



# iMedius

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

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## 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

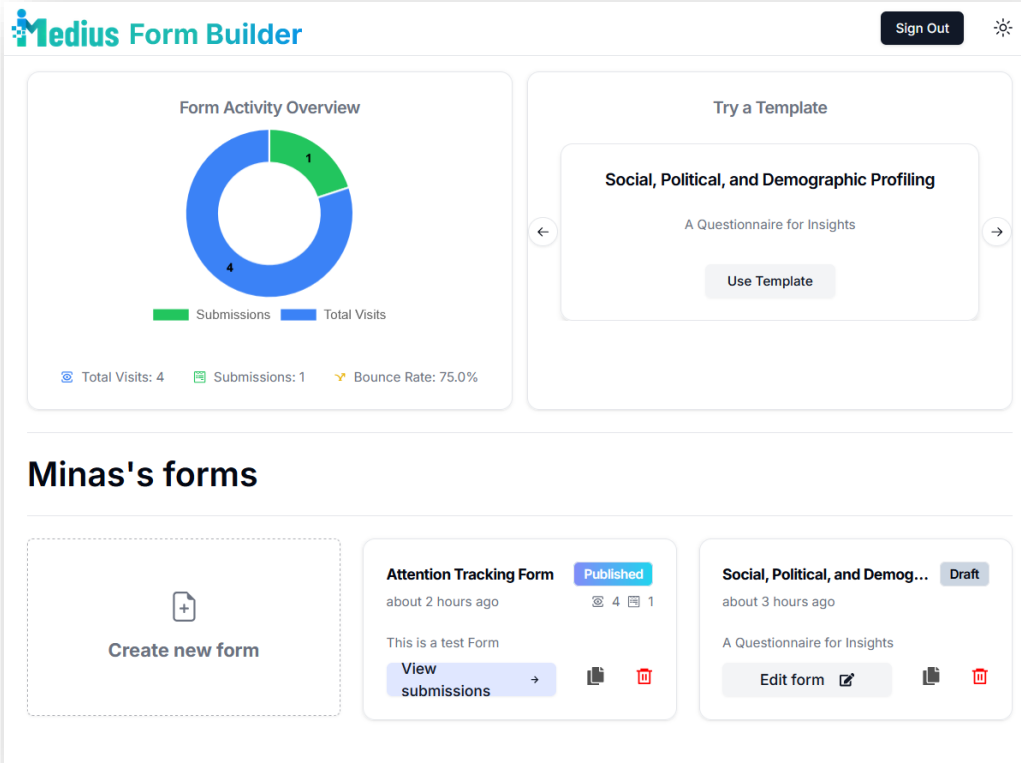
- Implementing the Social Instruments
- Utilizing Digital Technologies
- Evaluation of Functionality and UX



## 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**

Form: Social, Political, and Demographic Profiling

Sign Out

Preview Share Form Save Publish

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

Select value here

**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

The screenshot displays the iMedius Form Builder web application. A video feed in the top-left corner shows a user's face with a green bounding box. The main content area features a list of 'Most viewed' articles. A 'Help Information' modal window is open, providing calibration instructions. The modal includes 'Tip 1' about face positioning and 'Tip 2' about button pressing. It also contains visual diagrams for correct face alignment and button interaction, and a 'Start Calibration' button.

iMedius Form Builder

forms.imedius.gr/submit/d4118f59-49dc-48a8-aa46-5c1e637665fd

Not yet Calibrated Recalibrate Help

**SUBSCRIBE NOW**  
\$5 for 1 year

IMEDID Incubator for Media Education and Development

Entertainment Life Money

**Most viewed**  
What readers are clicking on

- 1 Ukraine war briefing: Turkey launches new Ukrainian warship
- 2 Evan Gershkovich release: Biden and Harris greet Americans freed after prisoner swap
- 3 **Live** Russia-US prisoner swap: Kremlin confirms hitman Vadim Krasikov worked for FSB security service - live
- 4 Venezuela election: US recognises opposition candidate Edmundo González as winner
- 5 **Live** Middle East crisis live: assassinated Hamas leader buried in Qatar
- 6 'Our history is intertwined': heirs of Jamaican enslavers apologise to descendants of the enslaved
- 7 Antarctic temperatures rise 10C: above average in near record heatwave
- 8 Far-right call to arms over Southport has echoes of Dublin stabbings aftermath

**Help Information**

**Tip 1**  
During calibration, make sure your face is **centered** on the camera and your head is relatively **stable**.

**Tip 2**  
Find the calibration buttons within the image. **Press** each button 5 times while **looking** at it. Repeat until the Calibration process is completed.

Press each calibration button 5 times, whilst looking at the button.

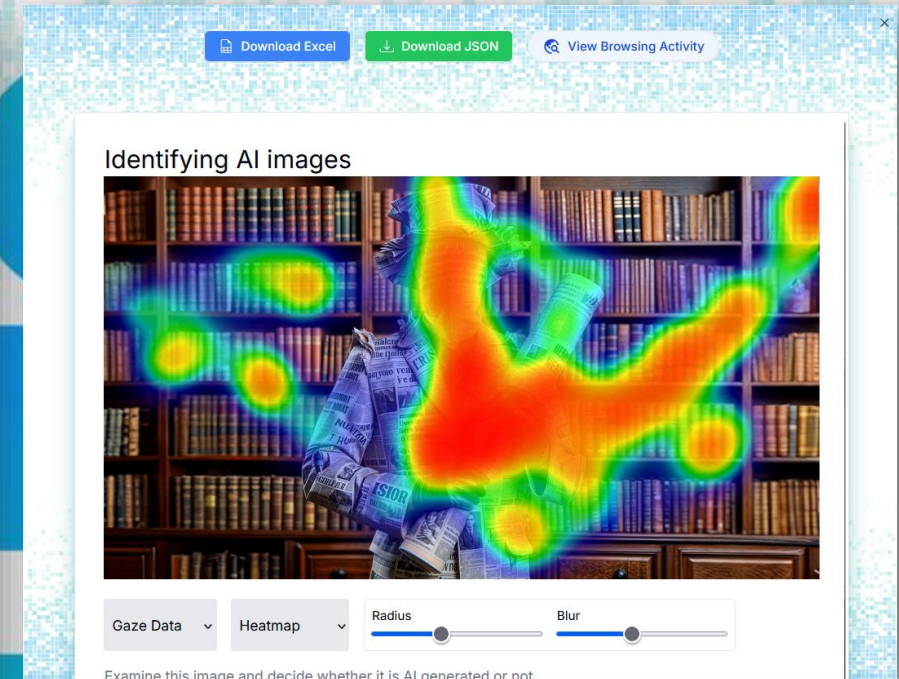
Stare at the middle dot for 5 seconds for accuracy calculation.

**Start Calibration**



# 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



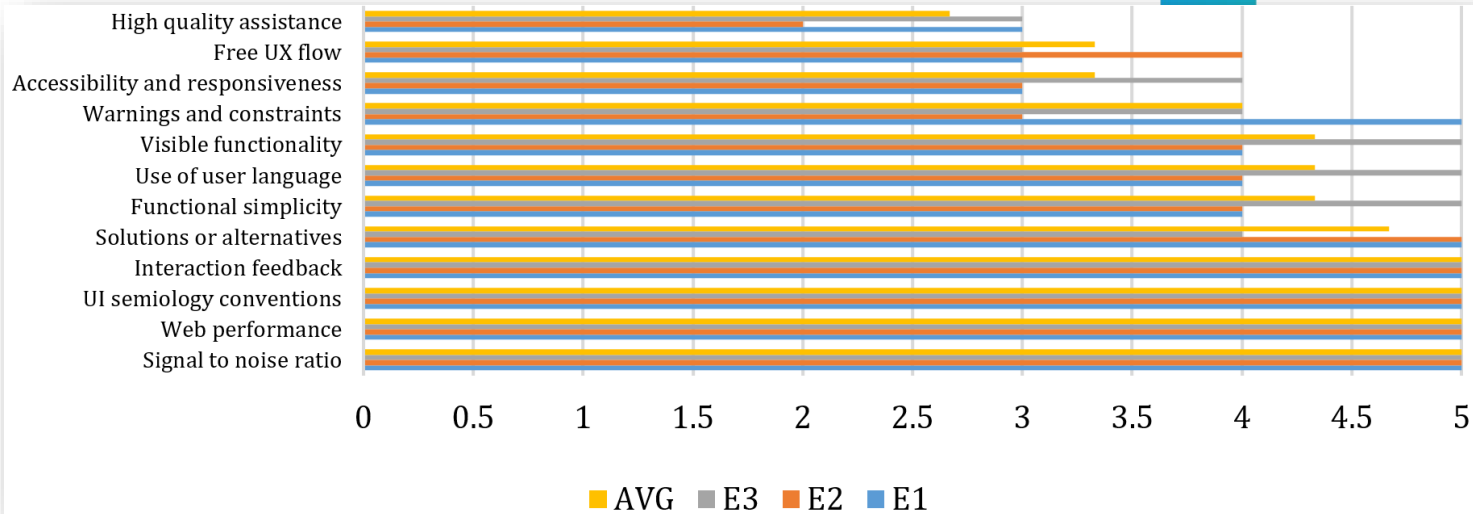
## Feedback from Social Scientists

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



# Heuristic Evaluation

- Three HCI Experts
- Twelve Heuristics
- Emphasis on Efficiency



## Positive

- Aesthetic 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





# 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





# iMedius

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Thank You!

<https://imediusr.gr>

<https://forms.imediusr.gr>

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