Affirming Students' Attention and Perceptions on Prezi Presentation via Eye Tracking System

Authors : Mona Masood, Norshazlina Shaik Othman

Abstract : The purpose of this study was to investigate graduate students' visual attention and perceptions of a Prezi presentation. Ten post-graduate master students were presented with a Prezi presentation at the Centre for Instructional Technology and Multimedia, Universiti Sains Malaysia (USM). The eye movement indicators such as dwell time, average fixation on the areas of interests, heat maps and focus maps were abstracted to indicate the students' visual attention. Descriptive statistics was employed to analyze the students' perception of the Prezi presentation in terms of text, slide design, images, layout and overall presentation. The result revealed that the students paid more attention to the text followed by the images and sub heading presented through the Prezi presentation.