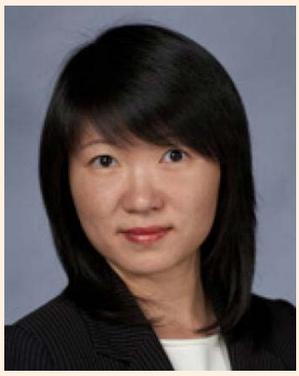
The Hong Kong University of Science and Technology

Department of Information Systems, Business Statistics and Operations Management

Seminar Announcement



Impact of Animated Banner Ads on Online Consumers: A Feature Level Analysis Using Eye Tracking

by

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Date : **20 November 2020, Friday**

Time : **3:30 pm - 5:00 pm**

Venue : **LSK 3003, 3/F LSK Business Building (mixed-mode)**

Zoom : **Click HERE to join Zoom**
Zoom ID: 928 7914 6041 (Passcode: 901721)

Abstract:

Despite the popular use of animated banner ads on websites, extant research on the effects of Web animation has generated mixed results. We argue that it is critical to identify feature-level animation characteristics, and examine their individual and combined effects on capturing online consumers' attention across different task conditions. We identify three key animation features (i.e., motion, lagging, and looming) based on three attention theories and investigate their effects on online consumers' attention and recall across browsing and searching tasks with three laboratory experiments using an eye tracking machine. Experiment 1 found that both motion and looming (animation features) are effective in attracting online consumers' attention to the animated ads when they are performing a browsing task. However, combining a salient feature (e.g., motion) with another salient feature (e.g., looming) does not add to its original attention attraction effect, suggesting a "banner saturation" effect. Further, online consumers' attention positively affected their recall performance. In experiment 2, none of the animation features or their interactions has a significant effect when the subjects are performing a searching task, indicating task is an important boundary condition when applying the theories. Experiment 3 replicated experiment 1 in a more realistic context. The results of experiment 3 exhibit a close pattern with the results of experiment 1. This research is one of the first attempts to identify and isolate unique features of animation. By differentiating the key features of animation, this study allows researchers to see the effects of each animation feature, as well as how they interact with each other to attract online consumers' attention. The results of our study reveal "banner saturation" phenomenon, which compliments the "banner blindness" view adopted in prior research. In addition, our findings show two important conditions to which the general attention theories apply. Each isolated animation feature needs to be identified by theories, and tested against these conditions in order for researchers to comprehend its effects. Practical implications of this research are also discussed.

Bio:

Weiyin Hong is an Adjunct Associate Professor in the Department of ISOM at the Hong Kong University of Science and Technology. She received her Ph.D. in Information Systems from the Hong Kong University of Science and Technology and her B.Sc. in MIS from Fudan University, China. Her research interests include human–technology interaction, user adoption and disadoption, Internet privacy concern, and FinTech. Her work has appeared in *MIS Quarterly*, *Information Systems Research*, *Journal of Management Information Systems*, *Journal of the Association of Information Systems*, *International Journal of Human–Computer Studies*, *Information & Management*, among others.