

User Engagement - From Site to Network Engagement

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Abstract

In the online world, user engagement refers to the quality of the user experience that emphasizes the positive aspects of the interaction with technology and, in particular, the phenomena associated with wanting to use that technology longer and frequently. This definition is motivated by the observation that successful technologies are not just used, but they are engaged with.

The standard approach to evaluate engagement with a service is by measuring engagement metrics of each service separately. However, little is known about the influence and effect of a network of services with respect to the quality of the user experience.

My research aims to address this problem by combining techniques from web analytics, complex network analytics, and existing works on user engagement.

This talk comprises three parts:

- (1) I will give an introduction to user engagement, represent its characteristics as identified in the research and analytic literature and discuss the challenges associated with measuring user engagement.
- (2) I will reveal similarities and differences in user engagement depending on the considered web services that allow for a better representation of how users engage.
- (3) I will describe recent data-driven approaches looking at user engagement through the development of new measures that capture engagement across different web services.

This work was done in collaboration with Ricardo Baeza-Yates, Georges Dupret, Mounia Lalmas, and Elad Yom-Tov.

Speaker

Since January 2011, Janette Lehmann is PhD student at DTIC, Universitat Pompeu Fabra Barcelona, Spain, under the supervision of Dr Ricardo Baeza-Yates and Dr Mounia Lalmas. She is also a research intern at Yahoo! Labs Barcelona. Before that, she was a researcher at the ISI Foundation at Turin, Italy working on collective attention in social media under the supervision of Dr Ciro Cattuto.

Her PhD research is on user engagement, and includes defining and evaluating novel engagement measures for and across web sites, and identifying ways to influence the engagement of users. Her interests include user engagement, user behavior, social media, complex networks, web data mining, and data visualization.

