Attribute Name	Description	Values	Coefficient	Importance Rank
visual attention	average visual index in each grid	4.94 ~ 4855.19		
relative SSIM index	relative animation speed	0 ~ 0.44	1565 ***	1
low interactivity	interactivity of the screen content	level 1: static	reference group	2
median low interactivity		level 1.5: half time static and half time dynamic	1429 ***	
median interactivity		level 2: dynamic	213 ***	
high interactivity		level 4: interactive	3132 ***	
viewing distance	distance between camera and screen grid	8.445 ~ 21.865 (meter)	25 ***	3
gaze angle	vertical angle between the camera-grid line and the horizontal line	-0.187 ~ 1.544 (radians)	-527 ***	4
SSIM index	absolute animation speed	0 ~ 0.78	removed due to the similar correlation with relative SSIM	5
Content Types	whether the content is abstract	abstract: 0 concrete: 1	excluded in this model	6
Levels of Content Alignment	whether the content is aligned with the space	mismatched: -1 matched: 0 well matched: 1	excluded in this model	7

Model summary

R2	0.20
p value	0.000