**A reflection to Interpreting the Layout of Web Pages**

Interpreting the Layout of Web Pages – Luis Francisco-Revilla, Jeff Crow

Modular layouts are often used for web pages that display news articles and even shopping web sites. The way that these sites are laid out is to present its contents in a simple and interesting way for users that is easy to understand. Web sites that are simple and laid out are not necessarily easy to design because they are time confusing and slightly complex. These are different requirements that web designers need to get from the authors of these sites. It is stated that multi-column are the most common and easiest to read because it fits a lot of writing on one page, therefore it is mostly used.

The author talks about how the modular layout is commonly used for shopping web sites and news sites. This was implemented from long before the web was even developed, since 1754, the four column page has existed, although that was solely for newspapers. Although, this had changed by the nineteenth century , as there were 8 columns. The way in which readers read and use news sites have actually been researched and the conclusion that researchers had come up with was that people have different reading techniques.

The rest of the document has tables and graphs that map out different things, and it is stated that Layout complexity can actual affect the reading behaviour of users. Its also stated that Cross-column reading was in fact complex at the time. The research that had been done showed that about 81.47% of people had decided to switch columns while reading towards the end of the process.

More research that had been done showed that people tend to skim through the contents of the web pages and users tend to skip over ads, this is theorized as ad blindness. Research information is crucial for spatial hypermedia systems, adaptive hypermedia systems and assistive technology.

The study had also revealed that depending on how complex a layout is, it plays a role in reading processes. Users and web page authors both have an understanding of elements with reference points, these include nav bars, ads etc. Assistive technologies need to have the ability to identify different elements that are also used as reference points, these are used to interpret layout models. It is stated that these models can reduce the time that is taken to “frame” a page that also greatly increases the user experience.