

Eyecatching for local newspaper Case Study



Summary

1. Executive Summary	3
2. Problem Statement	3
3. Alternatives	3
4. Conclusion	4
5. Implementation	4

1 Executive Summary

Whether a newspaper is bought off the shelf or not (at a kiosk, in a bakery, in the supermarket etc.) decides within a few moments. For newspaper publishers thus it is important to present a perfectly designed selling stimulus on the frontpages of their dailies.

The main news topics have to be presented graphically in way that a potential buyer is encouraged to grab the newspaper in the first three seconds of the initial visual contact.

An eyetracking study conducted by Prof. Stefan Heijnk in cooperation with the Ostfriesen-Zeitung (Emden) showed the following key results:

- News teasers as a stimulus for potential buyers work best if they are placed right below the newspaper title.
- And: If the lead story comes along with a big news photo the headline should be embedded into the photo.

2 Problem Statement

In the eye movement study with readers of the Ostfriesen-Zeitung two alternative new layouts were tested against the original layout for the ZGO Zeitungsgruppe Ostfriesland GmbH (Emden).

The main target of the study was to identify the best frontpage layout to increase kiosk selling. The two new versions differed quite significantly. In one of these new layout templates, for example, the main news teasers were placed above newspaper title. In the other one they were placed right below the title. There were two key findings (see E.S.).

3 Alternatives

4 Conclusion

The eyetracking data made it an easy choice to decide which layout was the best one. Cooperation partner and printmedia consultant Ulf Grüner drew the following conclusion for the ZGO: „Based on the eyetracking results the newspaper can be optimized in a very precise way. Mobile eye-tracking is an efficient method for newspaper optimization. Within a very short period of time it delivers practically usable results.“

Eye movement studies are conducted with eyetracking systems. The eyetracker recognizes the direction of the reader's look at a newspaper or website and documents how long the eyes rest on a specific layout component.

5 Implementation

The Ostfriesen-Zeitung redesigned the frontpages of all of their newspapers on the basis of the eyetracking findings.



Hafen
Nesselauer-Schleuse:
Es geht endlich los ▶ Seite 13

Kultur
Seapotheken
für die OZ-Leser ▶ Seite 24

Ausstellung:
alle sieht rot ▶ Seite 17

Ostfriesenzeitung

Unabhängige und überparteiliche Tageszeitung für Ostfriesland

65. JAHRGANG, NR. 128 SONNENTAG, 10. JUNI 2012, EMDEN-NORDEN 1,50 €

Heckenscheren
Metabo
149,-
KRAMER

Das Wetter heute
wolkig
20°

Weg für McAllister ist frei
Genug Schüler für Emden IGS

CDU-Fraktionschef soll neuer niedersächsischer Ministerpräsident werden

EMDEN / SR - Seit gestern Abend sind die letzten Zweifel beseitigt: Für die erste integrierte Gesamtschule (IGS) Emden gingen so viele Anmeldungen ein, dass einem Schulstart nach den Sommerferien nichts mehr im Wege steht. Die CDU-Fraktion im Landtag der Deutsch-Schleswig-Holstein hat David McAllister (CDU) zum neuen Regierungschef gewählt. Der 39-Jährige freut sich auf die Herausforderung. „Ich will an die erfolgreiche Arbeit von Christian Wulff anknüpfen“, sagte McAllister. „Die Haushaltskonsolidierung ist eine große Aufgabe, die wir gemeinsam mit der Opposition bewältigen werden.“

UNFALLFLUCHT im Elektro-Rollstuhl. In Helmsønderup hat ein Rollstuhlfahrer mit seinem Gefährt auf dem Gehweg zwei Schulmädchen gerammt, die mit dem Fahrrad auf dem Gehweg unterwegs waren.

AUCH DAS NOCH

EMDEN / SR - Seit gestern Abend sind die letzten Zweifel beseitigt: Für die erste integrierte Gesamtschule (IGS) Emden gingen so viele Anmeldungen ein, dass einem Schulstart nach den Sommerferien nichts mehr im Wege steht.

Appendix

Comments from reviewer

Overall, we find the case study interesting. It is very clear that the case study results had a direct industrial impact since the Ostfriesen-Zeitung chose to redesign the front pages of their newspapers based on the eye tracking findings.

However, we think the case study report would attract more interest if additional information was added regarding the working process as well as findings in related case studies. For example:

- How were the two alternative layouts identified and chosen for this case study? Where their standard representatives from the newspaper industry, or new designs?
- It would be interesting to see additional documentation such as pictures or enclosures. For instance, pictures of the tested layouts and the experiment setup.
- How were the experiments carried out? Were they done in a lab or in a real context (at a newspaper shelf or at a kiosk)?
- Which eye-tracking equipment was used? Mobile eye-tracking is mentioned in section 4, but which type of mobile eye-tracking equipment was used and how did it help arrive to the results?
- How was the eye-tracking data analyzed and how did it help arrive to the claimed conclusions (i.e. a similar study could have been done without the need of an eye-tracker, so how does the eye-tracking method help researchers make a stronger conclusion)?
- Are there any other case studies made in this area that can be referred to in order to support the findings and results in this case study?

/20111027
Julio Angulo
Eva Glavenius