

**Student Name**

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**Anticipated Graduation**

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**Research Title & Subtitle**

Perceived Visual Aesthetics of Emotionally Evocative Web Pages:  
An Investigation of Affective Qualities Identified with Emotional Dimensions

**Abstract**

Do affective qualities identified as evoking certain emotions in North Americans evoke the same emotions in Koreans? Kim, Lee, and Choi (2003) identified design factors for homepages that were associated with specific emotions in Korean web users. The study, however, only addressed users' responses from a Korean perspective, not one that was cross-cultural in nature. Conducted in South Korea, the study tested only Korean subjects using three related tests. The focus of the proposed study is to apply and compare Kim, Lee, and Choi's (KLC) findings to those of American subjects using the same, but tailored down, research design methodology. The study will consist of a qualitative lab test that attempts to determine if homepages using the design factors (from the comparative study) evoke similar emotions in Americans. Using the methodology provided by KLC, the author will also use the same or similar homepages as those used in the KLC study. Each homepage will be specifically designed to evoke a distinct and unrelated emotion as defined by KLC. North America subjects will be shown a list of all the emotion words (identified by KLC), from which each person will view a randomly selected homepage on a computer. At this time, they will be asked to identify a word on the list that describes the emotion evoked by the homepage. The process will be repeated for each prepared homepage. The emotion words chosen by the testers will be compared to the emotion words previously identified with each homepage in the KLC study.

**Research Question**

Will North American participants have a higher positive preference for selecting the same emotive adjectives (out of 30 different adjective descriptors) than South Korean participants selected when viewing the same 13 South Korean-designed homepages?

March 14, 2006

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Signature

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Date

March 14, 2006

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Dr. Anthony Faiola

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