

If oil goes to \$100 Per barrel, what happens to the US dollar?
 Learn to trade currencies using global events!

Click Here to Sign-up for a **FREE** Practice Account

24 hour Online Currency Trading - www.fxcm.com Forex Trading involves significant risk of loss.

Change Edition | Quote | Search | News | | Login/Register | Help & Info |

Internet users judge Web sites in less than a blink

Tue Jan 17, 2006 3:39 PM ET

Printer Friendly | Email Article | Reprints | RSS

Top News

- ▶ Court rules govt. can't stop Oregon suicide law
- ▶ Iran plea for more nuclear talks gets cool response
- ▶ Jazeera airs video of kidnapped journalist
- ▶ VIDEO: Rain triggers landslides in Pakistan
- ▶ VIDEO: Deadly violence continues in Iraq
- ▶ PICTURES: 63rd Annual Golden Globe Awards
- ▶ PICTURES: Campaign Rally By Hamas Supporters in Gaza

[Get Reuters Mobile](#)

By Kamakshi Tandon

TORONTO (Reuters) - Internet users can give Web sites a thumbs up or thumbs down in less than the blink of an eye, according to a study by Canadian researchers.

In just a brief one-twentieth of a second -- less than half the time it takes to blink -- people make aesthetic judgments that influence the rest of their experience with an Internet site.

The study was published in the latest issue of the Behavior and Information Technology journal. The author said the findings had powerful implications for the field of Web site design.

"It really is just a physiological response," Gitte Lindgaard told Reuters on Tuesday. "So Web designers have to make sure they're not offending users visually."

"If the first impression is negative, you'll probably drive people off."

MORE ▶ In the study, researchers discovered that people could rate the visual appeal of sites after seeing them for just one-twentieth of a second. These judgments were not random, the researchers found -- sites that were flashed up twice were given similar ratings both times.

They also matched the responses given by subjects who were shown the sites for longer.

But the results did not show how to win a positive reaction from users, said Lindgaard, a psychology professor at Carleton University in Ottawa. "When we looked at the Web sites that we tested, there is really nothing there that tells us what leads to dislike or to like."

And while further research may offer more clues, she said the vagaries of personal taste would always be a limiting factor.

"If design were reducible to a set of principles, wouldn't we find an awful lot of similar houses, gardens, cars, rooms?" said Lindgaard. "You'd have no variety."

© Reuters 2006. All Rights Reserved.

More Science

- ▶ Mutation trades AIDS protection for West Nile risk
- ▶ Winds delay launch of NASA's Pluto probe
- ▶ Astronaut's memoir questions US space shuttle safety
- ▶ Raw sewage spill closes California beaches
- ▶ Landslides could worsen with global warming-U.N

MORE ▶

advertisement

Ads by Google What's This?

Science News & Videos
 Get the latest sci/tech news in text and video formats
www.sciencentral.com

Life Science News
 Life Science Technology News & InfoNewsletters. Subscribe for Free.
www.Bio-ITworld.com/newsletters

Incredible Web Sites
 Don't just take our word for it - visit our site and see for yourself.
www.principle.com