Initial Stage

The initial stage began with delving deep into a new research method that can be looked at as an extension of a case study/field study. The Eye Tracking Test has been a hard journey to embark on, but I am quite passionate about it. Eye-tracking studies involve the use of specialized technology to monitor and analyze participants' eye movements as they interact with stimuli, such as advertisements, websites, or visual displays. In the context of exploring advertising overstimulation in NYC, eye-tracking studies play a crucial role in understanding how individuals visually engage with various forms of advertising in real-world settings.

Things to keep in consideration:

Procedure: Create a step-by-step procedure that shows participants how to remotely complete the Eye-Tracking Study. The procedure shouldn't show any biases or leniency in favoring one outcome over another.

Contextual Understanding: Consider the broader context in which behaviors occur.

Setting and Setup: Assure that the environment the case study is being pursued in is well-lit, stable, and in adherence to the procedure. This will assure that the accuracy of the case study is maximized.

Design Considerations: Use advertising works that are likely to be found in public around NYC. Examples would be bus stop ads, billboards, street posters, etc.

Participant Recruitment: Participants representing diverse demographics and consumer segments are recruited to ensure the study's findings are reflective of NYC's population. Participants may include residents, commuters, tourists,

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Faris Abbas

Progress Check in 4- Discovery 2

Link: https://app.mural.co/t/farisabbas6763/m/farisabbas6763/1708907848096/860920cc26f63484f806b4117041767f0dcba1a3?sender=ue8a75a182b31dac03e104510

Location and Considerations

This study will be conducted remotely, and distributed to participants with a detailed procedure (which can be found below) on how to complete the Eye-Tracking Study. It is also made clear the concerns for privacy and data collection involved before starting.)

The advertising works included will consist of statistically proven successful ads, which consist of sleek direct designs that only have the essential information needed. **THE GOAL** of the research is to compare the poorly made ads with the successful ones, assessing what the difference points are in where participants look across both kinds of ads. Analyzing where participants look first will help better understand what comprises a strong advertisement at first glance.

Participants: I have picked 5 participants who all have different backgrounds, meaning that they are new to the overstimulation of NYC advertising, and have a young perspective on the development of advertising in general. They have lived in New York for a minimum of 2 years.

HawkEye and EyeQuant are the primary drivers of this research, as HawckEye is used for the tracking itself, and EyeQuant is used for digitalized tracking and heatmap formulation on advertisements to assess their applicability to this study.

Important Research Considerations

Procedure Emailed Out

Eye-Tracking Study_ Advertising at First Glance.pdf

Observational Findings

Conducted on: Sunday 02/25/2024

Results:

Participant 1　Participant 2　Participant 3
Participant 4　Participant 5

Above are the results send back from the 5 participants. The screen recordings are not in the best shape, considering that the view page on the HawkEye app strictly shows the video as a YouTube Short, which slightly obstructs the full view of the advertising works. This happened due to limitations with the Eye Tracking Service, which was unfortunately unavoidable due to expensive subscriptions needed to complete it fully.

The ads used range from old school ads created in the 70s, which seem to be information heavy and detailed visually. Modern ads that have proven to be successful for their streamlined visual hierarchy and simplicity. The ads also consist of amateur ones found on Behance, a free platform for artists to share work. Other's are poorly made from large companies, where the product/service is not the focal point of the work, and too much detail/fluff is put into the works.

These are some of the adworks included in the study put into EyeQuant prior to their inclusion. These pieces were put under analysis to figure out which parts of the ads appears to hold most visual significance. In almost all cases, text seemed to be the pioneer of the results, which means the site claims that eyes focus on text first before association with the product.

Takeaways

The results show one very consistent factor: busy ads, even busier eye tracking. Advertisements that bare a lot of text, no clear product/service and little to no negative space are looked at in a hectic manner. The Eye-Tracking cursor scatters all around the ad, not knowing where to look first.

As for the ads that are visually minimal, containing no more than the product and a slogan line, the cursor moves in a streamlined manner that follows a hierarchial order. On these ads the eye seems to start at a focal point, normally text then moves through the components of the ad by focusing on text size, color/shape elements that guide the eye to text and the product itself.

This research method has proved to be quite useful, revealing that ads have shifted from an information-packed poster (as seen in the Kodak ad), and have shifted to a more streamlined and minimal approach, leaving the viewer with 3 crucial pieces of information: What, Where and Why (and sometimes how!). This modernized approach is clearly the pioneer of advertising today, as modern action-packed ads are perceived with great stress and a lack of cohesion when it comes to movement of the eye. This impairs the viewers first impressions of the product/service and makes it harder for them to answer the What How Why question.

I found this to be quite false, as many participants would acknowledge the product first, then the collective text/slogan that pushes for a CTA.

Despite this, many flaws stand in the way. To start, the technology behind the Eye-Tracking study may not be the most efficient, as lighting fixtures and camera quality can be obstacles. There is also a media uploading issue, which is, as mentioned, completed using YouTube, obstructing the full view of the advertising works. I feel that I also should have extended the research beyond by creating a focus group of some sort with my participants, asking them follow-up questions in a formal manner that truly delves deep into assessing design choices and the application of those choices into our understanding of advertising, the products we buy, etc.