



# READABILITY OF FONTS

TEAM JAGUAR

# RESEARCH QUESTION:

**HOW DOES FONT CASE INFLUENCE  
LANDING POSITION AND/OR  
READING BEHAVIOR?**



# CONDITIONS:

Condition	Levels	Within/between
Font Case	UPPER CASE, lower case	Within subjects



# STIMULI AND RANDOMIZATION

## DIALOGUE 1:

"Would you tell me, please, which way I should go from here?"

"That depends a good deal on where you want to get to."

## DIALOGUE 2:

“WOULD YOU TELL ME, PLEASE, WHICH WAY I SHOULD GO FROM HERE?”

“THAT DEPENDS A GOOD DEAL ON WHERE YOU WANT TO GET TO”

# EXPERIMENTAL PROCEDURE

