

LSA Semantic Fields: Predicting Task-Driven Visual Search on Web Pages

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LSA Semantic Fields is a new method for estimating content density relative to specific information need across a web page. Latent Semantic Analysis is used to calculate Semantic Field values for any potential point of interest on a web page based on the structure and textual content of that page. These Semantic Field values were found to predict well the eye-tracking data collected from 49 participants' goal-directed search on three websites and a total of 1842 web pages.