Eye-Tracking in Out-of-Home Advertising: Exploring the Application of Gestalt Principles

Prof. Maysoon Qutp  
Professor of Advertising, Advertising dept., Faculty of Applied Arts, Helwan University, Giza, Egypt  
Dean of the Faculty of Applied Arts, Helwan University

Dr. Mai Nada  
Associate Professor of Advertising, Advertising dept., Faculty of Applied Arts, Helwan University, Giza, Egypt

Abeer Azmy  
Assistant Lecturer, Media and Graphics dept., School of Applied Arts, Badr University  
abeer.ezzat@buc.edu.eg

Abstract:
Out-of-home advertising is a form of visual communication that integrates human visual perception and psychological experiences to create aesthetic pleasure. In this research, eye-tracking technology is utilized to investigate how the properties of Gestalt principles, when applied to out-of-home advertising, impact people’s visual cognitive processes. The problem can be summarized as how can the utilization of eye-tracking enhance the ability to capture and maintain client attention toward out-of-home advertising? What is the significance of integrating Gestalt principles with eye-tracking in supporting the effectiveness of out of home advertising campaigns? Lastly, what is the impact of implementing eye-tracking on enhancing and supporting the effectiveness of out-of-home advertising? This paper follows a descriptive methodology to analyze some out-of-home advertising samples. The primary objective of this study is to utilize eye-tracking technology to investigate how Gestalt principles are applied in out-of-home advertising. The focus is on examining how out-of-home compositions influenced by Gestalt principles impact eye movement characteristics and gaze distribution of viewers. The study reveals that out-of-home advertisements with Gestalt principles significantly influence fixation, sightline distribution, and subjective evaluations of aesthetics and complexity. Closure composition images, which exhibit a sense of completeness, tend to simplify cognition, leading to fewer fixations and saccades, longer fixation durations, and more concentrated sightlines, evoking a stronger feeling of beauty. On the other hand, out-of-home portraying similarity evokes more fixations and saccades, longer saccade durations, and greater scattering of sightlines, indicating feelings of complexity and unsightliness. These findings hold significance for theories of art and design and offer valuable insights into both the theory and application of out-of-home advertising. By understanding how Gestalt principles impact viewers’ cognitive processes, advertisers can create more effective and aesthetically pleasing out-of-home advertisements.

Keywords:  

References:
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