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Reporting Form Construction

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Reporting Form Construction

Key Questions
• What are the most challenging aspects of reporting through a static webform?
• How does reporting compare between a static webform and an early prototype chatbot?

WHAT WE DID

NCITE researchers conducted a lab study in Omaha to better understand online reporting systems. Participants watched a video of suspicious scenario and were assigned to report that scenario, either through a static webform or a prototype chatbot. In both conditions, eye-tracking instruments were used to gain insight into participant cognition and visual attention while reporting. After completing the report, participants answered questions about the system they used to report.

WHAT WE FOUND

• People struggle to identify incident type on reporting forms, which may deter continuing.
• Reporting through a prototype chatbot is more concise, and information provided is often more objective.
• There is no difference in system-level trust or usability between chatbot & webform.

WHAT IT MEANS

Static forms often begin by asking people to categorize the incident that they are about to report. Yet, our eye-tracking analysis showed that gaze duration was greatest on this initial question, suggesting higher cognitive effort, which can deter continuing with the report. Beyond alleviating this cognitive burden, the prototype chatbot produced better information on multiple measures. This suggests that innovative technology can improve terrorism and targeted violence reporting.