

The Perception of Information and Advertisement Screens Mounted in Public Transportation Vehicles - Results from a Mobile Eye-tracking Study

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Abstract: This research deals with perception of information and advertisement screens mounted in public transport vehicles. We have conducted an exploratory field study with 106 participants. Our main research question was aimed at finding out to what extent people do look at such screens and for how long they fixate them. Further we investigated correlations between content type and the amount of focus time as well as the amount of time a person fixates on such a screen and the number of things one can reproduce freely or recognize shortly after the exposition. We researched whether certain content types can be considered as attention catchers and if certain combinations of content-types have the power to bind persons' focus-time longer than others. Results suggest high awareness of the info-screens among participants but no correlations between fixation time and content respectively fixation time and recall/recognition of content.

1 Introduction

Display Screens have become a very common element of public space recently. A walk through almost any modern urban area is sufficient to confirm this. A glance at the “Digital Signage in Europe: Opportunities for digital out-of-home advertising” [SG07] report confirms this notion by stating as one of it's key findings that digital out of home advertising revenues in Western Europe will quadruple over the next five years. Technological progress, enabling us to build screens that are flatter and lighter than previous ones, paired with increasing affordability of digital displays can be seen as the key to this development.