Packaging or image? The INTERACTION is better.

Study with eye tracker technology

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

(Moore & Dunham, 2014; Evans & Saint-Aubin, 2015; Di Santo, Timmons & Pelletier, 2015)
Joint Attention

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

Faces attention power (Terburg, Hooiveld, Aarts, Kanemas & Van Honk, 2011; Lee, Badler & Badler, 2002).

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

INTERACTION - 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?
METHODOLOGY

VI : ATTENTION SITUATION

- Interaction (JA)
- No interaction

VD : GAZE DATA ANALYSIS

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

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

Añaños y Oliver (2015)
RESULTS – GLAZE PLOT

GazePlot
Media: 6.wmv
Time: 00:00:00.000 - 00:00:30.430
Participant filter: All Participants
Number of participants included: 24/24 (100%)

Visual Trajectory
RESULTS – HEAT MAP

Añaños y Oliver (2015)
RESULTS – HEAT MAP
Packaging - Image

YES Interaction (JA)
2,5 sec

NO Interaction
5 sec

Añaños y Oliver (2015)
- AOIs -
Areas of interest

Box 1 = YES Interaction (JA)
(2,5 sec.)

Box 2 = NO Interaction
(5 sec.)

Añaños y Oliver (2015)
### Statistics Results (1)

**Percentage of subjects with FC in PACK**

<table>
<thead>
<tr>
<th></th>
<th>FC</th>
<th>No FC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IN</strong></td>
<td>100</td>
<td>0</td>
</tr>
<tr>
<td><strong>NO</strong></td>
<td>66.7</td>
<td>33.3</td>
</tr>
</tbody>
</table>

**ALL SUBJECTS**

Añaños y Oliver (2015)
STATISTICS RESULTS (2)

**Average Times First Fixation (TFF)**

- **Time (ms)**
  - **In**: 20.29
  - **No**: 25.53

- **P = .000**

**Average Fixation Count (FC)**

- **Seconds**
  - **In**: 4
  - **No**: 2.63

- **P = .024**

**Average Fixation Lenght (FL)**

- **Time (ms)**
  - **In**: 0.83
  - **No**: 0.68

- **P = .156**

**Average Total Visit Duration (seg)**

- **Time (seg.)**
  - **In**: 0.92
  - **No**: 0.49

- **P = .000**

*Anuños y Oliver (2015)*
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?
One **STIMULUS**

Small **SAMPLE**

Limitations **EYE TRACKER TECHNOLOGY:**

**ATTENTION ≠ TO BUY**

**DV = exogenous** features: Characteristics **TARGET** (sample)

**DV = endogenous** features: different categories and characteristiques of **STIMULI**

This and other studies help to change the way in which advertising activity is understood as provide **greater scientific rigor in research and advertising creation**

**Study concept**

**Advertising Joint Attention**

**Añaños y Oliver (2015)**

http://revistes.uab.cat/grafica/article/view/v3-n6-ananos

More information about ours Eye Tracker Researches

http://gent.uab.cat/elenaananos/content/eye-tracking
acknowledgment

Transmedia Catalonia Research Group

Generalitat de Catalunya (2014 SGR027)

HBB4all Connected TV Accessibility
(Hibrid broadband broadcasting)

(7FP HBB4ALL)

Añaños y Oliver (2015)
Thank you very much for your attention!