

UNIVERSITI TEKNOLOGI MARA

**AN EYE TRACKING ANALYSIS TO EXAMINE
GRACEFUL ELEMENT IN SOCIAL NETWORK SITES**

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ABSTRACT

This study aims to examine graceful element in social networking sites using eye tracking analysis. Graceful interaction is the concept that emphasizes four elements which are rhythm, tempo, sequence and direction. Interaction design from the users' perspective is about developing an interactive product that easy, effective, and enjoyable to use. As technology improved, interactive products become not only more useful, but also fascinating things to desire. The success of the interface design depends on user experience interaction. For achieving the goal, there are three objectives. The first objective is to map the graceful interaction element with the design features of social networking sites. The second objective is to identify the measurement for a graceful element using eye tracking analysis and the third objective is to examine the user experience with a graceful interaction element using eye tracking analysis. Eye tracking is one of the technique to examine the user experience in social networking sites. Eye tracking is also the process of measuring either the point of gaze where one is looking or the motion of an eye relative to the head. An experimental study is adopted to examine graceful element in social networking site. The result is analyzed using quantitative data analysis. From the result, it shows that the ideal movement combinations that participants favor is FastOrderTopDown. The findings show that graceful elements should be considered in design elements of social networking sites. Generally, the empirical finding of this study provides a guideline for developers to build a better interface.

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