



19th Prof. Vladas Gronskas International Scientific Conference

Abstract Book

29th of November, 2024



2024

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eISSN 2669-0233

<https://doi.org/10.15388/VGISC.2024.II>

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POSTERS

THE INFLUENCE OF VISUAL ELEMENTS ON THE DURATION OF THE BLOG USER ENGAGEMENT

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The aim of the research was to explore if the use of visual content affects the duration of user engagement. We created different posts on the website using various visual aids: photos, videos uploaded with a link, video material that can be seen on the same screen, and gif-type visuals. Other parts of the posts had only text content. The blog was connected to the Google Analytics platform to study user traffic information. This function created the ability to see in detail the actions of site visitors not only in real time, but also in different periods. We've observed that the posts that contain visuals have a longer time for user engagement than the textual posts. The results aggregated in Google Analytics -> User engagement and retention -> Pages and screens -> Pages and screens: Page path and screen type confirmed the hypothesis that visual elements in the researched posts increase user engagement and affect its duration. Entries with visual enrichment have up to 10–15 (on average) times longer engagement than textual posts.

Key words: *visual aids, user traffic, Google Analytics, user engagement*

POSTERS

The influence of visual elements on the duration of the blog user engagement

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Problem and its relevance

- Investigate the impact of visual elements on the duration of user engagement with blog content.
- Increasing competition for online attention, understanding how to effectively engage users.

Novelty

- Investigation of the effects of various visual elements on user engagement.
- Study provides actionable insights for content creators.

Aim

To determine the impact of visual elements on user engagement with blog content.

Compare the engagement of posts with visuals to text-only posts.

Provide recommendations for optimizing the use of visuals in blog content.

Research methods

- Content Creation
- Data Collection
- Data Analysis

Recommendations

- Optimize visual quality
- Strategic placement
- Prioritize user experience

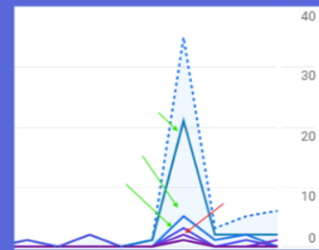
Information sources

- For content creation: <https://www.lrt.lt/mediateka/irasas/2000375186/gabrieles-vilkickytes-troleibuso-istorija>
- <https://www.tv3.lt/naujiena/zmones/juste-arlauskaite-jazzu-negailejo-kritikos-dabar-lietuvos-muzika-yra-pakankamai-apgailėtina-n1286851>
- <https://www.tv3.lt/naujiena/zmones/mino-prakalbo-apie-destytojo-darba-del-to-studentai-labai-mane-myli-n1372575>
- For data collection and analysis: <https://analytics.google.com/>
- For blog creation: <https://www.blogger.com/>

page_view	113
user_engagement	93
scroll	57
session_start	31
first_visit	21
click	12
form_start	2

Number of events made by users

Results



User Engagement indicators on the Google analytics platform. **Red** arrow - post without visual material, **green** - posts with visuals.

Justė Arlauskaitė Jezu pareiškė kritikos lietuviškajai muzikai : „ Dabar lietuviška muzika yra pakankamai apgailėtina.“	17 sek.
Mino prakalbo apie buvimų dėstytoju ir muzikanto karjerą... Tai Jus nustebins. Naujaisi Lietuvių Muzikos Perlai: Ką Klausyti Šiandien?	2 sek.
Pats populiariausias atlikėjas šį rudenį	24 sek.
Staiga iškilusi žvaigždė Adomas Vyšniauskas atskleidė, ką reiškia augti muzikanto šeimoje ir atsakė į klausimą, ar jis tikrai žino ko nori?	19 sek.
Gabrielės Vilckickytės nauja daina ir daug dėmesio sulaukęs video klipas	39 sek.
	19 sek.

Average engagement time per active user indicator. Entries without visual material are marked in **red**, with visuals- highlighted in **green**

Conclusion

Entries with the visual enrichment have up to 10-15 (on average) times longer engagement compared to textual posts.

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