

## Tele 5, Eye-Tracking Research Project

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Studium der Gesellschafts- und Wirtschaftskommunikation  
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**Forschungsgebiete:** Marketingmanagement in Medienunternehmen (insbesondere  
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### 5.2 Tele 5, Eye-Tracking Research Project

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#### Zusammenfassung

Im Rahmen eines Forschungsauftrages des Spielfilmsenders Tele 5, München, wurden im Labor Medienmanagement der Fakultät Medien und Informationswesen unter der Leitung von Prof. Dr. Ute Rohbock und Prof. Dr. Sighard Roloff sowie der Mitarbeit eines Projektteams, bestehend aus Diplom- und Bachelor studierenden Kommunikationsansätze von Tele 5 analysiert. Diese zweistufige explorative Studie setzte sich aus einer Eyetracking-Untersuchung und einer qualitativen Befragung (Leitfaden-

interviews) zusammen. Der Spielfilm-sender Tele 5 wurde durch Kai Wißmann (Leiter OnAir Kommunikation) vertreten. Das Eyetracking-System erlaubt es, die Augenbewegungen sowie die Zeitdauer, mit der ein/e Proband/in einen auf dem Bildschirm vorgegebenen Bereich fixiert, zu erfassen.

#### Abstract

Within a research project of Tele 5 film sender channel, Munich, in media management laboratory of media and information technology department, under the supervision of Ms. Prof. Dr. Ute Rohbock and Mr. Prof. Dr. Sighard Roloff and with the cooperation of project team graduating students, the accessory communications methods of Tele 5 is analyzed. This eye-tracking study has been done in two phases: an eye-tracking test

and qualitative interviews (guided interviews). The Tele 5 film sender channel was represented by Mr. Kai Wißmann. The eyetracking-system allows to track the eye movement and to measure how long a user fixates an area on the screen.

#### Analysis and results

The analysis was based on five different types of flash banner (Captions), shown in Figure 5.2-1, which were also using in an actual TV program in Tele 5. The Captions were different in arrangement of information (scrolling text, flash and fade-off), color and theme.

10 persons were for every caption tested and afterwards interviewed. To make groups from the test persons the age structure was a substantial feature. According to the requirements every group was made of 6 persons between 18 and 29 and 4 persons over 30 years old. The genders were also in every subgroup equally divided.

The analysis was done based on the eye-tracking video containing fixation times of separate blocks, called Area's of interest (AOI). AOIs were defined over some parts of information design, fee part and ordering number part of the banner. Besides the fixations time, the number of fixations in the mentioned block were also reported. By analysis the content of the interview were the ideas of every group also summarized and interpreted. Using the statistical analysis program, SPSS, made it possible to use additional parameter to guaranty the comparability of the five different captions. It was insured at least that all groups have the same structure and

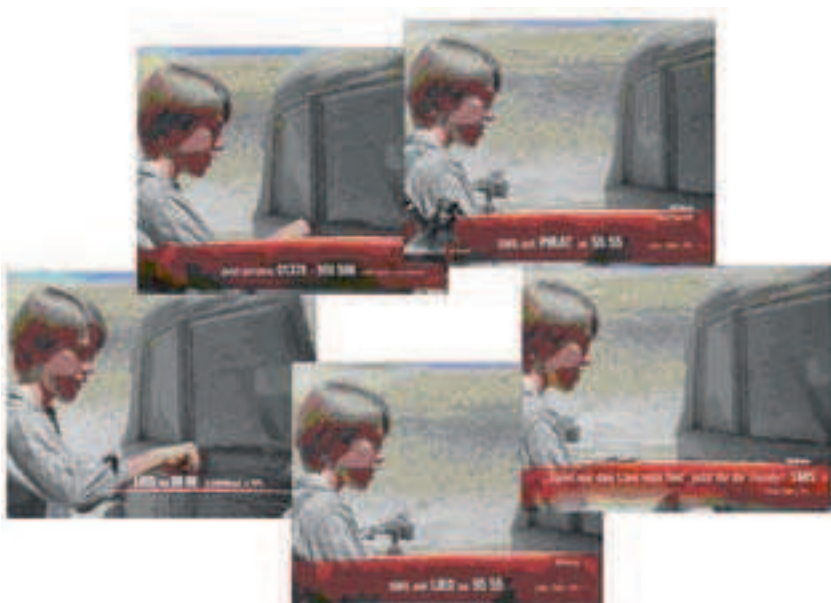


Fig. 5.2-1: Five types of flash banner of Tele 5

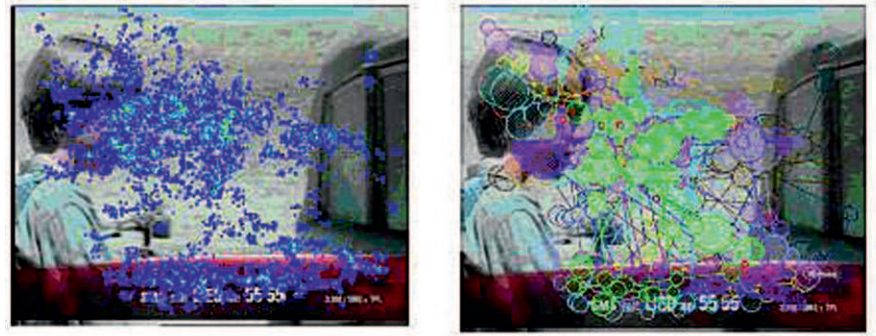
therefore their results are comparable with each other, see Figure 5.2-2.

As the result of this eye-tracking analysis using BeGaze it was concluded that the short flash banners strongly attract attention or are completely ignored.

After analysis the data from the eye-tracking test and the guided interview some useful suggestions for Tele 5 were given. The research results were presented in presence of some the business managers of Tele 5 in Munich and also the next research projects were discussed.

### References

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**Fig. 5.2-2:** BeGaze analysis results