

User Engagement Scale (UES-SF)-Short Form

Administration Instructions UES-SF

Instructions for administrators: When administering the UES and UES- SF, all items should be randomized and dimension identifiers (e.g., “Focused Attention or F”) should not be visible to participants. Below we provide general instructions to participants than can be modified to suit the study context; the five-point rating scale should be used to allow for comparisons across studies/sampled populations. The wording of the questions may be modified to your context of use. For example, item PU.1 “I felt frustrated while using this Application X” may be reworded to “I felt frustrated while using this search engine.

Instructions for respondents: The following statements ask you to reflect on your experience of engaging with Application X or “this study”. For each statement, please use the following scale to indicate what is most true for you.

Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
1	2	3	4	5

Focused Attention (FA)

FA-S.1 I lost myself in this experience.

FA-S.2 The time I spent using Application X just slipped away.

FA-S.3 I was absorbed in this experience.

Perceived Usability (PU)

PU-S.1 I felt frustrated while using this Application X.

PU-S.2 I found this Application X confusing to use.

PU-S.3 Using this Application X was taxing

Aesthetic Elements (AE)

AE-S.1 This Application X was attractive

AE-S.2 This Application X was aesthetically appealing

AE-S.3 Application X appealed to be visual senses.

Reward Factor (RW)

RW-S.1 Using Application X was worthwhile

RW-S.2 My experience was rewarding.

RW-S.3I felt interested in this experience.

Scoring Instructions UES-SF:

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Instructions for respondents: The following statements ask you to reflect on your experience of engaging with Application X or “this study”. For each statement, please use the following scale to indicate what is most true for you.

- Reverse code the following items: PU-S1, PU-S2, PU-S3.
- If participants have completed the UES more than once as part of the same experiment, calculate separate scores for each iteration. This will enable the researcher to compare engagement within participants and between tasks/iterations.
- Scores for each of the four subscales can be calculated by adding the values of responses for the three items contained in each subscale and dividing by three. For example, “Aesthetic Appeal” would be calculated by adding AE-S1, AE-S2, and AE-S3 and dividing by three.
- An overall engagement score can be calculated by adding all of the items together and dividing by twelve.

Citation:

O’Brien, Heather L., et al. A Practical Approach to Measuring User Engagement with the Refined User Engagement Scale (UES) and New UES Short Form. *International Journal of Human-Computer Studies*, vol. 112, Apr. 2018, pp. 28–39.

<https://doi.org/10.1016/j.ijhcs.2018.01.004>.