A Study of Dual Dynamic Information Displays on Users’ Reading Performance

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ABSTRACT

Dynamic information display is one of the technologies used in news channel. The most popular dynamic information displays are leading, and RSVP displays. This study investigated the effects of display speed (150, 200 and 250 wpm), the method of displaying (leading left side/leading under and leading left side/rapid serial visual presentation under), repeated times (experiment one: 2, 4 and 6. experiment two: 1, 2 and 3) of dual dynamic information on subjects’ comprehension performance. The results of statistical analysis were as follows: (1)In experiment one, when the displaying speed is at lower levels (that is 150wpm and 200wpm), the subjects’ performances for fewer repeating times (that is twice and four times) were significantly better than more repeating times. However, when the displaying speed is at higher level (that is 250wpm), the subjects’ performances for repeating twice and six times were significantly better than repeating four times. (2)In experiment two, when the displaying speed is at lower level (that is 150wpm and 200wpm), the subjects’ performances for fewer repeating times (that is once and twice) were significantly better than more repeating times. Key words: dynamic information, leading, rapid serial visual presentation, comprehension performance.

Keywords : dynamic information ; leading ; rapid serial visual presentation ; comprehension performance

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