

AFFECT IN WEB INTERFACES: A STUDY OF THE IMPACTS OF WEB PAGE VISUAL COMPLEXITY AND ORDER

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Appendix A

Experimental Stimuli

We conducted two pilot studies to select the appropriate e-commerce website type and contents for the homepage stimuli. The purpose of Pilot Study 1 was to select a website category with which subjects are not familiar, for which they show neither liking nor disliking, but have some interests in browsing. Unfamiliarity with the website was required because familiarity with a certain category of website may influence perceived complexity of (Radocy and Boyle 1988) and liking for the webpage stimuli (Bornstein 1989; Zajonc 2000). We needed a website for which subjects showed neither liking nor disliking so that the manipulation of webpage stimuli in the experiment could be assumed to be the major influence on their reported emotional responses and approach tendencies. To have some degree of interest in browsing the website is necessary for subjects to engage in experiential web-browsing activities with the webpage stimuli. Based on the results of Pilot Study 1, we selected the gifts website as the context for the experimental stimuli. Then, we conducted Pilot Study 2 to identify appropriate gift items to be included in the webpage stimuli. Thirteen gift items, which were shown to elicit neutral affect in the subjects and to be of some interest to the subjects for browsing or purchase, were selected for the website.

Utilizing Geissler et al.'s (2001) findings regarding the influence of amount of text, number of links, and number of graphics on user's perceived complexity of webpage, we designed four levels of complexity (complexity increases from level 1 to level 4) into the experimental stimuli by manipulating the number of links, number of graphics, and amount of text (see Table A1).

We also manipulated webpage order at three levels (order increases from level 1 to level 3) by arranging the layout of webpage elements. According to our definition of order, webpage order is related to the logical organization, coherence, and clarity of webpage content. We used logical organization as a starting point for our design of webpage stimuli at lower and higher levels of order, since logical organization is the most fundamental component upon which coherence and clarity are built. Three levels of webpage order were operationalized and designed into the webpage stimuli through the following steps:

Table A1. Manipulation of Webpage Visual Complexity				
	Level 1 Complexity	Level 2 Complexity	Level 3 Complexity	Level 4 Complexity
Number of Links	12	16	33	54
Number of Graphics	2	4	8	14
Number of Text	33	40	57	118

First, we identified the webpage elements to be included in the webpage stimuli that are designed at a certain level of complexity.

Second, we determined the logical position of each webpage element in the web space in order to make them obviously identifiable or easily recognizable by users. This was achieved by arranging the placement of webpage elements in the web space following the conventions of website design. A user generally draws on his/her memory of past experience with websites as a reference when navigating websites. Therefore, we operationalized logical organization by conforming to the conventional guidelines for arranging the positions of different webpage elements in relation to each other in the web space. For instance, to comply with the habit of browsing a webpage from top to bottom and left to right, we (1) placed the company name in the most prominent webpage location, the top left corner, (2) put the primary navigation bar on the top of webpage just to the right of company name, (3) positioned the content navigation menu on the left of webpage below the company name, and (4) placed the content area in the center of webpage to the right of content navigation menu and below the primary navigation bar. The webpage stimuli designed at this stage were labeled as Level 2 Order, which served as basis for the design of other two levels of order: Level 1 Order and Level 3 Order.

Third, we designed Level 1 Order by using free-form layout of webpage elements, each of which was displaced from its logical position so as to attain a low level of order without any sense of logical organization.

Fourth, Level 3 Order was built on the Level 2 Order by applying the alignment and grouping design tools to associate similar or related elements and differentiate unrelated elements.

To test the effectiveness of our manipulation of webpage visual complexity and order, we performed Pilot Study 3, in which two independent samples of subjects were recruited. One sample was assigned to rank order the webpage stimuli according to their paired similarities, and the other sample rated each webpage on its degree of complexity and order as well as their preference for it under telic and paratelic meta-motivational states. The MDS (multidimensional scaling) results of Pilot Study 3 demonstrated the effectiveness of our manipulations of webpage visual complexity and order as factors accounting for the perceptual similarity/dissimilarity among the webpage stimuli and influencing the perceived complexity and order of the stimuli as well as subjects' preference for them.

The 12 homepage stimuli are presented below.

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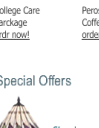
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Appendix B

Scenarios for Induction of Telic and Paratelic States

Scenario for Induction of Telic State

One of your friends' birthday is just around the corner. You want to buy a gift for him/her, but you don't have a lot of time to shop around. You plan to spend 10 to 20 minutes. So, you think of going to a gift website on the Internet to buy a birthday gift for your friend. In order to quickly find a gift for your friend online, you turn on the computer, open Internet Explorer, and go to the Google search engine. You search for gift websites by typing in "gifts" in the keywords space. You click on the first website link in the resulting list. As the website homepage loads on your computer screen, you start looking through the webpage.

Scenario for Induction of Paratelic State

It is shortly after noon on a Saturday. You're surfing on the Internet at home. You're not looking for anything specific online. Instead, you're taking your time browsing various websites and checking out some fun stuff. All you want to do is to spend several enjoyable hours online by yourself. As you're browsing the Internet looking for fun and enjoyment, a banner advertisement for a gift website attracts your attention. You want to visit the website and see if you can find some interesting stuff for your friends. You click on the banner, which opens another IE window. As the website homepage loads on your computer screen, you start browsing through the webpage.

Appendix C

Instrumental Scales

Arousal (−3 = significantly, −2 = quite, −1 = slightly, 0 = neither, 1 = slightly, 2 = quite, 3 = significantly)

- The webpage makes me feel stimulated/relaxed (R).
- The webpage makes me feel calm/excited.
- The webpage makes me feel frenzied/sluggish (R).
- The webpage makes me feel unaroused/aroused.
- The webpage makes me feel jittery/dull (R).
- The webpage makes me feel wide-awake/sleepy.

Pleasantness (−3 = significantly, −2 = quite, −1 = slightly, 0 = neither, 1 = slightly, 2 = quite, 3 = significantly)

- The webpage makes me feel happy/unhappy (R).
- The webpage makes me feel annoyed/pleased.
- The webpage makes me feel satisfied/unsatisfied (R).
- The webpage makes me feel melancholic/contented.
- The webpage makes me feel hopeful/despairing(R).
- The webpage makes me feel uncomfortable/comfortable.

Approach–Avoidance Tendency (7 = strongly agree, 6 = agree, 5 = somewhat agree, 4 = neutral, 3 = somewhat disagree, 2 = disagree, 1 = strongly disagree):

- I would enjoy visiting this website.
- I like to spend much time browsing this website.
- I would try to leave this website as soon as possible (reversed).
- I would avoid getting back to this website after I have left it (reversed).
- I want to avoid exploring or investigating this website (reversed).
- I like this website.
- I would avoid any unplanned activity in this website.
- I would be satisfied with this website.
- I would have a positive attitude toward this website.

Table D1. Correlation Matrix of the Indicators of Pleasantness, Arousal, Perceived Order, and Perceived Complexity

	P1st1	P1st2	P1st3	P1st4	P1st5	P1st6	Ars11	Ars12	Ars13	Ars14	Ars15	Ars16	Ordr1	Ordr2	Ordr3	Ordr4	Ordr5	Cmplx1	Cmplx2	Cmplx3	
P1st1	1																				
P1st2	0.66	1																			
P1st3	0.61	0.75	1																		
P1st4	0.57	0.68	0.62	1																	
P1st5	0.60	0.72	0.68	0.63	1																
P1st6	0.47	0.61	0.58	0.58	0.61	1															
Ars11	-0.03	-0.15	-0.08	-0.10	-0.10	-0.15	1														
Ars12	-0.01	-0.09	-0.03	-0.05	-0.07	-0.09	0.70	1													
Ars13	0.00	-0.07	0.00	0.01	-0.04	-0.08	0.61	0.63	1												
Ars14	0.00	-0.03	0.02	0.00	-0.05	0.03	0.52	0.59	0.61	1											
Ars15	0.00	-0.09	-0.03	0.02	-0.07	-0.09	0.54	0.61	0.71	0.63	1										
Ars16	-0.01	-0.08	-0.04	0.01	-0.05	-0.08	0.49	0.54	0.55	0.54	0.58	1									
Ordr1	0.16	0.30	0.33	0.25	0.26	0.36	-0.33	-0.28	-0.19	-0.15	-0.25	-0.22	1								
Ordr2	0.10	0.21	0.28	0.17	0.20	0.29	-0.26	-0.24	-0.19	-0.14	-0.23	-0.18	0.75	1							
Ordr3	0.15	0.28	0.30	0.22	0.22	0.32	-0.31	-0.26	-0.23	-0.16	-0.27	-0.21	0.81	0.79	1						
Ordr4	0.15	0.27	0.29	0.21	0.25	0.31	-0.34	-0.32	-0.24	-0.20	-0.26	-0.24	0.78	0.75	0.80	1					
Ordr5	0.16	0.33	0.32	0.24	0.28	0.34	-0.30	-0.24	-0.21	-0.18	-0.23	-0.19	0.76	0.72	0.84	0.80	1				
Cmplx1	-0.12	-0.18	-0.11	-0.13	-0.13	-0.24	0.48	0.44	0.43	0.39	0.41	0.37	-0.49	-0.42	-0.57	-0.54	-0.59	1			
Cmplx2	-0.07	-0.10	-0.04	-0.06	-0.08	-0.22	0.42	0.39	0.40	0.38	0.39	0.36	-0.52	-0.42	-0.55	-0.57	-0.53	0.76	1		
Cmplx3	-0.09	-0.13	-0.11	-0.11	-0.13	-0.24	0.43	0.36	0.40	0.34	0.38	0.35	-0.55	-0.41	-0.56	-0.56	-0.55	0.77	0.82	1	

Table D2. Correlation Matrix of the Indicators of Perceived Order, Perceived Complexity, and Approach Tendency

	APB1	APB2	APB3	APB4	APB5	APB6	APB7	APB8	APB9	Ord1	Ord2	Ord3	Ord4	Ord5	Cmplx1	Cmplx2	Cmplx3
APB1	1																
APB2	0.91	1															
APB3	0.89	0.85	1														
APB4	0.88	0.84	0.93	1													
APB5	0.86	0.82	0.88	0.92	1												
APB6	0.89	0.87	0.87	0.87	0.84	1											
APB7	0.80	0.78	0.81	0.80	0.78	0.80	1										
APB8	0.91	0.89	0.88	0.88	0.86	0.88	0.81	1									
APB9	0.90	0.88	0.88	0.87	0.85	0.86	0.78	0.96	1								
Ord1	0.45	0.43	0.41	0.41	0.42	0.43	0.41	0.43	0.43	1							
Ord2	0.39	0.39	0.35	0.36	0.35	0.38	0.36	0.39	0.39	0.75	1						
Ord3	0.44	0.42	0.40	0.41	0.39	0.42	0.40	0.43	0.42	0.81	0.79	1					
Ord4	0.43	0.41	0.36	0.37	0.37	0.40	0.42	0.40	0.38	0.78	0.75	0.80	1				
Ord5	0.48	0.45	0.43	0.41	0.39	0.46	0.45	0.44	0.44	0.76	0.72	0.84	0.80	1			
Cmplx1	-0.23	-0.20	-0.22	-0.24	-0.22	-0.23	-0.23	-0.24	-0.22	-0.49	-0.42	-0.57	-0.54	-0.59	1		
Cmplx2	-0.16	-0.14	-0.13	-0.15	-0.15	-0.13	-0.15	-0.15	-0.14	-0.52	-0.42	-0.55	-0.57	-0.53	0.76	1	
Cmplx3	-0.20	-0.18	-0.19	-0.21	-0.20	-0.19	-0.20	-0.21	-0.20	-0.55	-0.41	-0.56	-0.56	-0.55	0.77	0.82	1

Table D3. Factor Loadings and Item Reliability

Constructs and Their Indicators	Factor Loading	T Value	SE	Composite Reliability
<i>Arousal</i>				0.92
Arsl1	0.75	17.81	0.053	
Arsl2	0.80	19.46	0.050	
Arsl3	0.82	20.47	0.044	
Arsl4	0.75	17.82	0.052	
Arsl5	0.81	19.91	0.046	
Arsl6	0.69	15.91	0.050	
<i>Pleasantness</i>				0.93
Plst1	0.72	17.30	0.046	
Plst2	0.88	23.28	0.048	
Plst3	0.83	21.18	0.050	
Plst4	0.78	19.27	0.046	
Plst5	0.82	20.92	0.048	
Plst6	0.72	17.24	0.051	
<i>Approach/Avoidance Behavior</i>				0.98
Apb1	0.95	27.05	0.060	
Apb2	0.92	25.62	0.060	
Apb3	0.94	26.46	0.060	
Apb4	0.94	26.44	0.059	
Apb5	0.92	25.25	0.060	
Apb6	0.93	25.78	0.061	
Apb7	0.85	22.37	0.061	
Apb8	0.96	27.22	0.060	
Apb9	0.95	26.69	0.061	
<i>Perceived Order</i>				0.91
Ordr1	0.87	23.04	0.062	
Ordr2	0.84	21.46	0.060	
Ordr3	0.93	25.60	0.062	
Ordr4	0.88	23.56	0.059	
Ordr5	0.89	23.99	0.067	
<i>Perceived Complexity</i>				0.81
Cmplx1	0.85	21.99	0.069	
Cmplx2	0.90	23.85	0.063	
Cmplx3	0.90	24.05	0.065	

Table D4. Cell Descriptive Statistics for Dependent Variables								
Treatment			Arousal		Pleasantness		Approach Tendency	
			Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. Dev.
Level 1 OR	Level 1 CM	Telic	-0.44	0.60	-0.06	0.74	1.82	0.63
		Paratelic	-0.18	0.75	-0.11	0.43	1.58	0.37
	Level 2 CM	Telic	0.51	0.72	-0.43	0.86	2.09	1.00
		Paratelic	0.58	0.52	0.21	0.50	2.98	1.12
	Level 3 CM	Telic	1.11	0.87	-0.85	0.80	1.94	0.74
		Paratelic	0.89	0.55	0.62	0.72	3.59	1.49
	Level 4 CM	Telic	1.33	0.66	-1.28	0.65	1.32	0.22
		Paratelic	1.06	0.36	0.21	0.95	2.59	1.40
Level 2 OR	Level 1 CM	Telic	-1.15	0.62	0.60	0.71	3.63	1.48
		Paratelic	-0.99	0.72	-0.83	1.08	2.24	1.00
	Level 2 CM	Telic	-0.52	0.55	0.72	0.67	3.85	1.25
		Paratelic	-0.46	0.41	0.49	0.27	3.67	0.51
	Level 3 CM	Telic	-0.02	0.54	0.98	0.74	4.52	1.49
		Paratelic	0.28	0.87	0.67	0.78	4.03	1.43
	Level 4 CM	Telic	0.48	0.57	0.52	0.74	3.58	1.39
		Paratelic	0.58	0.45	1.20	0.85	4.67	1.73
Level 3 OR	Level 1 CM	Telic	-1.16	0.52	0.78	0.61	4.16	1.25
		Paratelic	-1.19	1.10	-1.10	1.18	2.02	0.84
	Level 2 CM	Telic	-0.68	0.59	0.70	0.68	3.81	1.36
		Paratelic	-0.39	0.54	0.24	0.31	3.08	0.63
	Level 3 CM	Telic	-0.81	0.49	1.60	0.52	5.62	0.70
		Paratelic	-0.47	0.37	0.41	0.66	3.77	1.32
	Level 4 CM	Telic	0.20	0.65	0.82	0.64	4.06	1.47
		Paratelic	0.21	0.61	0.81	0.51	4.28	1.18