**Research Guide: How we read online**

(20 points possible)

**DIRECTIONS**

Read the two articles on online readers, then complete the guiding questions for each article. As you read, pay careful attention to the key research findings.

**F-Shaped Pattern For Reading Web Content**

by JAKOB NIELSEN on April 17, 2006

1. In the article, Nielsen summarizes the finding from an eye-tracking study (in which cameras track where readers’ eyes go on a Web page as they read). He describes a dominant reading pattern he calls “the F pattern.” Why is it called that?

2. Below, summarizes the three significant points that Nielsen makes about writing for an online audience.

First: Second: Third:

3. In his concluding paragraph, Nielsen states that because online users read differently online than they do in print, you (the online writer) must do what?

**Lazy Eyes: How we read online**

By MICHAEL AGGER on June 13, 2008

4. Agger’s story includes much of the research on how users interact with stories online. Explain Agger’s findings about each of the following:

Links:

Large blocks of text:

Scrolling:

Story length:

5. How has Agger used the form of his post (text styles, formatting) to emphasize what he says in the article? Does it work to make a point, or is it distracting?