

Abstract

Much recent research has shown that substantial banner blindness occurs on the Internet. In this study, the cause of banner blindness and the impact of banner location on banner blindness were investigated. It was hypothesized that perceptual grouping was the cause of banner blindness and that a banner would be missed more often when it was located at the top of the web page than in a lower position. The result supported the hypothesis that perceptual grouping caused banner blindness, however no significant result was found on the impact of banner location. With the use of an eyetracker, it was found that people ignored banners on almost half of the trials and looked at the banner for less than 1 second on average.