

The User Engagement Scale (O'Brien, 2010)

Focused Attention (FA)

- FA1. I lost myself in this shopping experience.
- FA2. I was so involved in my shopping task that I lost track of time.
- FA3. I blocked out things around me when I was shopping on this website.
- FA4. When I was shopping, I lost track of the world around me.
- FA5. The time I spent shopping just slipped away.
- FA6. I was absorbed in my shopping task.
- FA7. During this shopping experience I let myself go.

Perceived Usability (PUs)

- PU1. I felt frustrated while visiting this shopping website.
- PU2. I found this shopping website confusing to use.
- PU3. I felt annoyed while visiting this shopping website.
- PU4. I felt discouraged while shopping on this website.
- PU5. Using this shopping website was mentally taxing.
- PU6. This shopping experience was demanding.
- PU7. I felt in control of my shopping experience.
- PU8. I could not do some of the things I needed to do on this shopping website.

Aesthetics (AE)

- AE1. This shopping website is attractive.
- AE2. This shopping website was aesthetically appealing.
- AE3. I liked the graphics and images used on this shopping website.
- AE4. This shopping website appealed to my visual senses.
- AE5. The screen layout of this website was visually pleasing.

Endurability (EN)

- EN1. Shopping on this website was worthwhile.
- EN2. I consider my shopping experience a success.
- EN3. This shopping experience did not work out as I had planned.
- EN4. My shopping experience was rewarding.
- EN5. I would recommend shopping on this website to my friends and family.

Novelty (NO)

- NO1. I continued to shop on this website out of curiosity.
- NO2. The content of the shopping website incited my curiosity.
- NO3. I felt interested in my shopping task.

Felt Involvement (FI)

- FI1. I was really drawn into my shopping task.
- FI2. I felt involved in this shopping task.
- FI3. This shopping experience was fun.

From H. L. O'Brien, "The Influence of Hedonic and Utilitarian Motivations on User Engagement: The Case of Online Shopping Experiences," *Interacting with Computers* 22 (2010), 344-352.

User Engagement, Interaction Design, and Information Seeking: Selected Resources for Further Reading

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- Lopatovska, I., & Arapakis, I. (2011). Theories, methods, and current research on emotions in library and information science, information retrieval, and human-computer interaction. *Information Processing & Management*, 47(4), 575-592.
- Lottridge, D., & Moore, G. (2009). Designing for human emotion: Ways of knowing. *New Review of Hypermedia and Multimedia*, 15(2), 147-172.
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