

## Stimulus- and goal-driven influences on visual searches in webpages

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Although many studies have examined the processes that guide visual search, relatively few have used realistic tasks. This is problematic because, although it is assumed both stimulus-driven features and search goals contribute to "real world" visual search, the interaction between these two influences is ill defined. This makes predicting where users will look during a naturalistic visual search difficult for interface designers. Masciocchi and Still (2013) began addressing this issue when they examined search behavior in webpages. By tracking user free viewing, they demonstrated that visual salience predicts users' initial fixations in web pages, therefore, stimulus-driven features pull attention in complex, naturalistic displays. This study builds on that finding by including a realistic task - participants search for specific items on webpages - and by selecting low or high saliency targets. Results of this study depict the interaction between stimulus-driven and goal-driven processes within realistic tasks.

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