CALIFORNIA STATE SCIENCE FAIR
2013 PROJECT SUMMARY

Name(s)

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Project Number

J0408

Project Title

Click Here: The Effectiveness of Online Advertising

Abstract

Objectives/Goals

My objective was to see if online banner advertisements were more effective to either men or women, and to what degree. I hypothesized that there would be no difference between genders, and that men and women would tend to look in the same initial areas of the screen.

Methods/Materials

I created an online survey that showed simulated banner advertisements and a search engine. Survey takers were told to click the area in which they look first. I received the information by using hotspot technology, which told me in which hotspot box the user had clicked. There were 29 slides to the survey with 11 containing hotspots. I then sent out the link through a mass email to the survey that I had posted online.

Results

I found that online banner advertisements are more effective to women, and that in my study they clicked on banners 20.3% more often than men did. I conducted a chi square test and found that the statistical probability that my results were insignificant was 0.001.

Conclusions/Discussion

Interestingly, my results did not support my hypothesis. However, I did obtain my goal of learning more about the effectiveness of online ads. Online advertisements affect almost everyone daily, but hardly anyone has conducted researched on these advertisements. Also, the information I found applies to the idea of banner blindness. This is when people completely ignore online advertisements and instead look anywhere but the areas in which that they have grown used to seeing ads. This is an issue for people who are using online banner advertisements to market the product or services they are selling. My study has expanded the knowledge on online advertising to consider how banner blindness varies by gender.

Summary Statement

I studied online banner advertising's effectiveness by gender through the creation and distribution of an online survey using hotspot technology.

Help Received

Teacher recommended using Articulate Storyline for survey creation; Father explained how to use Excel and perform a chi square test; Mother beta-tested survey before it was sent out.