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The negative impact of visual web advertising content on cognitive process: towards quantitative evaluation

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Highlights

- Intensive online marketing leads to a negative impact on cognitive processes of web users and dropping user experience
- We analyse the influence of visual online elements on cognitive processes during contact with editorial content
- Our approach combines two experimental methods used in perceptual experiments performed on real and synthetic data
- Objective metrics for quantitative evaluation of the intrusiveness level of visual content was proposed
- Presented approach can be used for measuring the impact of active content and its attention-grabbing features on cognitive processes and perceived intrusiveness

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