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Nondiegetic YouTube Advertising: An Eye-Tracking Investigation

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Nondiegetic YouTube Advertising: An Eye-Tracking Investigation

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Abstract

YouTube is an online media site with over one billion hours of user-generated content, and a monthly worldwide viewership averaging over six billion hours. This volume motivates advertisers to reach out to this enormous audience. Advertisers wish to capture the attention of an audience, avoid causing annoyance, and minimize intrusiveness. In this study, a YouTube video tutorial has been used to create five conditions testing reactions to nondiegetic advertising. Participants will be shown one of five versions of the tutorial. Each version includes either no advertisements, or one of the following: A TrueView video advertisement that is not skipped, a TrueView video advertisement that is skipped, a banner advertisement that is not cancelled, or a banner advertisement that is cancelled. Both type and level of intrusiveness of the ad have been manipulated. During viewing, eye-tracking analyses will monitor fixations in specified look zones, and elsewhere onscreen, testing ad attraction and distraction. After viewing, participants will complete a questionnaire designed to elicit their reactions to the advertisement, and ascertain the effect that the advertisement may have had upon their memory/recall, whether or not the level of intrusiveness decreased their enjoyment of the tutorial video, and other advertising and video outcomes.