Primary Research: Initial Survey

To ensure a thorough investigation into animation on online applications and provide substantial additional insights, methodology was employed which consisted of two primary surveys designed to investigate user perceptions and preferences regarding animation on websites. The first survey aimed to gather data on preferred types of animation, opinions on benefits and drawbacks, and personal experiences with animated websites.

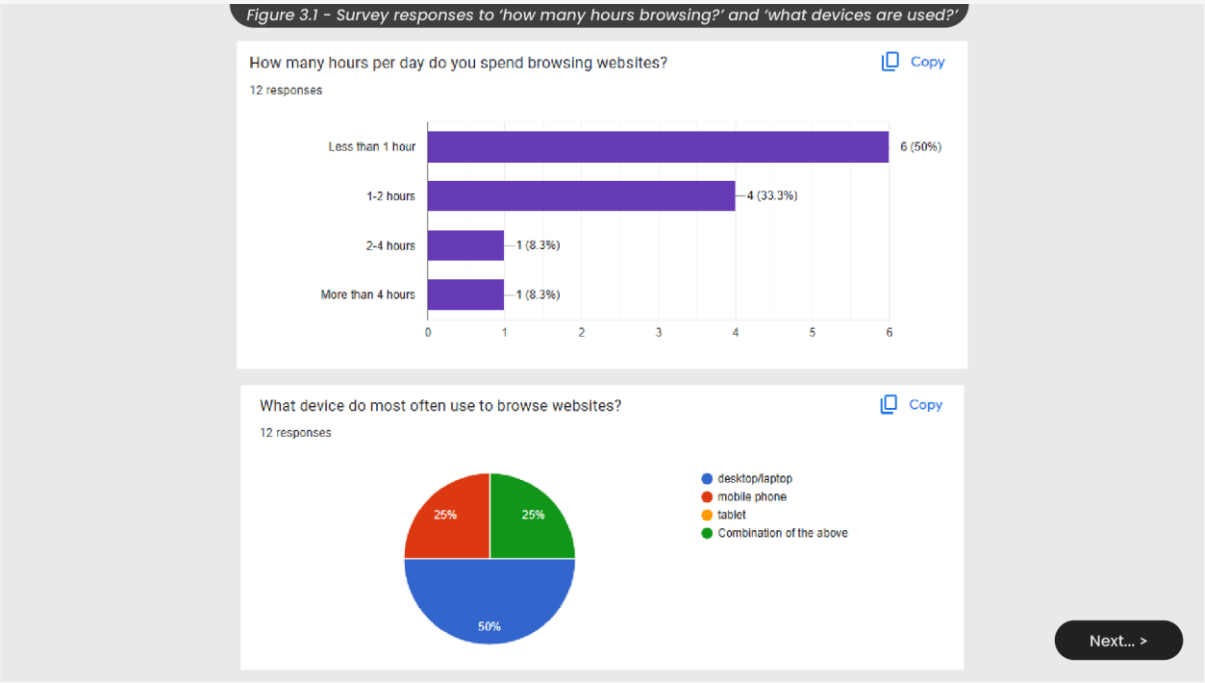
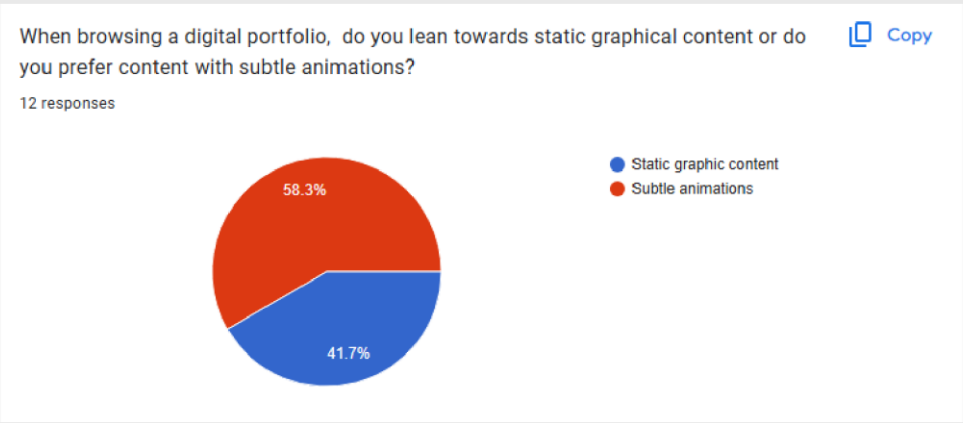


Figure 3.1 - Survey responses to 'how many hours browsing?' and 'what devices are used?'

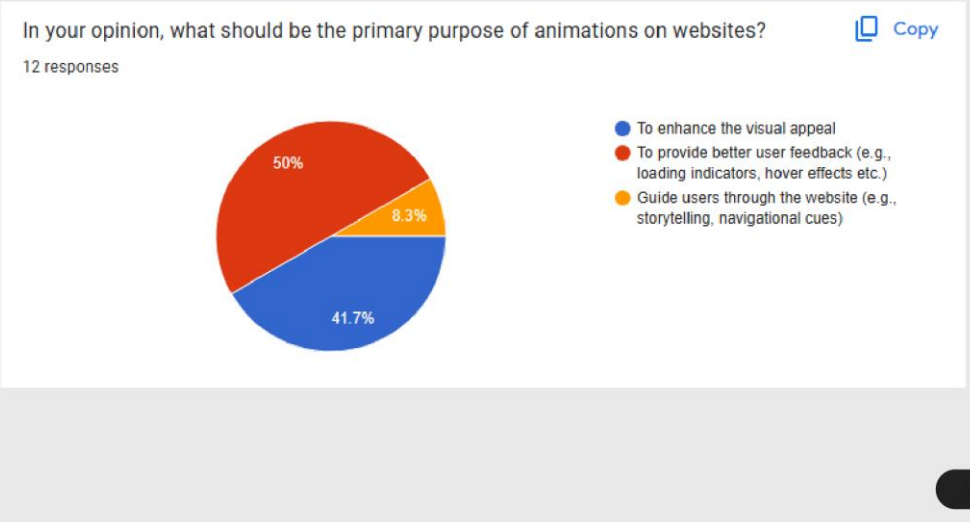
Findings revealed that most respondents spend under an hour daily on websites, emphasising the need for attention-grabbing motion elements. While desktop/laptop browsing was dominant, a quarter favoured mobile devices, suggesting a need for mobile-friendly designs *(Figure 3.1)*.

Figure 3.2 - Survey responses to 'do you lean towards static content or subtle animations?'



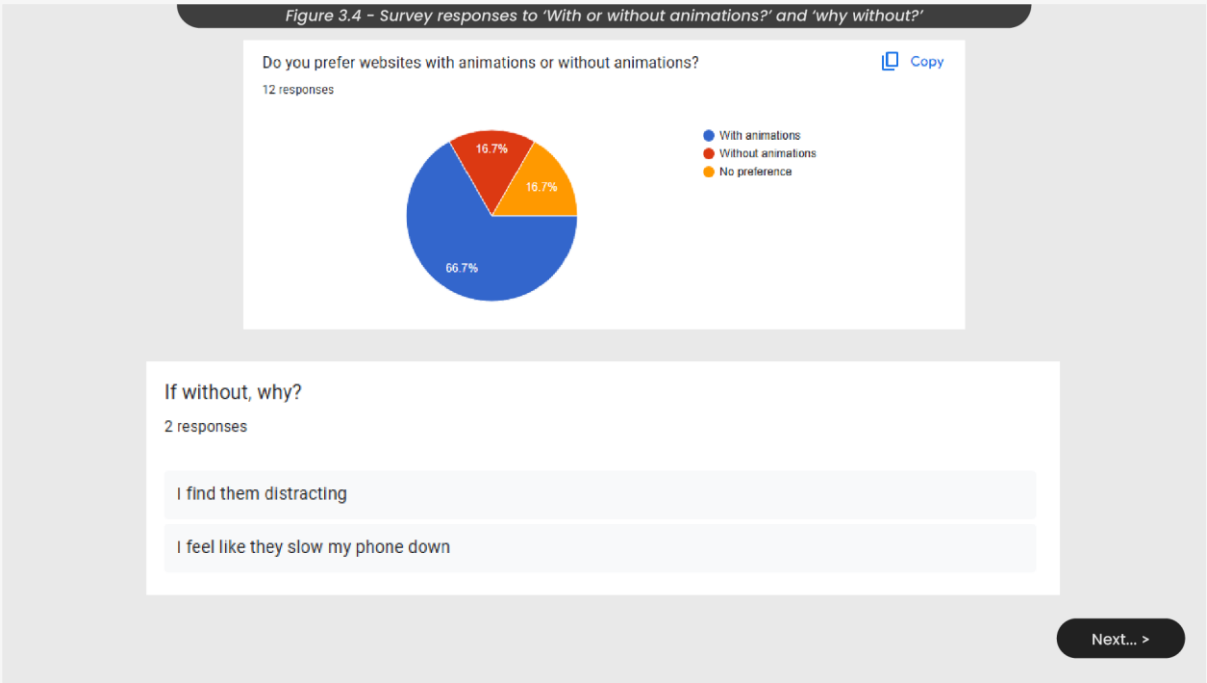
Regarding animation preferences, respondents showed a notable preference for subtle animations, aligning with research from (Cheung, Hong, and Thong, 2017) on subtle animations and prolonged engagement *(Figure 3.2)*.

Figure 3.3 - Survey responses to 'what should be the primary purpose of animations on websites?'



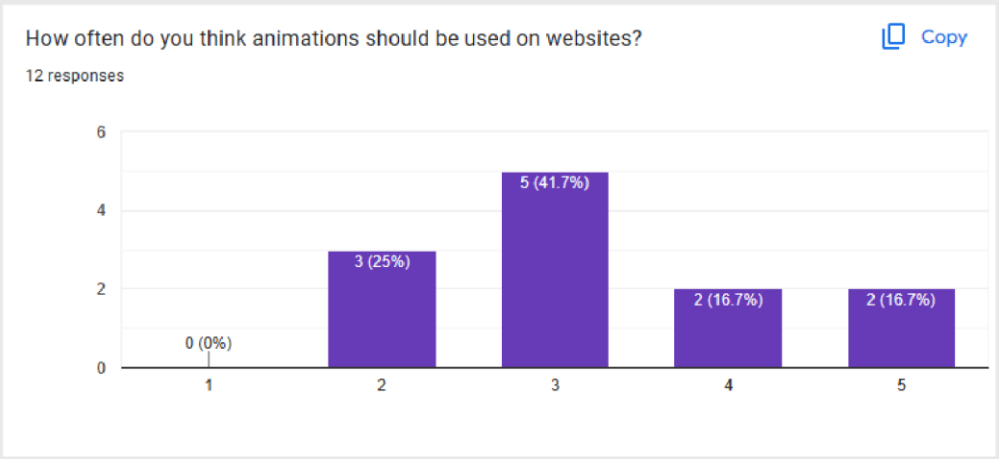
Further research into the primary purpose of animation revealed most respondents believing the primary purpose of animation on websites should be to enhance user feedback, emphasising the importance of incorporating animated interactions into website designs *(Figure 3.3)*.

Figure 3.4 - Survey responses to 'With or without animations?' and 'why without?'



Interestingly, while some preferred websites without animation, no respondents thought a website should have no animation at all *(Figure 3.4)*. Instead, a balanced mix of motion and static graphics was favoured to prevent distractions, echoing concerns raised by (Sundar and Kalyanaraman, 2004).

Figure 3.5 - Survey responses to ' how often should animation be used?'



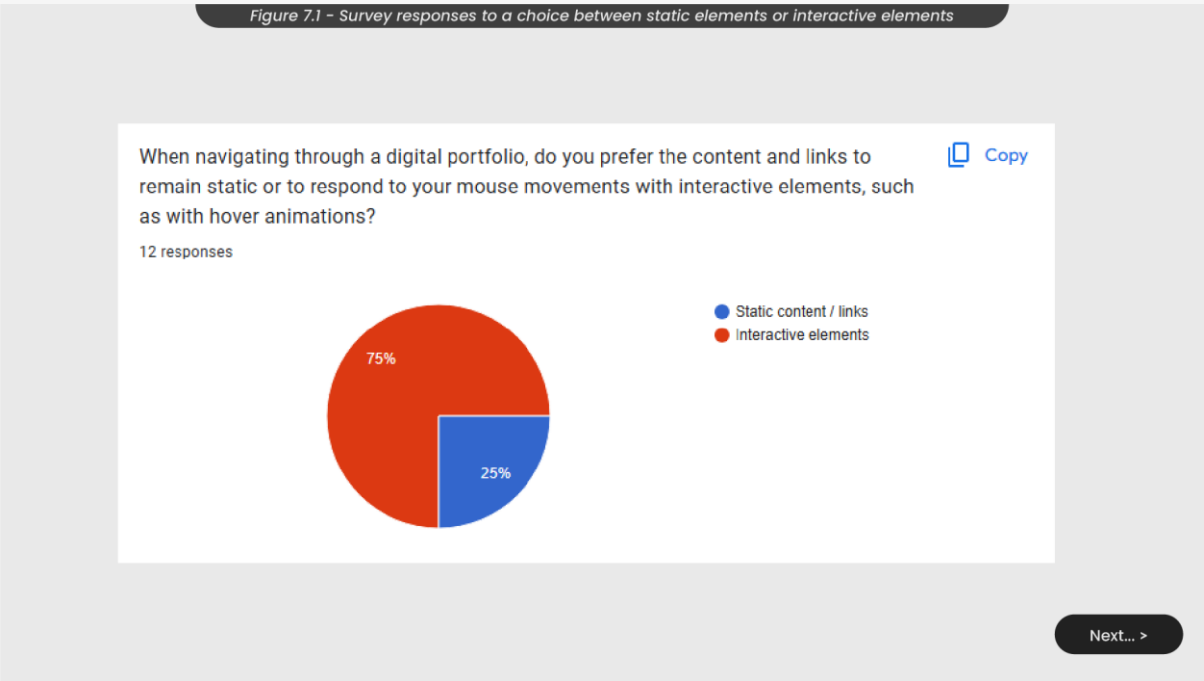
Individuals who say they prefer no animations on websites raised concerns over motion content slowing their devices *(Figure 3.5)*, highlighting the necessity for lightweight file formats, aligning with Sustainable Development Goal 12 on responsible consumption and production.

With a more thorough insight into motion design and online applications from these survey responses, I began developing the website with a dynamic approach to critically analyse the consistency of these responses by comparing the reception of a static digital portfolio against an animated counterpart.

Primary Research: Animated website vs. Static Website

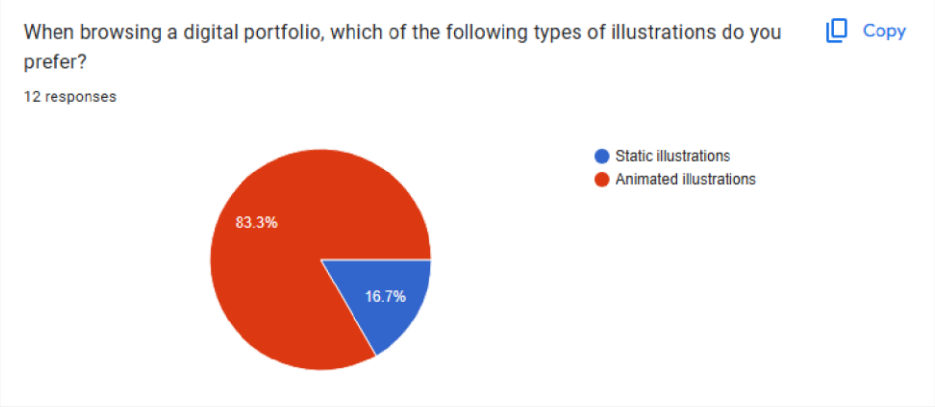
The second survey for my primary research employed a comparative approach using the website I had created over the course of this project, using a static version and an animated version. Participants were tasked with comparing both versions and providing their preferences between the two, contributing to a more comprehensive understanding of animation and user experiences.

Figure 7.1 - Survey responses to a choice between static elements or interactive elements



A noteworthy discovery from the survey was that 75% of respondents favoured interactive elements over static links and cards, indicating a strong preference for dynamic browsing experiences *(Figure 7.1)*. This emphasises the necessity of integrating interactive elements like button hovers and scrolling animations into digital portfolios to enhance user engagement, reflecting findings from the initial survey of this project.

Figure 7.2 - Survey responses to a choice between static illustrations and animated illustrations



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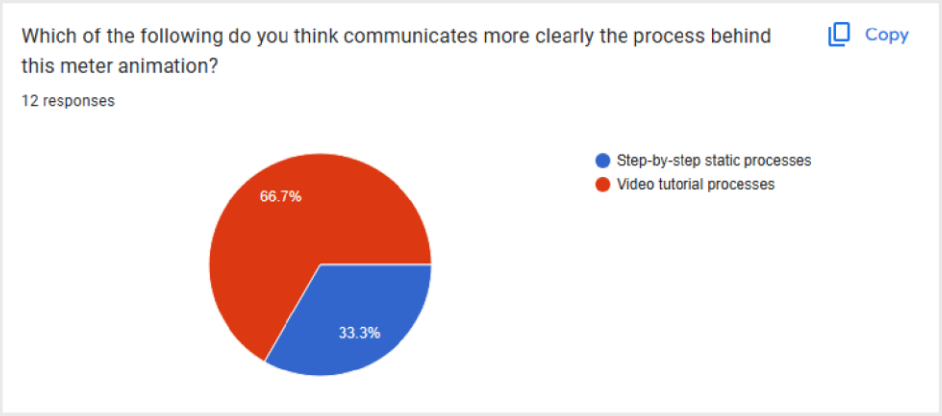
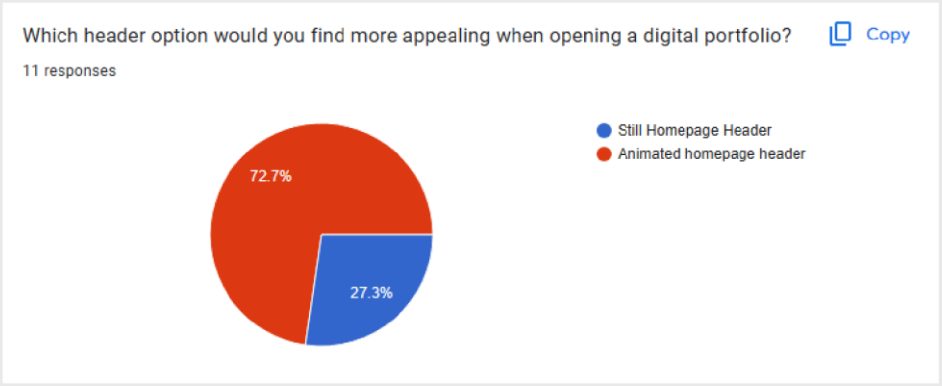
Despite criticisms of animated headers expressed by (Sundar and Kalyanaraman, 2004), a surprising 72% of respondents favoured the animated header over its static counterpart *(Figure 7.2)*. This suggests a shift in user attitudes towards animated banners, possibly influenced by evolving trends noted by (Fattahi, Shir, and Asadollahi, 2014) and (Hong, Thong and Tam, 2007). Moreover, the success of animated headers on creative websites instead of e-commerce websites, where users may not feel pressured to make purchases, could contribute to this positive reception.

Figure 7.3 - Survey responses when asked if a video process was clearer



Furthermore, in line with findings from (Höffler and Leutner, 2007), (Santoso, Ghassany and Putri, 2021), (Hanif, 2020), 66% of respondents found the video process more comprehensible than the static process *(Figure 7.3)*. This preference for video content suggests a need for educators to consider incorporating animations and video content into educational materials to improve clarity and engagement.

Figure 7.4 - Survey responses when given a choice between a static header and an animated banner



However, one respondent argued that although still clearer than its static counterpart, the video process could still benefit from additional emphasis on certain decisions *(Figure 7.4)*. Therefore, this is also worth considering to improve educational video content and further contribute to a better-quality education (SDG 4).

List of Figures:

Figure 7.3	Survey responses when asked if a video process was clearer.
Figure 7.4	Survey responses when give a choice between a static header and an animated banner.
Figure 7.5	Survey responses when asked for additional feedback or suggestions.

References:

Figure	Description
(Cheung, Hong, and Thong, 2017)	Cheung, M.Y.M., Hong, W. and Thong, J.Y.L. (2017). Effects of Animation on Attentional Resources of Online Consumers. [online] Ssrn.com. Available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=30 44240 [Accessed 1 Dec. 2023].
(Sundar and Kalyanaraman, 2004).	Sundar, S.S. and Kalyanaraman, S. (2004). Arousal, Memory, and Impression-Formation Effects of Animation Speed in Web Advertising. Journal of Advertising, 33(1), pp.7–17. doi:https://doi.org/10.1080/00913367.2004.10639152.
(Fattahi, Shir, and Asadollahi, 2014)	Fattahi, M., Shir, D. and Asadollahi, M. (2014). The Position on Motion Graphic in Communication Media. Indian J.Sci.Res, [online] 7(1), pp.815–819. Available at: https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=045f5d62828be8b15d021f7078c3794f46bebb78
(Hong, Thong and Tam, 2007)	Hong, W., Thong, J.Y.L. and Tam, K.Y. (2007). How Do Web Users Respond to non-banner-ads animation? the Effects of Task Type and User Experience. Journal of the American Society for Information Science and Technology, 58(10), pp.1467–1482. doi:https://doi.org/10.1002/asi.20624.

(Höffler and Leutner, 2007)	Höffler, T.N. and Leutner, D. (2007). Instructional Animation versus Static pictures: a meta-analysis. Learning and Instruction, 17(6), pp.722–738. doi:https://doi.org/10.1016/j.learninstruc.2007.09.013.
(Santoso, Ghassany and Putri, 2021)	Santoso, F., Ghassany, T. and Putri, S.A. (2021). Educational Motion Graphic 'Windmill, Then and Now'. IOP Conference Series: Earth and Environmental Science, 729(1), p.012048. doi:https://doi.org/10.1088/1755- 1315/729/1/012048
(Hanif, 2020)	Hanif, M. (2020). The Development and Effectiveness of Motion Graphic Animation Videos to Improve Primary School Students' Sciences Learning Outcomes. International Journal of Instruction, [online] 13(3), pp.247–266. Available at: https://eric.ed.gov/?id=EJ1270738.

Appendices:

How old are you?

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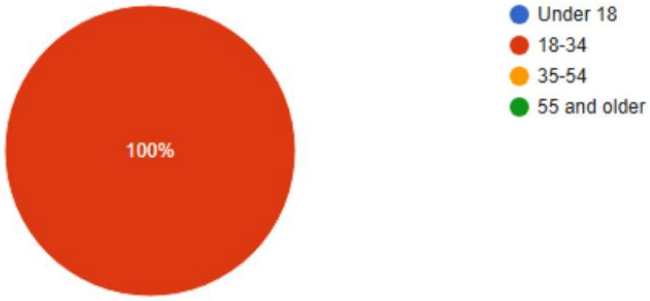
11 responses



Which of the following do you think you would be more likely to click on if browsing a portfolio website?

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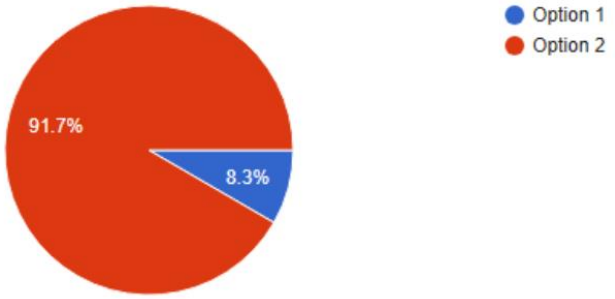
12 responses



Do you think websites with animations impact your attention span while browsing?

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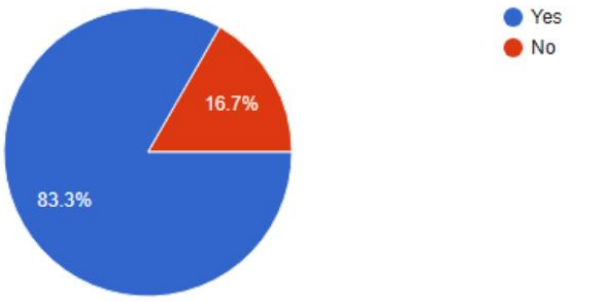
12 responses



How do you feel animations impact your browsing experience?

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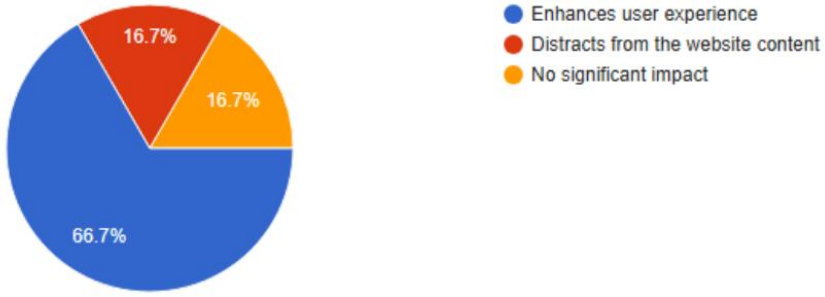
12 responses



When browsing a digital portfolio, do you lean towards static graphical content or do you prefer content with subtle animations?

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12 responses