and were more accessible to follow and reads quicker[19].

Several studies have looked at factors that affect the response rates of web surveys outside of the surveys themselves. In one study it was found that the only real factor affecting the response rate was a personalized message in the email that linked to the survey. A chance at a post-incentive as a reward for completing the survey did not affect the response rate, and if the email was personalized then reminders to complete the survey made no difference[18]. It has been found that phrasing the email as asking for help improves the response rates[15].

METHOD

The research question was evaluated by implementing three different UI designs for a question asking for permission to publish the user's review, and then the designs are A/B-tested. Each new web survey was sent out as well as a web survey without the question, and the results were evaluated using four hypotheses. Since privacy is about the right to decide what information is made available and to whom, the question was formulated as such: "Can we use your review on our website?". This indicates that the review would be made public to anyone. A concern for users is what information would be provided

that could potentially be used to identify them, so there was a need to make this clear. The possible answers to the question about publishing were the following:

- Yes, with my full name
- Yes, with only my first name
- No

According to the rules shown to be effective by a team of researchers[19], the design for the question should be radio buttons. The question was shown as required using a red asterisk next to the label. If the user does not answer the question and tries to move forward, the page would not let them, and the background of the question about publishing would pulse with light red to indicate that it needs to be completed. Other general rules were followed, such as not clearing any fields if the user made a mistake, showing a confirmation page when the user was done, and the labels were placed above each question.

In order to test possible UI designs for adding the question asking for permission to publish the user's review, three new web surveys were designed. They were implemented on top of an NPS survey that is used for marketing and then compared against the survey without the question.

Surveys

In this study, one existing NPS survey was modified to include a question about the right to publish the user's answer in three different ways. The pre-existing survey is the Control Survey, while the three new ones are referred to as Same Page, Pop-up, and New Page. In all the figures displaying the surveys, the pictures have been edited out.

Control Survey

The Control Survey followed a format for NPS surveys used by the industry. It consists of three steps, each displayed on a separate page:

1. Asking the NPS Question: "How likely are you to recommend [event] to a friend or colleague?"
2. Asking for a free-form text review: "What is the primary reason for your grade?"
3. A confirmation page, with one of two looks depending on what they answered in step 1
 - (a) Rating 0-6: A "Thank you for your response" page is displayed.
 - (b) Rating 7-10: A page asking them to share a link on social media.

The design of these steps can be seen in Figure 1.

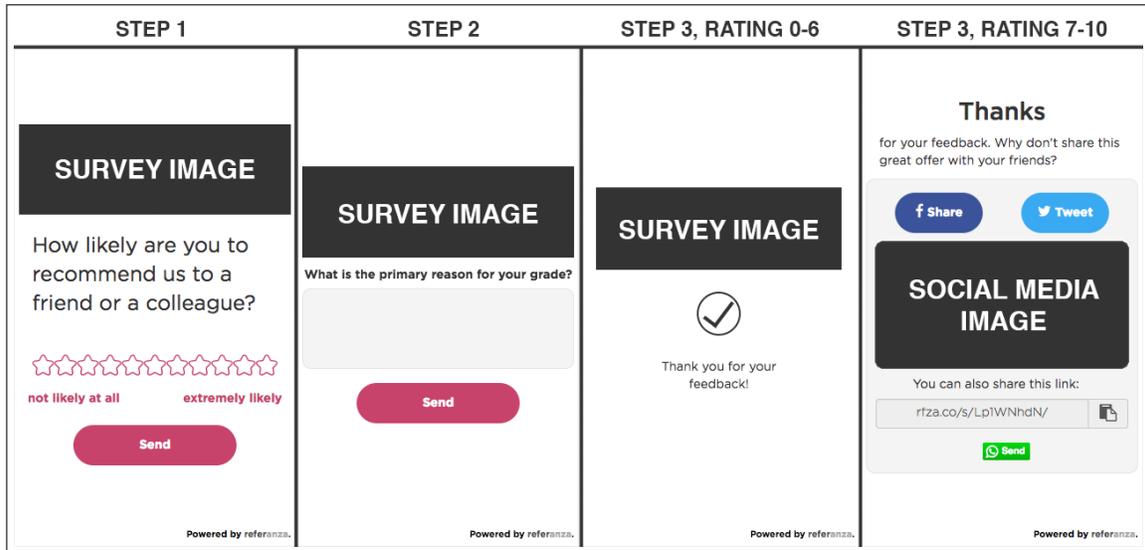


Figure 1. All the steps in the Control Survey. Step 3, Rating 0-6 is for detractors while Step 3, Rating 7-10 are for passives and promoters.

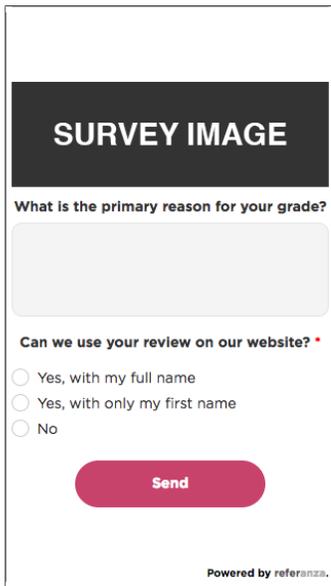


Figure 2. Step 2 for the Same Page survey.

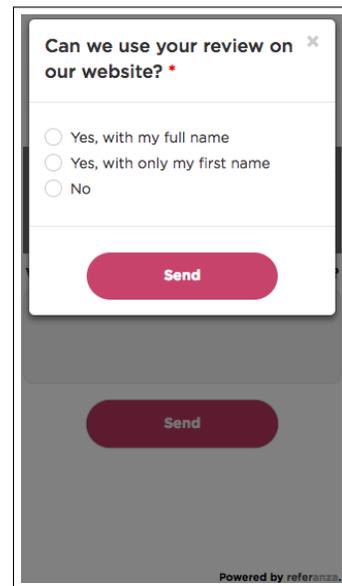


Figure 3. After step 2, in the Pop-up survey, a pop-up appears on the screen.

Same Page

The Same Page survey has the privacy question placed below the free-form question on page 2. This meant that the user could see the question before they write their review, and freely move between the question about publishing and writing their review. The new design for step 2 can be seen in Figure 2.

Pop-up

In the Pop-up survey, after the user has written their review in step 2 and clicked next, a pop-up (also called modal) appears with the question about publishing. The label is placed in the header part of the pop-up. The pop-up place a shadow over the rest of the page, but the page can still be seen beneath the pop-up. The review can be partly seen beneath the pop-up, and if the user clicks outside of the pop-up, they are brought back to the review and can edit their text. This is shown in Figure 3.

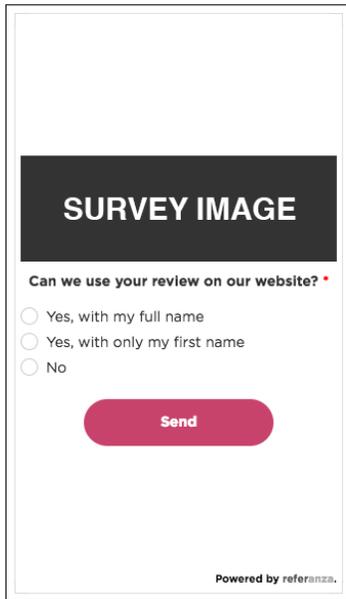


Figure 4. In the New Page survey, a new page is inserted between step 2 and 3.

New Page

In the New Page survey, a new page was added between step 2 and 3 with the question about publishing on it. There is no back button and the user cannot see their review. The new page can be seen in Figure 4.

Hypothesizes

H1: “The question about publishing and how it is asked, will not affect whether or not the user decides to share the event on social media.”

A large reason for why companies use these kinds of surveys is the shares on social media, so it is important to see if asking the question about publishing will affect the number of shares.

H2: “What was answered on the question about publishing will not be affected by the placement of the question in the survey flow.”

This test is done in order to find if the user would answer differently depending on when in the survey they are asked the question. Since the position between the free-form text question and the question about publishing is different in the surveys, the user could be more or less willing share what they answered if their review is still visible, or if they can see the question about publishing before they even start writing their review.

H3: “The question about publishing and when it is asked, will not affect whether or not the user writes a review.”

Having the publishing question could alter what the user thinks of the free-form text question; it is not only a question asking for feedback but for a possible public review, which makes it different. Research has found that the free-form text question is important in order to measure customer satisfaction [24], which is why it is important to look at if the question about publishing affects the user’s willingness to write a review.

H4: “If the user has written a review, the placement of the question about publishing will not affect whether or not they leave a positive answer to the question.”

The optimal outcome of these surveys is when the user has written a review and gave the permission to publish it. If the user has not written a review, the question about publishing will not matter as much because the question essentially asks about publishing nothing. That is why it was important to look at the responses with a comment separate from those that did not comment.

A/B testing and the event

The event chosen for this study is a comedic theatre called “Pilsner and Penseldrag” [Pilsner and Brush Strokes] by 2Entertain. It took place at “Vallarnas Friluftsteater”, an outdoor theatre in Stockholm, Sweden. The theatre is open to people of all ages and is a part of a yearly tradition dating back since 1996 when the first show was held. Every summer, a new ensemble is created and performed over several weekends, and it is also recorded to broadcast it on TV at a later point. More than 60000 people⁶ attend the show each summer, and about half a million people watch it on TV⁷.

The existing NPS survey and distribution system came from Referanza. Their NPS survey was modified to include the question about publishing the user’s review. At the end of 6 shows in early July, the surveys were sent out to the attendees for A/B testing. For the first two shows, all of the attendees were divided into a total of four groups, and the survey types were distributed among them. This was to get an idea of what the response rates were. Since there were about 350 answers after each show, it was decided that four more shows would be enough and that every survey could be sent out to each event. In total, 6654 people were contacted, and 2088 answered; which means the response-rate is about 31%. The surveys were distributed after each show and using text messages with a link to the survey. The text message said (translated from Swedish): “Hey! Hope you enjoyed the farse! We would really appreciate your feedback. Reply here: [url] and compete for new tickets. Thanks!”

Analysis

Chi-Square Independence tests were used to test the hypothesizes. A Chi-Square Independence test takes the observed values (the results) and compares them to the expected values. The expected values are the product of the percentage of people for each category. So, the expected value for those that answered “full name” on the *Same Page* survey is the percentage of people that answered “full name” on all surveys, times the percentage of people who answered *Same Page*. This is then multiplied by the total amount of people. The Chi-Square value was then calculated using the following formula:

$$\tilde{\chi}^2 = \sum_{k=1}^n \frac{(Observed_k - Expected_k)^2}{Expected_k}$$

⁶<http://www.momentgroup.com/varumarke/vallarnas-friluftsteater/>

⁷MMS weekly report for week 23, 2018. The performance was from 2016

For every analysis, one Chi-Square test was performed for each answer on the NPS question [rating] above 6 (promoters and passives). If a user rates higher, then they are more satisfied and happy with the event, and then they might be more inclined to share on social media and write a review. There can also be a significantly different number of people giving each rating, which is why the results for each rating will be analyzed separately. The degrees of freedom and level of significance are used to find the critical value for the Chi-Square Independence test from a Chi-Square Distribution Table. Degrees of freedom is calculated using the formula $(NumberOfSurveyTypes - 1) * (NumberOfPossibleOutcomesTested - 1)$. The analysis was performed using a 0.05 level of significance, as it is considered as reasonably strong[8].

RESULTS

For every event that the surveys were sent out to, the users (attendees) were divided into four groups, and each group received one type of survey. The total amount of responses and how many responses for each rating can be found in Figure 5. The summarized data for the responses can be found in Appendix A.

Errors

When the responses of two users who filled in the *Pop-up* survey was saved, something went wrong; they did not answer the question about publishing yet they shared using social media. The system is designed so the user cannot move to the step with the social media link without having first answered the question about publishing, and we do not know how this happened. Because of this, their two data entries were removed from this study.

H1

Hypothesis H1: “The question about publishing and how it is asked, will not affect whether or not the user decides to share the event on social media.”

All four survey types were included in the Chi-Square Independence test and were tested with the number of shares. The null hypothesis for H1 was formulated as: “The number of shares was independent of the survey type”. As there are four survey types and two alternatives for the shares (sharing and not sharing), the degrees of freedom was 3. The critical value is equal to 7.81. The Chi-Square value for each rating can be found in Table 1. All Chi-Square values are less than 7.81, so the null hypothesis is not rejected, meaning the survey types and the number of shares is independent.

Rating	Chi-Square
10	1.25
9	2.32
8	2.80
7	1.57

Table 1. The χ^2 value for each rating, testing the dependency between shares and survey type.

Since the number of shares and survey types are independent, H1 is not rejected.

H2

Hypothesis H2: “What was answered on the question about publishing will not be affected by the placement of the question in the survey flow.”

Only the surveys with the publish question (*Same Page, Pop-up* and *New Page*) was included in the Chi-Square Independence test and was tested with the answers to the publish question. The null hypothesis for H2 was formulated as: “The answers on the publish question was independent of the survey type”. The outcomes used in the calculation were the 3 possible answers to the question about publishing, as well as not answering it. Together with the 3 survey types, the degrees of freedom was 6, and the critical value is equal to 12.59. The Chi-Square value for each rating can be found in Table 2. All Chi-Square values are less than 12.59, so the null hypothesis is not rejected, meaning what was answered on the question about publishing is independent of the survey type.

Rating	Chi-Square
10	9.32
9	4.62
8	5.75
7	10.90

Table 2. The χ^2 value for each rating, testing the dependency between the answers on the question about publishing and the survey type.

Since what was answered on the question about publishing and survey types are independent, H2 is not rejected.

H3

Hypothesis H3: “The question about publishing and when it is asked, will not affect whether or not the user writes a review.” All four survey types were included in the Chi-Square Independence test and were tested with the number of reviews. The null hypothesis for H3 was formulated as: “The number of reviews was independent of the survey type”. The possible outcomes are writing a comment or not writing a comment, so the degrees of freedom was 3, and the critical value is equal to 7.81. The Chi-Square value for each rating can be found in Table 3. All Chi-Square values are greater than 7.81, so the null hypothesis is rejected, meaning the number of reviews is dependent of the survey type.

Rating	Chi-Square
10	160.45
9	33.10
8	13.27
7	23.64

Table 3. The χ^2 value for each rating, testing the dependency between the amount of reviews and the survey type.

The dependency might be because one or more survey types were significantly different from the rest. By looking at the average percentage amount of reviews for each survey type, it

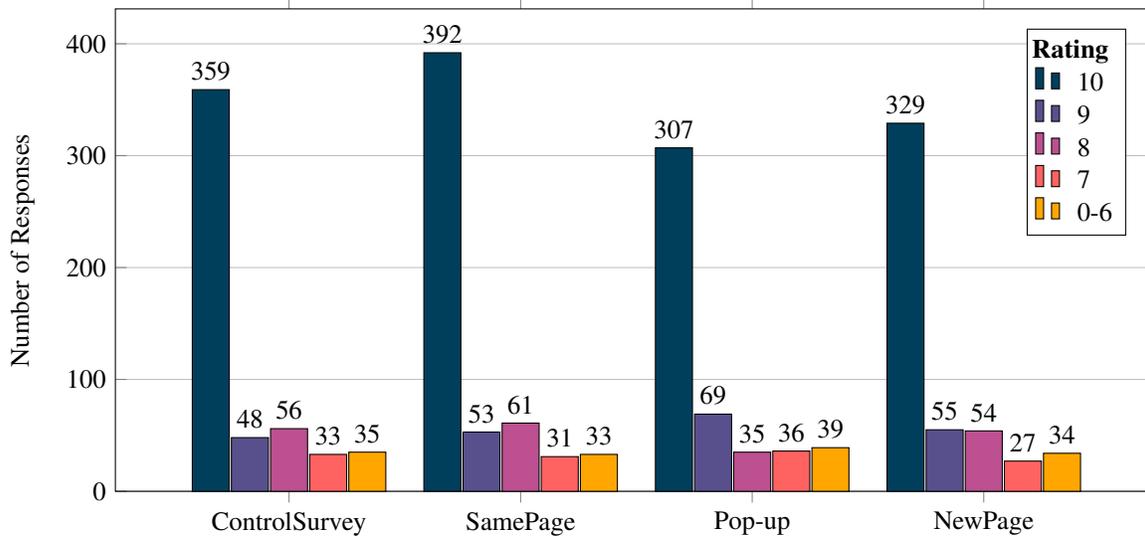


Figure 5. The amount of responses for each survey type and each rating

is possible to see that *Same Page* has an average that is lower than the rest, as seen in Table 4.

Survey Type	Average
Control Survey	77.44
Same Page	39.61
Pop-up	77.59
New Page	76.65

Table 4. The average amounts of reviews in percent for each survey type

In a Chi-Square Independence test without *Same Page*, the degrees of freedom was 2, and the critical value is equal to 5.99. The Chi-Square value for each rating can be found in Table 5. All Chi-Square values are less than 5.99, so the null hypothesis is not rejected for when all survey types except *Same Page* is included.

Rating	Chi-Square
10	0.96
9	0.40
8	0.09
7	0.08

Table 5. The χ^2 value for each rating, testing the dependency between the amount of reviews and the survey type, excluding the *Same Page* survey type.

Since the placement of the question about publishing and the amounts of reviews are dependent to some extent, H3 is rejected. However, as long as the question about publishing is placed in such a way so that it is not visible until the user has answered the question asking for a review, it does not seem to matter how the question about publishing is placed.

H4

Hypothesis H4: “If the user has written a review, the placement of the question about publishing will not affect whether or not they leave a positive answer to the question.”

In a Chi-Square Independence test looking at if those who wrote a review and answered positively on the question about publishing out of all who wrote a review are dependent on the survey type, only the three surveys with the question about publishing were included. The null hypothesis was formulated as: “The number of positive answers to the question about publishing with a review out of those who wrote a review is independent on the survey type”. The possible outcomes were “Yes, with my full name” and “Yes, with only my first name”, as well as the total of people not answering the question or answering “No”. With the 3 survey types and 3 different outcomes, the degrees of freedom was 4, and the critical value is equal to 9.49. The Chi-Square value for each rating can be found in Table 6. All Chi-Square values are less than the critical value, so the null hypothesis is not rejected.

Rating	Chi-Square
10	6.86
9	2.52
8	7.92
7	7.31

Table 6. The χ^2 value for each rating, testing the dependency between survey types and positive answers to the question about publishing together with a review out of all reviews.

Since the number of positive answers to the question about publishing out of those who wrote a review is independent of the survey type, H4 is not rejected.

As a disclaimer, the percentage of people who wrote a review and answered positively to the question about publishing, out

of all who answered the survey, differs among surveys. As seen in Table 7, the Same Page survey had a lesser amount of people who wrote a review and then answered positively to the question than the other two surveys. This has, however, more to do with the fact that there were fewer reviews written by the users answering the Same Page survey, as seen in H3 and Table 4.

<i>Survey Type</i>	<i>Average</i>
Same Page	41.34
Pop-up	71.27
New Page	70.75

Table 7. The percentage averages of positive answers to the question about publishing with a review out of all answers.

DISCUSSION

The results indicate that asking the question about the right to publish a user’s review on the event holder’s website does not significantly affect the user’s willingness to share the event on social media using the provided link. This means that an event holder or company using an NPS survey for marketing can include the question without having it affect the amount of publicity they receive from their satisfied customers.

Since the link for sharing on social media is given at the end of the survey and the number of shares is independent of the survey type, it can be estimated that to some extent the completion rate is the same across all surveys. The system used in this study does not track the user’s movements or all actions, it only registers the answers to each question at the end of each step. Since the user can choose not to write a review, it is not possible to know if they followed through to the end of the *Control Survey*, but only giving a rating and leaving the rest as blank. There is a difference between leaving the survey early, and following through with it but not interacting with all steps, but we cannot know if the surveys performed differently compared to the *Control Survey* in this regard.

The number of reviews was significantly less in the *Same Page* survey compared to all other survey types, which indicates that when the user knows that the event holder wants to publish their review, they are less inclined to give one. In the *Pop-up* survey, the user can still see and access the free-form text field where they did or did not write their review; however, the amounts of reviews are not affected by this.

When the user had already written a review, there were no statistically significant differences between the survey types and whether or not the user answered positively to the question about publishing. However, more reviews were written by the users who filled in the *Pop-up* and *New Page* survey than by those who filled in the *Same Page* survey. It is possible that the users who wrote a review and answered positively on the question about publishing in the *Same Page* survey were those that made the active choice to write a review for that very purpose; publishing the review publicly. Meanwhile, those that filled in the other two reviews might have experienced some amount of “sunk cost fallacy”[2]; they have already exerted time and effort into the form, writing their review, and

are potentially more inclined to continue filling in the form or answer positively to the question about publishing. Whether or not that is the case, the results still show that it is better to put the question about publishing in a way so that the user will not see it until they have answered the other questions, since that produces about twice as many reviews.

Usergroup

The users were attending the same show, a comedic theatre with songs which is open to people of all ages and families. Despite the show appealing to a wide array of people, we cannot know about their backgrounds or opinions on privacy online. It is possible that all users are very similar in age group, in their online social behavior and have similar privacy concerns. The cultural attitude towards privacy online is also a factor to take into consideration; research has shown that there is a difference between different European country’s attitudes towards trusting to give out information online[14]. It could be that people living in Stockholm, Sweden, who go to theatres, are more likely to give consent to publish their review.

Method

In this study, a quantitative analysis was performed. We cannot say anything for certain about why the users answered as they did; however, the users did not know they were a part of the study and they gave a genuine response. A qualitative study could provide insights into the reasoning of a user who answers the survey and their experience. The “Privacy Paradox” is the phenomenon where users say they have a certain stance on privacy, yet they act in a different way[4]. This is why the quantitative approach was used; it was more important to know how users would act, not what they thought about it.

CONCLUSION

In this study, different positions of asking a question about the right to publish a review written by a happy user were evaluated. A pre-existing NPS survey was used, and three other versions of it were developed, all with the question about publishing the review in different positions in relation to the question asking for the review. The four surveys were sent out to the attendees of 6 showings of a theatre in Stockholm, Sweden. It was found that asking the question about publishing did not affect the number of shares on social media made by the users. If the question about publishing was visible to the user before they wrote the review, the user was less inclined to write a review. However, if the question about publishing were not visible until the user was done with the review, most would give consent to publish the review.

FUTURE WORK

Only ask those who have written a review

Hypothesis four looks only at the answers of those that have already written a review. It can be argued that a good UI design would be to only ask those that have written a review if it could be published. The Same Page survey could have the question not being visible until the user has begun writing a review (or write a set amount of characters). The Pop-up and New Page survey could have a check to see if the question should be skipped or not. It was not implemented this way in this study

because a possible outcome from asking the question could be that the user decides to write a review for publishing, so it was asked to everyone. This was not the case, but at the design stage, this was not known.

Completion Rates

In the system used, it was not possible to see if anyone was answering the *Control Survey* and decided not to complete the survey. Not all users write a comment or share on social media, but they might still click through the entire survey. If this had not been the case, it would have been interesting to look at if the surveys with a publishing question had a higher drop off rate than that of the *Control Survey*.

Different Events

This study was limited to one specific event that took place during a few weekends in the summer. If the study had instead been performed over several different events or with specific or diverse target groups, the results might have differed. It would be interesting to perform a study that sent out surveys to a concert by an artist with a predominantly young audience, or to individuals who purchased some product through a website, or at the end of a customer service call, or even a mix of all types.

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APPENDIX

THE DATA FOR ALL SURVEYS

<i>Campaign Id</i>	<i>Rating</i>	<i>Amount</i>	<i>Shared Amount</i>	<i>Comments</i>	<i>Full Name Amount</i>	<i>Full Name Share Amount</i>	<i>Full Name Wrote Comment</i>	<i>First Name Amount</i>	<i>First Name Share Amount</i>	<i>First Name Wrote Comment</i>
Control Survey	10	359	87	296						
Control Survey	9	48	12	37						
Control Survey	8	56	6	40						
Control Survey	7	33	4	26						
Control Survey	0-6	35		21						
Same Page	10	392	102	189	175	61	86	163	39	95
Same Page	9	53	95	17	16	3	4	27	6	11
Same Page	8	61	4	28	10	2	3	28	0	15
Same Page	7	31	2	10	2	0	0	15	2	8
Same Page	0-6	33		26						
Pop-up	10	307	70	255	118	42	108	138	25	123
Pop-up	9	69	10	50	18	3	13	37	7	33
Pop-up	8	35	6	26	5	1	3	21	4	19
Pop-up	7	36	3	29	9	2	9	13	1	12
Pop-up	0-6	39		33						
New Page	10	329	76	264	116	35	99	158	39	144
New Page	9	55	9	42	15	4	13	30	4	22
New Page	8	54	5	39	11	2	11	24	2	21
New Page	7	27	1	21	6	1	6	17	0	13
New Page	0-6	34		26						

<i>Campaign Id</i>	<i>Rating</i>	<i>No Amount</i>	<i>No Wrote Comment</i>	<i>No Share Amount</i>	<i>Not Answered Publish</i>
Same Page	10	8	2	29	25
Same Page	9	2	0	3	7
Same Page	8	10	2	5	18
Same Page	7	2	0	1	13
Same Page	0-6				
Pop-up	10	24	3	20	31
Pop-up	9	4	0	7	7
Pop-up	8	4	1	5	4
Pop-up	7	8	0	2	12
Pop-up	0-6				
New Page	10	21	2	26	29
New Page	9	7	1	1	9
New Page	8	7	1	5	14
New Page	7	2	0	0	4
New Page	0-6				

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