论文题目：探究搜索结果页广告对信息浏览行为的影响

专业：新闻与传播（交互设计）

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摘要

网络环境是各种偏差现象的汇聚中心，网络内容和互动无时不刻受到偏差的影响，位置偏差是网络广告领域常见的一种偏差表现，也称为广告盲视现象。搜索引擎广告是伴随着互联网的产物，商家以用户搜索的关键词为依据，向用户推荐与用户搜索内容相关的产品或服务。本文选择了对用户熟悉度较高的日常问题作为搜索任务，还原用户真实搜索场景，探究搜索结果页内容及广告位置、形式、质量、质量的呈现顺序及搜索任务对用户搜索浏览行为的影响，通过对相对注视时长、热力图等眼动数据的分析，为搜索引擎结果页布局优化提供科学依据。结果发现：（1）优质广告相比劣质广告更容易吸引用户的注意力。（2）当出现优质广告时，用户会更倾向于浏览广告内容而非搜索结果；当出现劣质广告时，用户则更多关注搜索结果而非广告内容。（3）当用户无法预测下一次出现的广告质量时，则会在浏览搜索结果页面上花费更多时间。除此之外，本文还探究了用户在感知底部广告存在后的浏览策略是否会产生差异，结果表明，用户在得知底部存在广告时，相比感知前将投入更多注意力。最后，本文通过分析在实验中收集的眼动数据及用户访谈问卷，为搜索引擎平台及广告主总结了可供参考的设计策略，帮助利益相关者了解用户的信息浏览行为。

关键词：偏差（Bias）、眼动追踪、搜索结果页面（SERP）、广告

Title: The influence of search results page advertisement on information browsing behavior

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ABSTRACT

The network environment is the convergence center of all kinds of deviation phenomena, and the network content and interaction are affected by them all the time. Location deviation is a common deviation performance in the field of online advertising, which is the phenomenon of blind advertising. Search engine advertising is a product of the Internet. Businesses recommend products related to user search content to users based on user search keywords. This paper selects the familiar daily search scene as the experimental environment, selects the daily problems as the search task, restores the user's real search scene, explores the content of the search result page and the order of advertisement location, form, quality, and the influence of the search task on the user's search browsing behavior, It provides a scientific basis for the optimization of advertising content and location layout in search engine results page. The results show that: (1) high quality ads are easier to attract users' attention than poor quality ads. (2) When there are high-quality ads, users tend to browse ads rather than search results; when there are poor quality ads, users pay more attention to content rather than ads. (3) When users can't predict the quality of the next advertisement, they will spend more time browsing the search results page. In addition, this paper also explores whether the user's browsing strategy will be different after perceiving the existence of the bottom advertisement. The results show

that the user will pay more attention to the bottom advertisement than before. Finally, by analyzing the eye movement data and interview questionnaire of users when using search engine to complete the search task in the experiment, this paper summarizes the reference design strategies for the search engine platform and advertisers, helps stakeholders understand the user's information browsing behavior.

Key Words: Bias; Eye Tracking; Search engine results page; Advertisement