

UNIVERSITITEKNOLOGI 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

	Page
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	xi
CHAPTER ONE: INTRODUCTION	
1.1 Research Background	1
1.2 Research Problem	2
1.3 Research Aim	3
1.4 Research Question	3
1.5 Research Objective	3
1.6 Research Scope	4
1.6.1 eBook Scope	4
1.6.2 Children Scope	4
1.6.3 Eye Tracker Scope	4
1.7 Research Significances	5
1.8 Report Outline	5
CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction	7
2.1.1 Definition	7
2.1.2 History	8
2.2 Design Element for eBook	8
2.3 Children Reading Experience on eBook	10
2.4 Eye Tracker Measures	12
2.5 Similar Research	19
2.6 Summary	21

CHAPTER THREE: RESEARCH METHODOLOGY

3.1	Research Approach	22
3.2	Research Methodology	22
3.3	Planning Phase	23
3.4	Knowledge Acquisition Phase	23
3.5	Experimental Study Phase	24
3.5.1	Research Model	25
3.5.2	Experimental Design	27
3.5.3	Analysis Phase	34
3.5.4	Project Report Phase	35
3.6	Summary	35

CHAPTER FOUR: FINDING AND ANALYSIS

4.1	Introduction of the Analysis	36
4.2	Objective 1: To Identify the Eye Tracker Measures in Measuring Children Reading Experience	36
4.3	Objective 2: To Identify the Design Element of eBook That Effect Children Reading Experience	38
4.4	Objective 3: To Evaluate the Identified eBook Design Element on Children Reading Experience Using Eye Tracker	40
4.4.1	Questionnaire Analysis	40
4.4.2	Eye Tracking Analysis	57
4.4.3	Summary	64

CHAPTER FIVE: CONCLUSION AND RECOMMENDATION

1.2	Conclusion	66
1.2.1	Objective 1: To identify the eye tracker measures in measuring children reading experiences	66
1.2.2	Objective 2: To identify the design element of eBook that effect children reading experience	67
1.2.3	Objective 3: To evaluate the identified of eBook design element on children reading experience using eye tracker	67
1.3	Limitation for the Study	68
1.4	Recommendations for Future Research	69