



iMedius

UX Evaluation and Best Practices for Social Research Data-Collection Tools: The Case of iMedius FormBuilder

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*Funded by Hellenic Foundation for Research & Innovation within the
framework of the Greece 2.0 national recovery and resilience plan*



Exploring the Intersection Between Digital Analysis and Social Sciences

- Advanced Digital Tools
- Nuances of Social Sciences
- Understanding the Dynamics of News
- Based on Multi-disciplinarity



iMedius Project Objectives



01 Monitoring News Impact

- Groundbreaking Monitoring Processes
- Uncover intricate patterns of news spread
- Understanding information travels

02 Deciphering Emotional Effects

- Social Science Techniques and Instruments
- Cognitive Surveys and Experiments
- State-of-the-art Tracking and Emotion Recognition

Methods and Areas of Interest



Social Instruments

- Instrument Design
- Monitoring Impact and Reactions
- Practical Application and Validation



Digital Tools

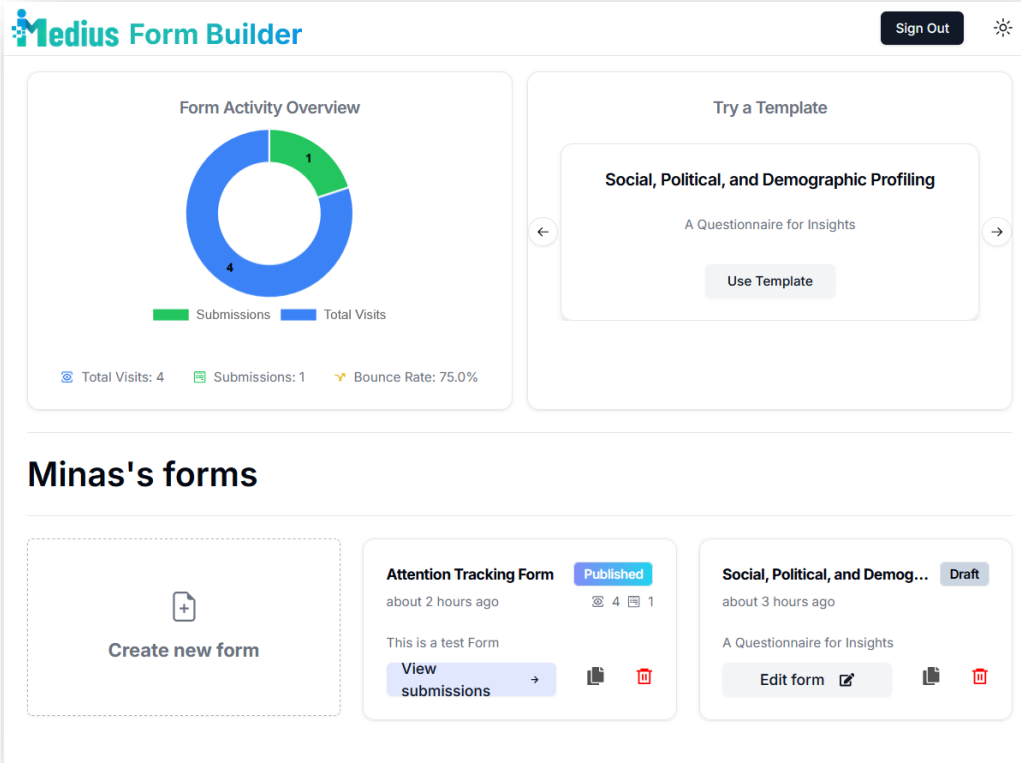
- Implementing the Social Instruments
- Utilizing Digital Technologies
- Evaluation of Functionality and UX



Areas of Interest

- Disinformation Monitoring
- Hate Speech and Offensive Content
- News Personalization





Medius Form Builder

Objective

Developing a tool that enables social scientists to design and implement complex studies without requiring advanced technical knowledge

- High Customization
- User Friendly Design
- Advanced Monitoring

Elements Panel

Preview Mode

Medius Form Builder Sign Out

Form: Social, Political, and Demographic Profiling

Pages ▲

Page 1

Attention Tracking enabled

Randomize form elements order Randomize page order

Title field

Ερωτηματολόγια Έρευνας και Σενάρια Μελέτης Προβλεπόμενης

Paragraph field

Επιβεβαιώνω ότι έχω κατανοήσει τους όρους συμμετοχής στο πείραμα και συμφωνώ με αυτούς. Είμαι ενήμερος/η για τους σκοπούς της έρευνας και συμφωνώ να συμμετάσχω

Δήλωση Αποδοχής Όρων Συμμετοχής στο Πείραμα *

☐ Συμφωνώ με τους όρους συμμετοχής στο πείραμα

Separator field

Drag and drop elements

Layout elements

H1 Title Field

H2 SubTitle Field

Paragraph Field

Separator Field

Spacer Field

Image Field

Video Field

Form preview

This is how your form will look like to users

1. Πολιτική αυτοτοποθέτηση

Σε πολιτικά ζητήματα, οι άνθρωποι συχνά αναφέρονται στην κλίμακα «αριστερά» και «δεξιά». Πώς θα τοποθετούσατε τις απόψεις σας στην παρακάτω κλίμακα;

1 = Άκρα αριστερά
2 = Αριστερά
3 = Κέντρο
4 = Δεξιά
5 = Άκρα δεξιά

6. Οι πεποιθήσεις πρέπει πάντα να αναθεωρούνται βάσει νέων πληροφοριών ή στοιχείων.

Select value here

2. Απόψεις για κοινωνικά και πολιτικά θέματα

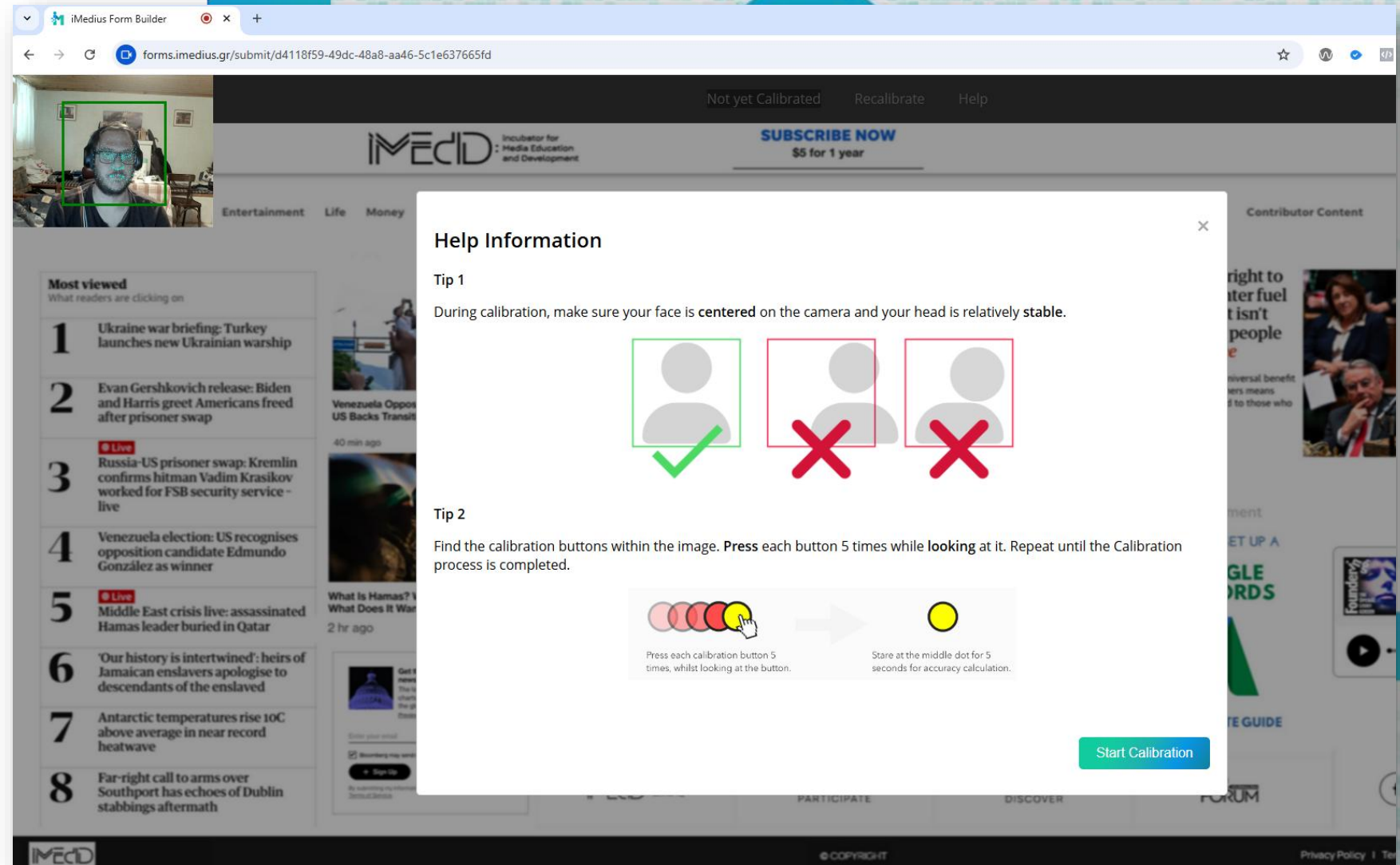
Παρακαλούμε δηλώστε πόσο πιθανό θεωρείτε ότι είναι να ισχύει καθεμία από τις παρακάτω προτάσεις χρησιμοποιώντας την κλίμακα αξιολόγησης. Να θυμάστε ότι δεν υπάρχουν «αντικειμενικά» σωστές ή λάθος απαντήσεις· μας ενδιαφέρει η προσωπική σας γνώμη.

1= Καθόλου πιθανό
2= Λίγο πιθανό
3= Μέτρια πιθανό
4= Πολύ πιθανό
5= Πάρα πολύ πιθανό

Previous Next

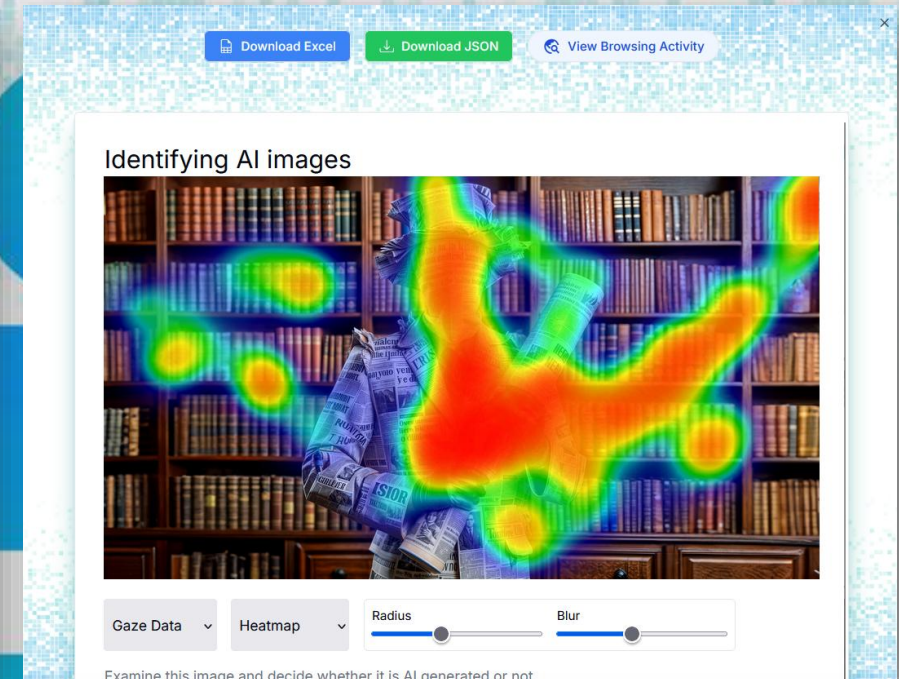
iMedius Attention Tracking

- Mouse Data
- Eye Movements
- Gaze Location Estimation
- Candid Behavioral Data
- Easy-to-use



Data Visualization

- Bar / Pie Charts
- Fixation Maps
- Heat Maps
- Radius and Blur
Fine Tuning



UX Evaluation Process



Feedback from HCI Experts

- Heuristic Evaluation
- Compliance with Best Practices
- Usability and Accessibility

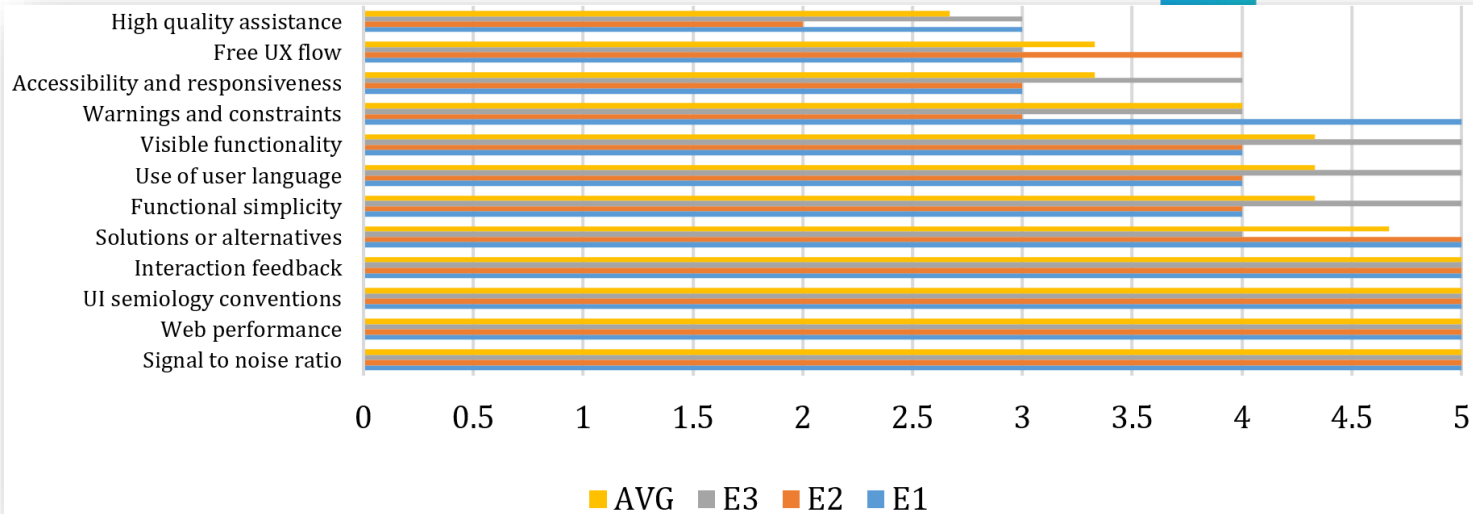


Feedback from Social Scientists

- Focus Group Interview
- Stakeholder Needs
- Operational Scope and Focus

Heuristic Evaluation

- Three HCI Experts
- Twelve Heuristics
- Emphasis on Efficiency



Positive

- Signal-to-Noise
- Performance
- Semiology
- UI Indicators

Concerns

- Device Compatibility
- Accessibility
- Help and Documentation
- Free UX Flow

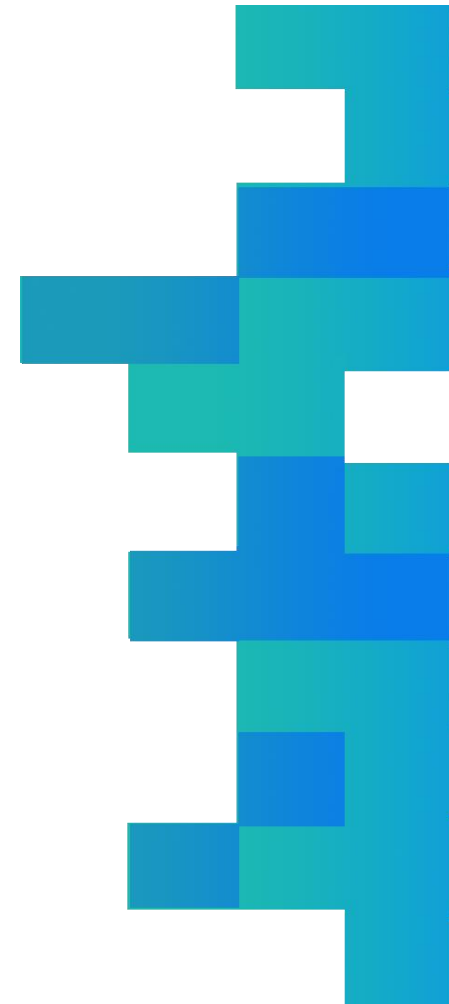


Focus Group

- Insight into behavioral patterns
- Six Social Researchers
- Online Meeting
- Emphasis on Efficiency

Feedback

- ✓ Low Interface Complexity
- ✓ High Functionality
- ✓ Easy to implement tracking
- ❖ Privacy Concerns
- ❖ Collaborative Development
- ❖ More Activity Tracking



UX Evaluation as Part of the Development Cycle

- Cost-Efficiency and Practicality
- Integration with Development
- Based on Established Methods
- Feedback from both Experts and Stakeholders
- Designed for Iteration



Designing for Social Research

01 Simplicity and Ease-of-Use

An integral part of special purpose digital tools as highlighted by both HCI Experts and Stakeholders.

02 Subjective and Objective Data

Bridging self-reported data from questionnaires with candid data from tracking is a key requirement of modern Social Research

03 Area Specific Needs and Requirements

Designing digital research tools on the basis of the real needs of the researchers and adjusting to their feedback and suggestions allows comparative advantage.



iMedius Web Activity Tracking

- Logging Web Activity through URLs
- Implemented via Browser Plugin
- Emphasis on Usability and Privacy

Medius

Login

Hello minas

Session expires in: 13m 11s

Logout

Tracking

☒ Track my online activity
*Data is stored locally on your browser

Attention Tracking

☒ Enable attention tracking
*Attention tracking data is processed locally and not sent to any server

Please calibrate your attention tracking before use:
Calibrate Attention Tracking

Mouse Tracking

☒ Enable mouse tracking
*Records screen activity to track mouse movements. No cookies are used.

Web Urls (6)

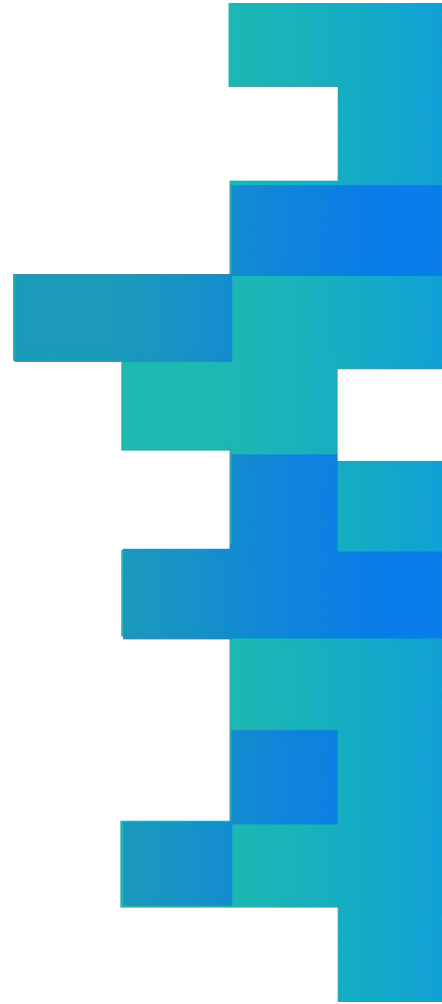
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Towards the Future

- Repeat the UX Evaluation Process with every major Update
- Web Tracking usability, functionality.
- Adjustment to meet standards and needs

Modern Social Research
based on User-Centric
Purpose-Build Digital Tools





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Thank You!

<https://imediusr.gr>

<https://forms.imediusr.gr>

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