







Home ► All Journals ► Computer Science ► Behaviour & Information Technology ► List of Issues ▶ Volume 40, Issue 7 ▶ Predicting webpage aesthetics with heatm

Behaviour & Information Technology > Volume 40, 2021 - Issue 7

968 14

Views CrossRef citations to date Altmetric

Original Articles

Predicting webpage aesthetics with heatmap entropy

Zhenyu Gu 🛂, Chenhao Jin, Danny Chang & Ligun Zhang

Pages 676-690 | Received 14 Nov 2017, Accepted 05 Jan 2020, Published online: 24 Jan 2020

66 Cite this article ⚠ https://doi.org/10.1080/0144929X.2020.1717626



Sample our Engineering & Technology >> Sign in here to start your access to the latest two volumes for 14 days

Full Article

Figures & data

References

66 Citations

Metrics

I Accept

➡ Reprints & Permissions

Read this article

Share

ABSTE

This pap entropy

aestheti

attentio

40 web aestl

calibrate

with the

ANOVA '

betweer

of both

tracking

We Care About Your Privacy

We and our 911 partners store and access personal data, like browsing data or unique identifiers, on your device. Selecting I Accept enables tracking technologies to support the purposes shown under we and our partners process data to provide. Selecting Reject All or withdrawing your consent will disable them. If trackers are disabled, some content and ads you see may not be as relevant to you. You can resurface this menu to change your choices or withdraw consent at any time by clicking the Show Purposes link on the bottom of the webpage . Your choices will have effect within our Website. For more details, refer to our Privacy Policy. Here

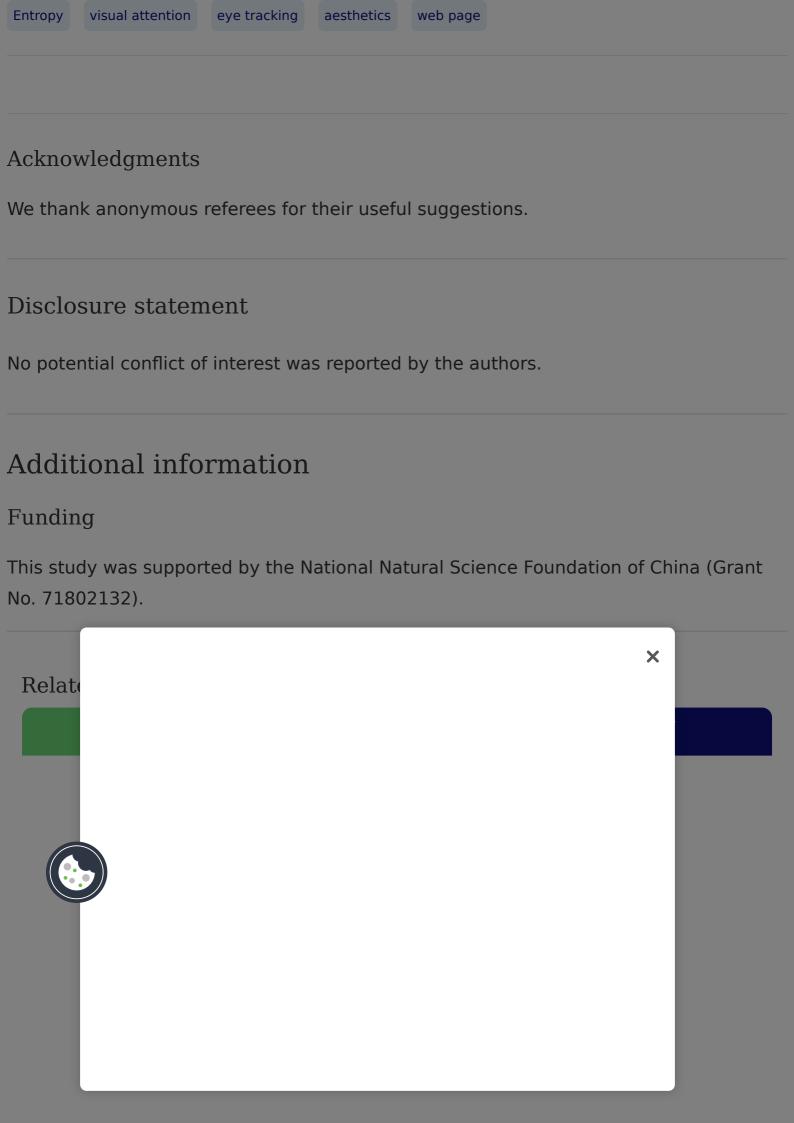
We and our partners process data to provide:

Use precise geolocation data. Actively scan device

heatmap Reject All for webpage Show Purposeual landings on and .001). A correlation differentiate -class rformances etter, if the

uited.

KEYWORDS:



Information for Open access Authors Overview R&D professionals Open journals Editors **Open Select** Librarians **Dove Medical Press** Societies F1000Research Opportunities Help and information Reprints and e-prints Advertising solutions Newsroom Accelerated publication Corporate access solutions Books Keep up to date Register to receive personalised research and resources by email Sign me up X or & Francis Group Copyright