

**PROCESSING WEB ADS: THE EFFECTS OF ANIMATION
AND AROUSING CONTENT**

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Processing Web Ads: The Effects of Animation and Arousing Content By Yongkuk Chung

Processing Web Ads: The Effects of Animation and Arousing Content As online advertising expenditures continue to grow and surpass those dedicated to.

Online Advertising: Factors That Influence Customer Experience :: UXmatters

As online advertising expenditures continue to grow and surpass those dedicated to some traditional media, advertisers are still largely in the dark concerning.

Etourism advertising effectiveness: banner type and engagement as moderators | Emerald Insight

Processing webads: The effects of animation and arousing content. Youngstown, NY: CambriaPress. Codispoti, M., & De Cesare, A. (). Arousal and.

Eye movements when viewing advertisements

Cognitive and Emotional Processing of Media Robert F. Potter, Paul Bolls. Dahl, R. E. Processing web ads: The effects of animation and arousing content.

The results suggest that on average, animation had little or no effect on Content uploaded by Jaana Simola format on the attention and memorization of online ads. . are the cognitive processes most closely linked to advertising. effects .. animation generated high arousal, but did not improve memory.

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Consequently, due to the small size and the peripheral position of the advertisement in our experiment, it might have been easier for consumers to inhibit their initial reflex to look at the advertisement featuring a static human face.

Research in Advertising, 21 1

SkyScrapersSky-scrapersadshavethesamefunctionandpropertiesasbanner

What type of online advertising is most effective for eTourism

2. Application of Classical Advertising Theories to Online

Advertising As Cho and Khang's review of Internet com-

munication research literature indicates, there is no new

theory in online communication research which includes online advertising research.

NameDimensionsinpixelsOffersspaceforEmbeddingLeaderboardx90Textar

results have implications for website interface design, online product promotion, online advertising, and multimedia training systems, among. Edwards, Steven M.