

Abstract

To access news from the Internet has become more and more important nowadays. The banners of online news pages, therefore, are getting more and more attention of the advertisers. As previous studies show, ads format has great influence on ads effect. Accordingly, this study focuses on the relation among the ads position, the ads format and user's attention on an online news page, with an aim to find the best combination of online advertisement format.

The retention of human attention can be very limited. One can only pick up little part of external stimulus for delicate processing. Different from previous researches, this research tries to discuss two stimuli (ads position and ads display format) at a time. This study made use of eye-tracking experiment, collecting 55 subjects' data and recording the subjects' attention allocation on the news page through eye-link. Every news page has two ads formats that are composed of ads position (upper and lower) and ads display type (animated and static) and furthermore, form four page models (upper animated ads vs. lower animated ads, upper static ads vs. lower animated ads, upper animated ads vs. lower static ads and upper static ads vs. lower static ads). The following are the findings:

1. Upper banners attract subjects' attention more than lower ones.
2. Animated banners attract subjects' attention more than static ones.
3. Ads position and ads display type sequentially influence the subjects. In the first 15 seconds, ads placement has greater influence; however, ads display type gradually enhances its influence and even its influence becomes as great as ads position after 15 seconds.
4. Analyzed with advertising effects, upper animated ads are better than lower animated ads, upper animated ads better than lower static ads, upper static ads better than lower static ads. However, upper static ads and lower animated ads are on a parity with each other.
5. From eye-tracking data analysis, the more attention the subjects pay to certain ads, the more impressed the subjects will be with those ads.

Based on the above results, upper animated ads has the best effect, the second is upper static ads, lower animated ads and lower static ads are the last two. I hope these findings might help improve ads design and standardize ads quotation .

Keyword: internet advertising, advertising format, attention, eye tracking, online news

