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ABSTRACT

Over the last decade, practitioners, professionals and scholars have studied the ever-changing nature of digital technology and the concept of online user engagement, examining engagement with web-based platforms – websites, web applications, software, and social media. This paper profiles and assesses the existing body of research pertaining to online user engagement within the context of user experience. Specifically, this study profiles the definitions of online user engagement, summarizes its various components, and flags up those areas that demand further enquiry and research. A scoping review methodology is chosen to identify the breadth of literature, to summarize findings and to identify gaps. Through a literature database search, twenty studies meeting our criteria for review have been identified. An analytical study will be conducted to create an operational consensus on the meaning of online user engagement, which can serve as a foundation for more detailed reviews. This paper adopts a reflective stance on existing debates and findings to offer a re-interpretation of online user engagement studies.