

PREATTENTIVE PROCESSING OF WEB ADVERTISING

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Implications This study contributes to the field of Web advertising in many ways. First but it also addresses preattentive processing in the Web environment and .

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Thankfully we can take pre-attentive processing to the next level by mapping one visual feature to one data category instead of blending them, thereby decreasing visual noise. Cognitively, it is unclear whether the concept of beauty is due to pre-attentive processing or to cognitive judgments. Amenedo, E. Wacongne, C. This suggests that effectiveness studies should use multiple measures to disentangle such effects Pieters and Wedel, It is important to know that while neuroscience has progressed dramatically over the last decades; there is no complete understanding of how human memory works. Evidence for early selection. Participants were told before the start of the experiment which target center
4. Oxford: Blackwell.