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A NEW METHOD FOR TESTING ADVERTISING EFFECTIVENESS
THROUGH EYE MOVEMENT PHOTOGRAPHY

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I. INTRODUCTION

The enormous sums of money spent on advertising in space media justify the use of scientific techniques for evaluating copy. Starch, commenting on this, states:

The important practical problem is, Are there any methods by which we may eliminate the weak advertisements and substitute stronger ones in their places before any considerable amount of money is expended for space? The importance of this problem is further emphasized when we realize that in large national advertising campaigns the same identical advertisement is commonly inserted in a considerable number of mediums. . . .

An advertisement to be successful,

- (1) Must be seen
- (2) Must be read
- (3) Must be believed
- (4) Must be remembered
- (5) Must be acted upon²

These five qualities, which were originally outlined by Starch as the factors an advertisement should possess, are rather generally accepted. Many men in the advertising profession will claim that the only important element is action value and that the testing of other elements is unnecessary. However, an advertisement could hardly have action value without first having attention value, i.e., without first having been seen and read. Hence, it is of prime importance to test attention value.

Walter Dill Scott was one of the pioneers in the study of advertisements. His efforts date back to the beginning of the century. Since

¹ This article is a dissertation submitted to the Faculty of Purdue University in partial fulfillment of the requirements for the Degree of Doctor of Philosophy, June, 1941.

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² Daniel Starch, *Principles of Advertising*. Chicago: A. W. Shaw Co., 1923, pp. 308-09.