UNTVERSITITEKNOLOGI MARA

EVALUATION OF eBOOK DESIGN ELEMENT ON CHILDREN READING EXPERIENCE USING EYE TRACKER

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ABSTRACT

eBook is an electronic version of a printed book that can be read on a computer or handheld device. eBook also developed to meet the diversity of readers such as age especially children. However, there are many pitfalls that have actually seen a glut of unsuitable reading material coming onto the children's eBook and there is not some much research study children reading experience on eBook that use eye tracking. Therefore, eye tracking which is scientific method to capturing a person's eye gaze, are used to identify this problem that arise. For this research study objectives is to identify the eye tracker measures in measuring children reading experiences, to identify the design element of eBook that effect children reading experience and to evaluate the identified of eBook design element on children reading experience using eye tracker. The flow of the research methodology applied in this which is (1) planning, (2) knowledge acquisition, (3) experimental study, (4) analysis and (5) project report. The results of the study encompass the children reading experience attributes on eBook, eBook design element that effect children reading experience and better insights into the children reading experience measurements from the eye tracker. This study can be further enhanced by using different design element of Ebook in order to provide better understanding children reading experience on eBook.

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TABLE OF CONTENTS

CHAPTER THREE: RESEARCH METHODOLOGY

CHAPTER FOUR: FINDING AND ANALYSIS

CHAPTER FIVE: CONCLUSION AND RECOMMENDATION