

and other areas as they read the complete text. They fixated print more frequently than pictures. On average, 55% of the fixations were in print and 36% of the fixations were in pictures. The remaining 9% of fixations were in other areas outside the print and picture fields.

In terms of fixation duration (time spent fixating) of these three areas, the readers devoted 73% of their time viewing print, 21% of their time on pictures, and 6% on other areas outside the print and picture fields. All readers had average fixation durations in print that were greater than their overall average fixation durations of the three categories combined (print, pictures, and other). Rayner has replicated this finding in a recent print-picture study with adult readers viewing magazine advertisements, in which he reports that subjects spent 67%, 73%, 72%, and 77% of their time reading the text (Rayner, personal communication, 2001).

All readers had average fixation durations in pictures that were less than their average fixation durations of the three categories combined (print, pictures, and other). All readers had average fixation durations in print that were almost double their average fixation durations in pictures.

None of the readers fixated every word in the text; readers' nonfixation rate varied from 9% to 34% of the words in the text. Figure 1 illustrates where Rashaun fixated and did not fixate as he read page 6. The lines between the

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Figure 1. Eye Movements Showing Fixations and Saccades

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