



Inércia de atenção: utilização do equipamento eye-tracker no estudo de memorização e raciocínio de uma publicidade externa [

2018

text (article)

Analítica

The existence of innumerable distractors in the urban landscape can create an effect of attentional inertia in relation to external publicity, from inhibitory processes that reduce the accessibility of those stimuli that are presented as irrelevant and can interfere in the success of the current goals. That is, the effects of attentional inertia can make external advertising an irrelevant stimulus. The objective of this study is to understand that concepts such as ocular tracking, types of ocular movements, limits of attention capture and attention inertia can be determinant in the memorization and reasoning of an external publicity. For this, a proposal is presented to measure attentional inertia in relation to external advertising, through an experiment that uses the eye-tracker equipment

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Editorial: 2018

Tipo Audiovisual: publicidade externa paisagem urbana atenção distratores inércia atencional external advertising urban landscape attention distractors attentional inertia publicidad exterior paisaje urbano atención distratores inercia atencional

Documento fuente: Comunicação Midiática, ISSN 2236-8000, Vol. 13, Nº. 1, 2018, pags. 50-62

Nota general: application/pdf

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Lengua: Portuguese

Enlace a fuente de información: Comunicação Midiática, ISSN 2236-8000, Vol. 13, Nº. 1, 2018, pags. 50-62

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