

New insights on the effects of online advertising

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Personalized advertisements on the Internet not only attract more attention, they also remain in our memory longer than impersonal ads. This is the result of a study conducted by Professor Kai Kaspar from the Psychology Department of the University of Cologne in collaboration with his colleagues Moritz Köster, Marco Rütth and Dr. Kai-Christoph Hamborg in Osnabrück. Specifically, they investigated the gaze behavior of female students on websites.

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