

DIS60304 DESIGN RESEARCH DISSERTATION | April 2024 Semester

Bachelor of Design (Hons) in Creative Media

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TASK1: RESEARCH IMPLEMENTATION – DISSERTATION DRAFT (Weeks 1-7)			
Week	Item	Feedback by lecturer	Action by Student
Week 1	Module introduction & briefing of all tasks	No feedback	No feedback
Week 2	Matrix, Thematic Analysis and Structure	<u>Matrix and Thematic Analysis</u> - 'Awareness of dark patterns' theme is suitable, just need to know whether to put it in discussion or not - Can put citation when introducing the three forms of dark patterns, you will need to cite your literature - Having the three main dark patterns with high responses is good - 'Negative impact' is good as it supports claims later - Is features a common or proper term in ui/ux? Based on this, you're putting them under design elements Design elements: wording, visual cues, color choices Visual design: layout and placement of features - Can change research question and objectives, since data results don't answer them - Good understanding of what you should have in the matrix, and the way you have identified the codes and by looking at your data through thematic analysis is suitable to the current RQs. Thematic analysis is well done - Preventative measures can be a start or lead to answer RQ2 - involves all 3 stakeholders. - Alternative features can be more in detail when suggesting design strategies	- Writing the introduction section of the analysis and discussion. - Started on the structure of the discussion and analysis, separating them into sub-sub-sections of visual design and design elements. - Changed research objectives and research questions to better fit the study and data collected

		<u>Discussion Draft Structure</u> - Can have sub-sub points e.g. influence of design elements can break it down to the ones in the matrix (to answer RQ1) - individual design elements: wording, visual cues, colour choices & visual design: layout and placement of features - Good progress - Try to start writing the first two (intro and types of dark patterns)	
Week 3	Analysis and Discussion: Introduction to Dark Patterns	<u>Research Questions and Objectives</u> - Change R01 and RQ1 to "How are dark patterns incorporated through/How do design elements and visual design create dark patterns to..." - R02 and RQ1 are good to go <u>Literature Review</u> - Identify the headings of the literature review and topics that the article might share <u>Research Methodology</u> - Group the findings and choke through the data - Create appendixes and place it at 3.1 "A sample of the questionnaire can be found in appendix" <u>Analysis and Discussion</u> - Specifications is there - Progress is good (YIPEEEE) - Start on 5.2.1 and 5.2.2 first; the others you can do in your own time - Can bleed to 4000 words, don't write unnecessarily too much and get out of topic <u>5.1 Introduction</u> - You can maintain e-commerce websites in general, however, you might want to refer to specific e-commerce	- Amended research objective and question 1 - Identified similar themes from literature and started writing the literature review - Restructured and added more information to 5.1, 5.1.1, 5.1.2

		websites to show some examples such as types of dark patterns - Image of low stock message from specific e-commerce websites - Title: 'Introduction to Dark Patterns' since the definition is already inside - Good practice of noting your work and revisiting it later - Some sentence structure and word changes - "Based on these results, it is, therefore, safe to assume that the concept of dark patterns may not be widely known." <u>5.1.1 Types of Dark Patterns</u> - Short paragraph to introduce the dark patterns, bring the description up - Describing the main three dark patterns and how they are responded to from the data - End 5.1.1 with the statistics <u>5.1.2 Negative Effects of Dark Patterns</u> - One type of dark pattern and the effect it has - Start with 'low stock message' and then its negative effects - Revisit later: Correct format for quotation but can't put participant numbering because it is a survey <u>5.2 Influence of User Interface (UI) Design Techniques</u> - What are the 'visual cues'? The word is too general, look into your literature on what visual cues. - What does visual cue as a design element, and how is it represented	
Week 4	Analysis and Discussion: Influence of User Interface (UI) Design Techniques	<u>5.2 Influence of User Interface (UI) Design Techniques</u> - Move statistics to the beginning of 5.2.1 - Move statistics to the beginning of 5.2.2 - Full term, state the research question	- The title for 2.1 has been renamed - The content of 5.2.1 and 5.2.2 has been reshuffled to make the arrangement more logical.

		- Further explain specific parts as necessary - Images can be from any e-commerce websites <u>Literature Review</u> - Rethink the title for 2.1 (which perspective is it from?)	
Week 5	None	No feedback - Absent due to Covid-19.	No feedback
Week 6	Literature Review Analysis and Discussion: Alternative Features (Recommendations for E-commerce Websites)	<u>Literature Review</u> To cut down, you can maybe not justify too much. Especially for qualitative data analysis and all that, can comment on the overall general method <u>2.1 User Pressure to Impulse Buying</u> - Repetitive phrases should be cut down - Dedicate the second paragraph to the research <u>2.3 Ethical Design and Consumer Wellbeing</u> - Reference point or used as the conclusion or project recommendation <u>Analysis and Discussion</u> - If you want to cut out “visual cues”, rationalise and support why you chose “colour” over “visual cues”. Explain in 5.2.1 E.g. why are people more attracted to first? Maybe colour draws attention and is more important <u>5.3 Alternative Features (Recommendations for E-commerce Websites)</u> - Cite 2.3 in the sentence “...ethical design practises that prioritise user well-being and trust)	- Cut down the content of the literature review - Removed literature review 2.3 and added parts of it to 5.3 - Removed and justified why visual cues were removed
Week 7	Literature Review	<u>Overall</u> Check on certain grammar	- Further cut down the literature review to have only relevant content

	Analysis and Discussion Conclusion and Project Recommendations	<u>Literature Review</u> - It is detailed but needs to be cut down to fit the word limit - Everything that is cited needs to appear in the reference list - Cut out data collection - Sum up the findings and conclusion, you don't have to talk about their results just go straight to the core of their discussion. The review will then be more about the differences and similarities between the two <u>Analysis and Discussion</u> - Can take images from anywhere just make sure to give proper APA citation, and cite the website in picture credits 5.1.1.: Reshuffle the statistics to show why you have chosen these dark patterns 5.1.2: Add more secondary research to drive home the point of the detriments of dark patterns 5.2: Title change to "Influence of Dark Patterns through User Interface (UI) Design Techniques" 5.2.3 <i>Positive Influence</i>: becomes 5.3.3 5.3.3 <i>Alternative Features</i>: becomes 7.0 Design project recommendations <u>Conclusion</u> - Limitations of the study, a summary of discussion. whether the RO has been met <u>Project Recommendations</u> - How it can be improved in the future and design projects - Primary data can be part of it, don't need so much expansion	- Added images as reference - Added further explanation and analysis to required parts of the discussion - Wrote abstract, conclusion and project recommendation
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TASK 2: DISSERTATION WITH VISUAL DESIGN (Weeks 7-11)			
Week	Item	Feedback by lecturer	Action by Student
Week 9	Visual design Proposal	Well done on the concept. Make one or two-page layouts for next week. <u>Idea of being lost in a maze/ labyrinth</u> - Reflection of searching for the right way out - Reflection of not getting trick <u>Layout Design</u> - Are you going to use imagery or typography as a visual form? - Plan consistency - The diagonal lines in the reference design are good, representing not knowing where to go. Different directions of lines are good to throw people off.  - Keep the simplicity for page design. The clean reference designs are a good direction.	Created cover page layout designs and first few pages for the design including abstract, acknowledgement, table of content, introduction.

		 - Double column or a magazine-style layout is not encouraged <u>Typography</u> - No issues with the typeface - Safe options for legibility and publishing - 'Compacta' carries out weight - Well-thought-out <u>Colours</u> - Contrast in the colour palette is good - Red as a highlight colour rather than the main colour, in order to reflect more on the urgency - Replace reddish-brown with the dark blue	
Week 10	Visual design - cover page and first few pages	<u>Cover page</u> - Go with the middle option for now. It is neater and has a good hierarchy of contents <u>Other Pages</u> - Take away the repeated title design - The table of contents is well thought out - Black pages look sinister and contextual to the topic - Use the subtle lines instead of the maze lines	Completed adding dissertation into the design. Used alternating designs for alternating pages

		- Layout 1: The cutoff "0" is a good concept of being "hidden" - Layout 2: More organised - Go with Layout 1 but use the lines from Layout 2 instead of the maze	
Week 11	Visual design - entire design	- Finish up adding the designs to alternating pages - Add in the page numbers. Put on the left or right side, it can be added to every other page instead of every page.	Completed dissertation with visual design with necessary changes.

TASK 3: FINAL DISSERTATION WITH TURNITIN SUBMISSION (Weeks 7-11)

Week	Item	Feedback by lecturer	Action by Student
Week 10	Final dissertation feedback	A well-done job, it just needs minor corrections. - Grammar corrections - Omit as it looks odd to suddenly mention visual cues. Merge the following sentence about colour with the wording one into one paragraph. - Provide one good example of a well-designed website (with relevant visuals) here and discuss the main points in 1-2 paragraphs. <u>Abstract</u> The abstract is clear, direct and informative, with all the necessary elements included. <u>Introduction</u> As per the previous semester, there are no necessary changes to be made to the introduction as the problem statement is well written with the support of research, and working ROs & RQs	Completed dissertation with necessary changes

		<u>Literature Review</u> The student is able to identify relevant, suitable themes that are related to her study. The literature review reflects a thorough study and understanding of the text read. <u>Research Methodology</u> The research method suits the research problem and the thorough justification confirms the selection. The student has organised all information systematically to ensure clarity and coherence. <u>Data collection</u> Thorough study of the data is documented in order, the analysis is sound, demonstrating a good understanding of the data gathered. <u>Analysis and Discussion</u> 5.1 is addressed accordingly, with the support of relevant research data and findings. Not only that but it has also set a clear stage to the context and specific dark patterns that you will discuss further to address the research problem. 5.2 provides a clear response to Research Question 1 through discussing specific examples supported by relevant primary and secondary research data. A thorough and well written dissertation that addresses the research problem successfully. The student's understanding of research is demonstrated in the application of literature and primary data where relevant and required.	
Week 13	AI detection	Rewrite the parts with AI detection and resubmit the final dissertation.	

TASK 4: ARTICLE FOR JOURNAL PUBLICATION (Weeks 11-14)

Week	Item	Feedback by lecturer	Action by Student
Week 12	Journal Publication	Good job, just need minor changes and adding an introduction to the findings and discussion. It can go up to 600 words. The appendix is well-organized Include keywords	Completed article for journal publication with necessary changes made
Week 13	Journal Publication	Everything is completed. You can submit your work.	