

Peer Review

Review of: "Analyzing Audience Engagement in Static Versus Dynamic Media Content Using Eye-Tracking and Instagram Metrics Through the Lens of TPB and CLT"

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The research is carried out with 15 participants, an insufficient number to be able to obtain good quantitative results. The Literature Review lacks references that reinforce an assessment of an emotional response based on Happiness and Surprise, as indicated in the results. The procedure followed for each test is missing in order to understand the process, the format, the timing, the intended insights, and the consistency between all of them. The links between all the data collected should be strengthened in order to understand the value of all the variables for the study, along with a definition of patterns linking the gazeplots and heatmaps of all participants. It is not clear what happens with the '0' score values in Happiness or Surprise; it seems that the data have not been collected well, and it is not detailed whether they have been taken into account in the weightings. The research is very interesting and potentially relevant, but there is a lack of rigour in the number of participants and in the execution for results to be discernible.

Declarations

Potential competing interests: No potential competing interests to declare.