UNIVERSITI TEKNOLOGI MARA

AN EYE TRACKING ANALYSIS OF USER BEHAVIOR IN SOCIAL NETWORK SITES

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ABSTRACT

Social networks sites are getting extensive popularity among internet users in recent years. It was becoming a popular medium for socializing online and tools to facilitate friendship. People are using online social networks for several purposes like sharing information, chatting with friends, sharing photos and commenting. However, the measurement of users behavior in social networks received little attention so far. Therefore, the purpose of this study is to analyze user behaviour in terms of users' activities in social network sites by adopting eye tracking techniques. The main method applied in this study is experimental method. There are four main measurements are examined in this study include first place user looks, time spent on Ares of Interest, main .activities of user in social network sites and completion time for specific task. From the result, it shows that wall posts is the most users' attention area. Majority users pay attention to wall posts area for the first time user looks and longest time spent. Findings also show that the main activity among user is reading friends' status on the wall posts area. Findings from this study, as a guideline for developers to builds better interface design according to user behaviour and preferences.

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