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Predicting webpage aesthetics with heatmap entropy

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ABSTRACT

This paper introduces a descriptive global index for eye-tracking data called heatmap
entropy, [obscured] for webpage
aesthetic[obscured]ual
attention[obscured]andings on
40 web [obscured] and
aesthetic[obscured].001). A
calibrate[obscured] correlation
with [obscured] differentiate
between[obscured]-class
ANOVA w[obscured] performances
of both v[obscured]better, if the
tracking [obscured]uited.

🔍 KEYWO[obscured]

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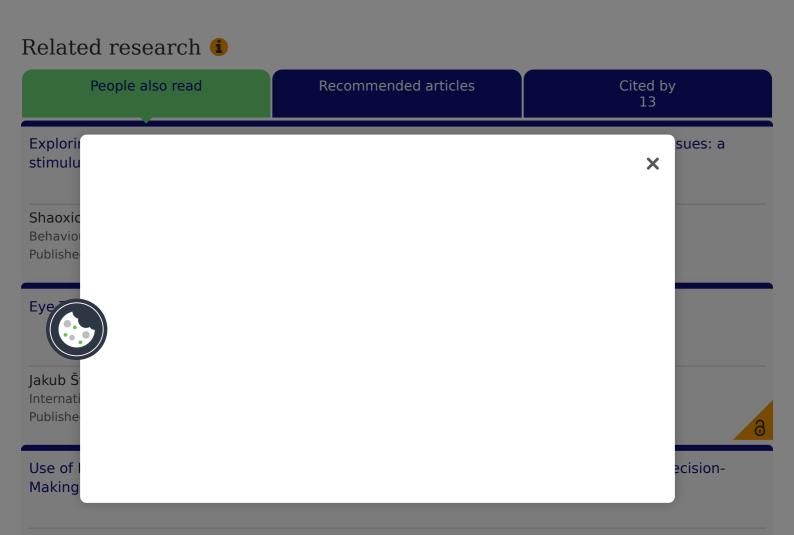## Disclosure statement

No potential conflict of interest was reported by the authors.

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