

**WHAT ARE YOU LOOKING AT?: AN EXPLORATION INTO FIXATIONS ON YOUTUBE CLIPS**

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**ABSTRACT**

An ad banner has been validated through eye tracking that it fails to secure a website visitor's attention. However, a recent practice has embedded the banner into a clip on YouTube. No publication nonetheless has verified if it could attract the visitor's attention. This study attempts to analyze correlations among fixations on the ad banner, on the YouTube clip and on the other contents. Using the Miramatrix eye-tracker to record 100 visitor's eye movements while watching the YouTube clips, the correlation between the fixations on the ad banner and on the clip is trivial and so is it between those on the clip and on the other contents. However, the fixations on the ad banner is positively related to the those on the other contents. In addition to extending theoretical insight into advertisement on YouTube through eye tracking, practitioners could apply the findings to enhance their online advertising campaign on YouTube.

Keywords: *Fixations, YouTube, Banner, Online Advertisement*