

Study on Influence of Outdoor Advertisement on River Space by Using Eye Tracking System

Shin'nosuke Tani and Takashi Yamano

Abstract

Recently, many local governments in Japan have started putting the regulation for outdoor advertisement into force. However, it remains a challenge to comprehend an influence of an outdoor advertisement on landscape because of its difficulty in quantification. Under the circumstance, the aim of this study is to reveal the influence of the outdoor advertisement on river space. The Seseragi-park which is located in front of the train station is selected as the case study, because river space design must play an important role in creating favorable environment. In this study, basic experiment using eye tracking system was conducted in order to evaluate the influence quantitatively. The author are now trying to classify the result and find a tendency. This poster reports the experiment results of eye tracking system and discusses about the influence of outdoor advertisement on river space.

Shin'nosuke Tani

Civil Engineering Course in Department of Technological Systems, Osaka Prefecture University College of Technology (Advanced Course), 26-12 Saiwaicho, Neyagawa, Osaka 572-8572, Japan
Email: f14013@osaka-pct.ac.jp

Takashi Yamano (Corresponding author)

Civil Engineering and Environment Course in Department of Technological Systems, Osaka Prefecture University College of Technology
Email: yamano@osaka-pct.ac.jp