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2015

REunión Científica Atención - 2015

Attention and Joint attention to ad stimuli
Study with eye tracker technology



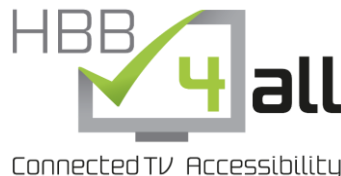
*Research partially founded by Generalitat de Catalunya (2014 SGR027) and
the European Commission (7FP HBB4ALL)*

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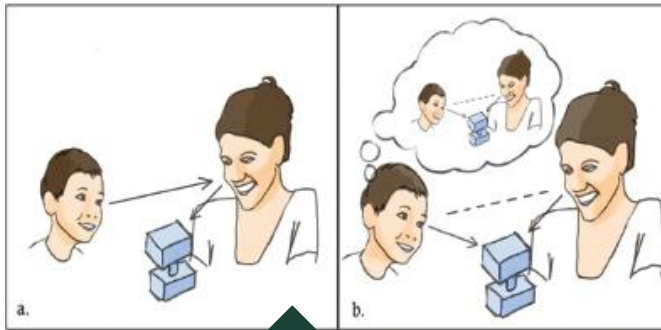


STARTING POINT

Joint Attention

ADVERTISING ???

The **way** that the person in an image is behaving **can change the focus of the viewer** (Patel, 2013)



Joint attention is the shared **focus of two individuals on an object**. It is achieved when one individual alerts another to an object by means of eye-gazing, pointing or other verbal or non-verbal indications.

JOINT ATTENTION IN ADVERTISING

Is one that **involves**, through the **eyes**, coordinated care of an individual (**ad protagonist**) with another (**ad viewer**) to an **object** (**product advertised**)



ad viewer

ad protagonist

product advertised

OBJETIVES – HIPOTHESIS



JOINT ATTENTION (JA) INFLUENCES



Is the product able to pull attention quickly ?

How much attention did the product get ?

How many times did the shoppers look at the product ?

How long was the product considered ?

STIMULUS: <https://www.youtube.com/watch?v=DemWvxmwx9o>

METHODOLOGY



VI : ATTENTION SITUATION

- Interaction (JA)
- No interaction

VD : GAZE DATA ANALYSIS

- TFF - Times First Fixation
- FC - Fixation Count
- FL - Fixation Length
- VD - Visit Duration



N = 24 University Students (women)
Average = 23 years old

- AOIs -

Areas of interest



Box 1 = YES Interaction (JA)

2,5 sec



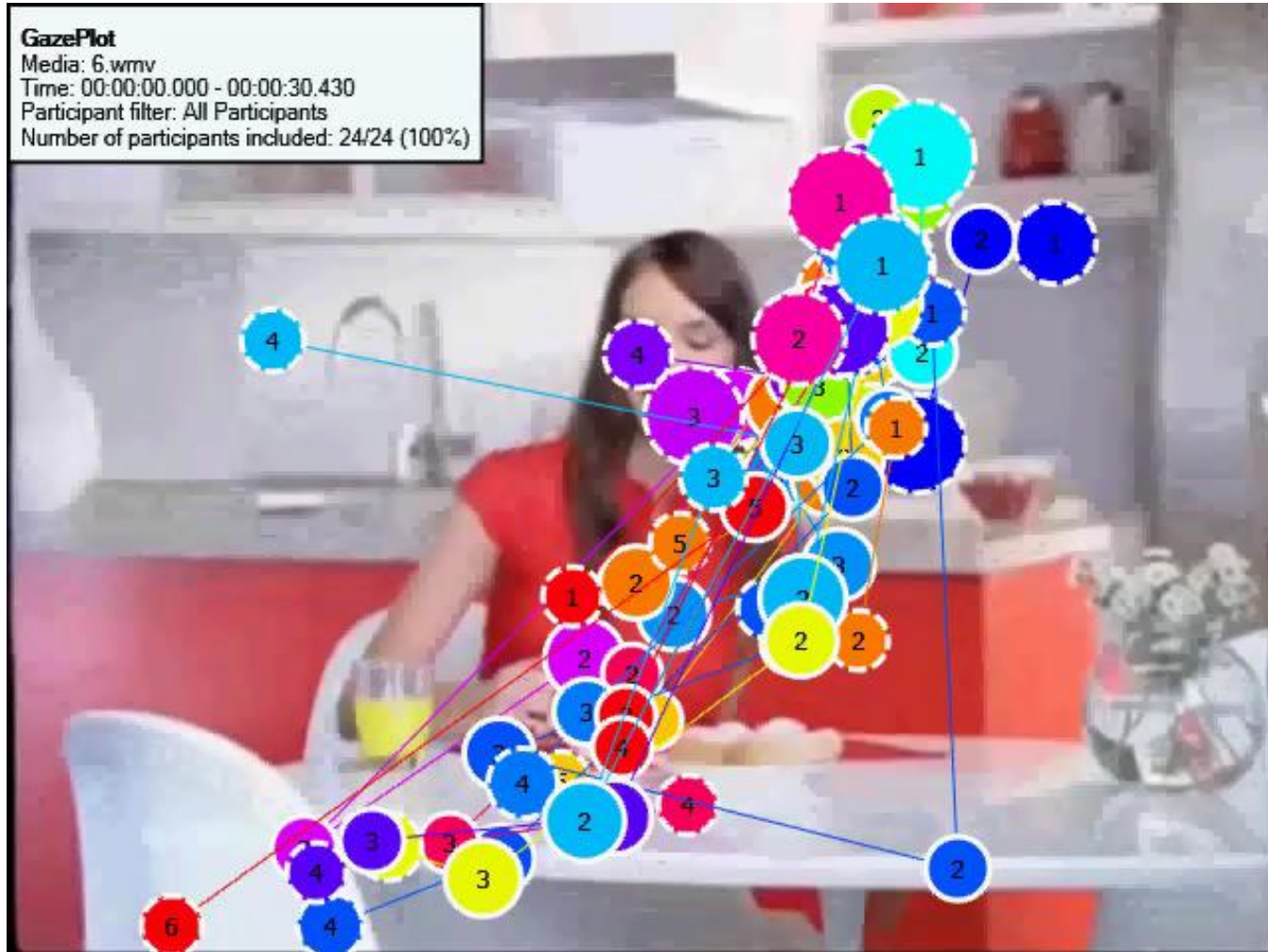
Box 2 = NO Interaction

2,5 sec

RESULTS – Heat Map



RESULTS – Gaze Plot

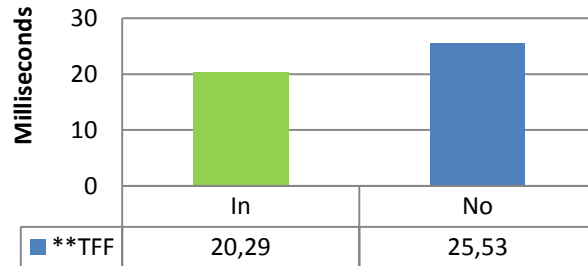


RESULTS – Gaze Plot subject withot Box



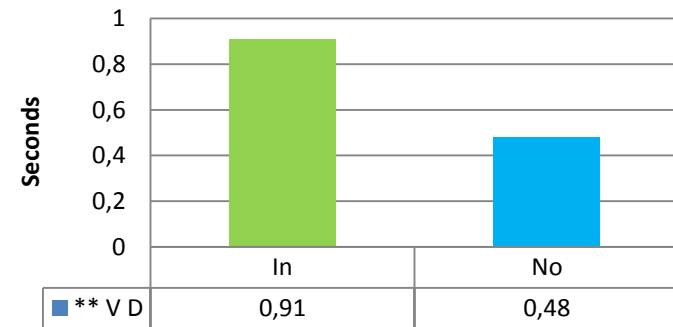
STATISTICS RESULTS

Average Times First Fixation (TFF)



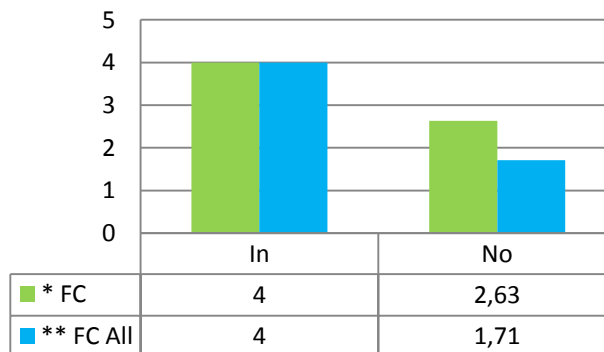
** P = .000

Average Visit Duration (VD)



** P = .001

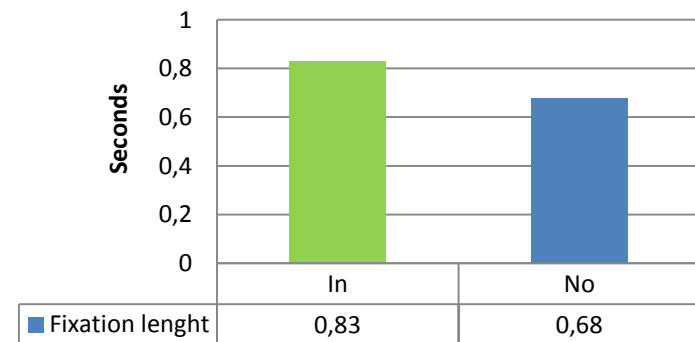
Average Fixation Count (FC)



*P = .024

** p = .000

Average Fixation Length (FL)



P = .156

SOME CONCLUSIONS



JOINT ATTENTION INFLUENCES



Is the product able to pull attention quickly?



How much attention did the product get?



How many times did the shoppers look at the product?



How long was the product considered?



SOME REFERENCE S



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Thank you very much for your attention



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