Tab Friend’s Photo: Design of Engaging Advertising Experience in Social Media

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Abstract  
The infiltration of mobile device into our lives has led enriched augmented user experience with social media. It has changed communication behavior as well as media environment. However, in social media, there has been a important issue of maintenance in commercial advertising and good user experience together. In this paper, we propose a new advertising design via users’ photo content. Also, we observed the changes of usability, especially human perception after using of new interface prototype in terms of perceived interactivity and irritation, which are effective variables in mobile advertising. We proved enhanced usability of new advertising design via focus group interview and experiment. Moreover, we explore future research possibility of diverse application.

Author Keywords  
Interaction Design; Social Media; Online Advertising

ACM Classification Keywords  
H.5.2. User Interfaces: User-centered design.

General Terms  
Design; Human Factors; Experimentation
**Introduction**

Social media supports interactive communication based on online technology and provides diversity in its form. The augmented web experience through social media makes changes in users’ behavior patterns nowadays. However, the online advertising design issues became important in the sense of maintaining a good user experience. It has been regarded as a difficult design problem because people tend to ignore online advertisement on purpose [1]. The recent research found that online banner ad click-through rate is decreasing steadily as well [2]. We are interested in designing an engaging advertisement interface in social media context via human factors. This paper proposes a new advertising design and investigates enhanced usability via interview and experiment.

**Previous Works**

Since the smartphone has become widely popular in recent years, the mobile advertising has been evolved as well. Display and targeted systems are integrated together in the mobile app advertising. Google has combined search ads, display ads, and ads for mobile apps through the Admob service providing relevant banner ads [3]. The intention to click banner ads is influenced by perceived usefulness [4]. Moreover, the perceived interactivity can explain 42% of the variance in attitude toward the advertisement. In terms of interactive mobile advertisement design, it needs to provide abundant response options in message advertisement. The customers feel the ads more controllable with more options [5]. We design the new advertising interface enhancing perceived interactivity in social media environment.

**Design Concept**

We invented the interface considering human factors in online advertising by conjunction of users’ photo with advertisement. Different from banner ads, this design interface provides engaging continuous usability experience with users’ contents. The new interface design is composed of users’ photo, the advertisement, brand logo, and users’ click. The ad is combined with the users’ image content marked with brand’s logo and exposed when another user clicks (see Figure 1).

![Figure 1: Interaction design of new advertising interface. (A): the current Facebook advertising interface. (B): combined photo with brand’s logo. (C): changing into ads after click](image)

**Prototype Development**

We developed mobile Facebook prototype page to investigate effectiveness. Because of popularity and universal use, we chose Facebook as test interface social media. The prototype consists of 7 famous brand’s advertisement and users’ contents (see Figure 2).
Focus Group Interview

The five participants from Integrated Technology in Yonsei University were interviewed in group. We presented new interface and they experienced it. The participant’s responses suggested that the new advertising design is naturally absorbed with mobile experience.

"This is the best advertising interface possible with the least irritation. There is no fragmented banner advertisement. Online advertising is a kind of disturbance but this interface can keep seamless experience without any fragmented advertisement. Even, the advertisement is not disappeared and the content is same as current banner ads. However, the difference of interface design has a critical value. It is meaningful scheme that I can choose to see and control advertisement. This interaction gives feeling less compulsory and entertaining advertising experience. It offers sense of beneficial and informative ads.”

We discovered that the new interface design causes positive perception from user. The interaction initiates voluntary sense to experience linked advertising and informative experience for social media user.

Experiment

To assess advertising usability by quantitative method, the perceived interactivity and irritation were measured after the use of test pages in within-subject design. The participants were 46 undergraduate and graduate students (14 male) from Yonsei University and provided the current Facebook and new Facebook test pages. We measured perceived interactivity and irritation representing online advertising effectiveness. Each part included 4 questions and they were presented with a 7-point scale with the anchors of disagree and agree. The questionnaire was identically provided in both conditions.

Results

The perceived interactivity in new advertising design and current ads was significantly different. A T-test indicated that new advertising interface ($M=4.93,$
SD=1.09) evoked higher perceived interactivity than current Facebook interface (M=2.89, SD=1.02): t(90)=-9.33, p<.05. Also, there was significantly lower irritation level in new advertising interface. The irritation T-test between two conditions suggested that new advertising interface (M=3.02, SD=1.07) aroused less irritation than current interface (M=4.34, SD=1.32): t(90)=5.28, p<.05.

Conclusion
We explored the new design possibility of cultivating consumer engagement with users’ photo content in social media. With its human factor inserted advertising interface by image content, we designed a new interactive engaging advertising experience. Through experiment and group interview, we proved our hypothesis that new design evokes higher perceived interactivity and less irritation was demonstrated. These findings have an implication that consideration of human factor elicits positive attitude changes in advertising. In future research, we will apply this design to diverse platform environment such as Twitter or Pinterest and assess its usability.

Acknowledgements
"This research was supported by the MKE(The Ministry of Knowledge Economy), Korea, under the “IT Consilience Creative Program” support program supervised by the NIPA(National IT Industry Promotion Agency)” (NIPA-2012-H0201-12-1001)

References


