

How does Parallax Scrolling influence User Experience?

A Test of TIME (Theory of Interactive Media Effects)

ABSTRACT

Parallax scrolling is a popular technique used widely in website design. Depth (or dimension) and scrolling come together to create a 3D effect, but it is unclear how this technique affects user experience. A controlled experiment ($N = 133$) deploying parallax scrolling in the context of product presentation reveals that perceived vividness and perceived coolness of this technique serve to engage users, with positive effects on attitude and behavior toward the website as well as the featured product. Theoretical and practical implications are discussed.

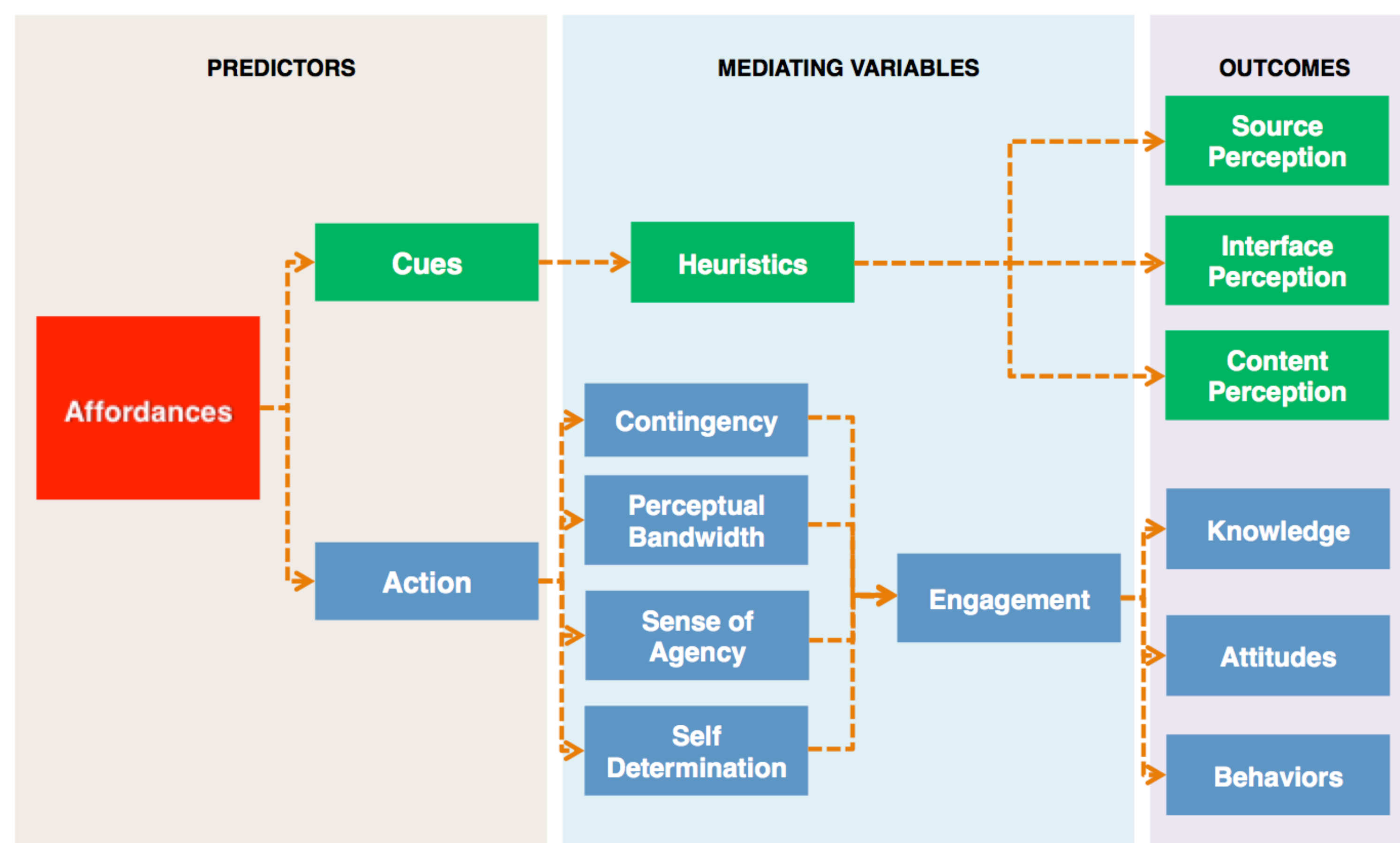
INTRODUCTION

- ❖ What is parallax scrolling? It is a technique that allows individuals to view the object on the front-page moving faster than the object on the back page, thereby creating depth of images to users (Wang & Shyu, 2014)
- ❖ Dimension and motion are two key features of parallax scrolling
- ❖ Parallax scrolling could be conceptualized as a type of modality interactivity

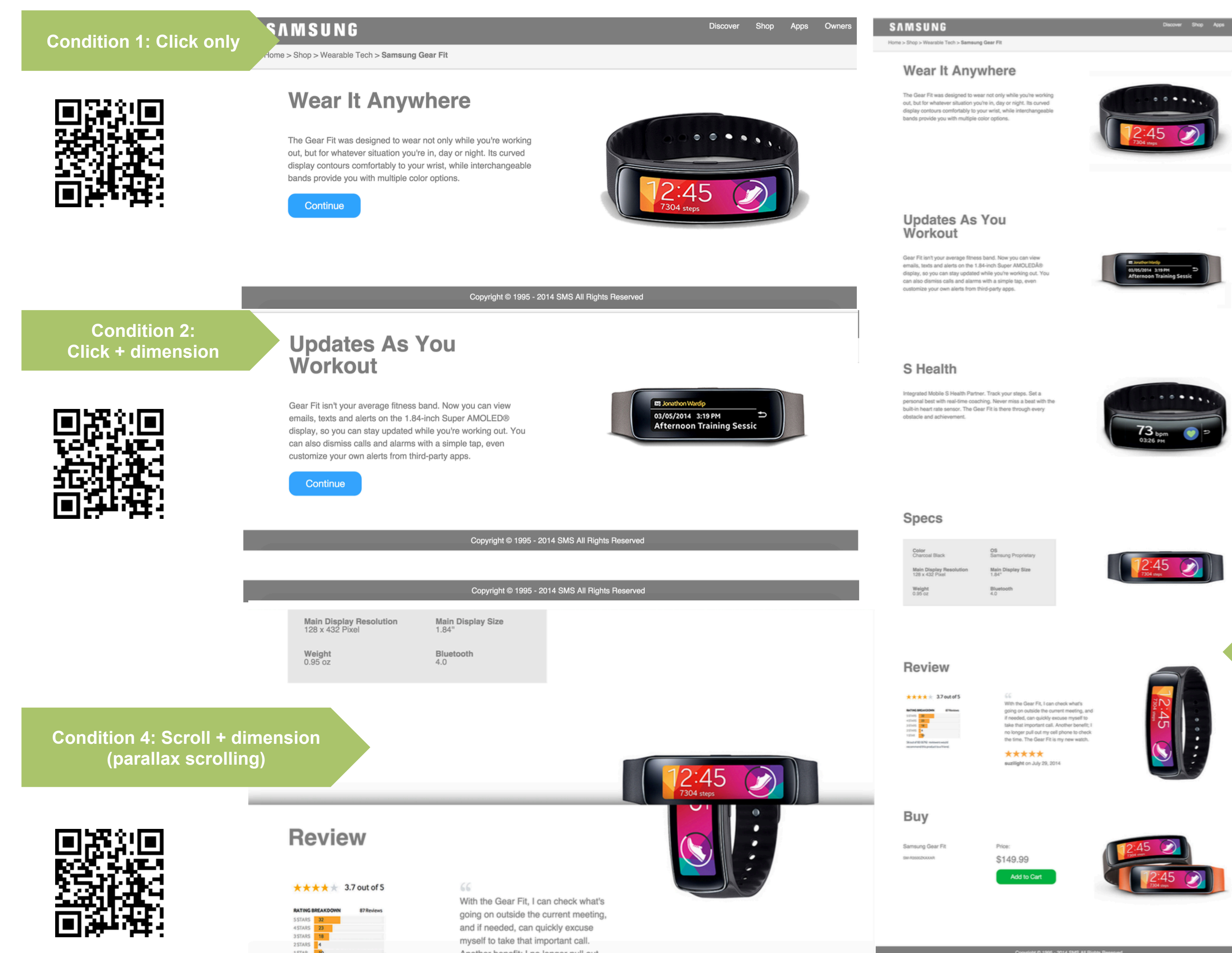
RQ

Does parallax scrolling technique influence user engagement with a website?

TIME MODEL



STUDY STIMULI

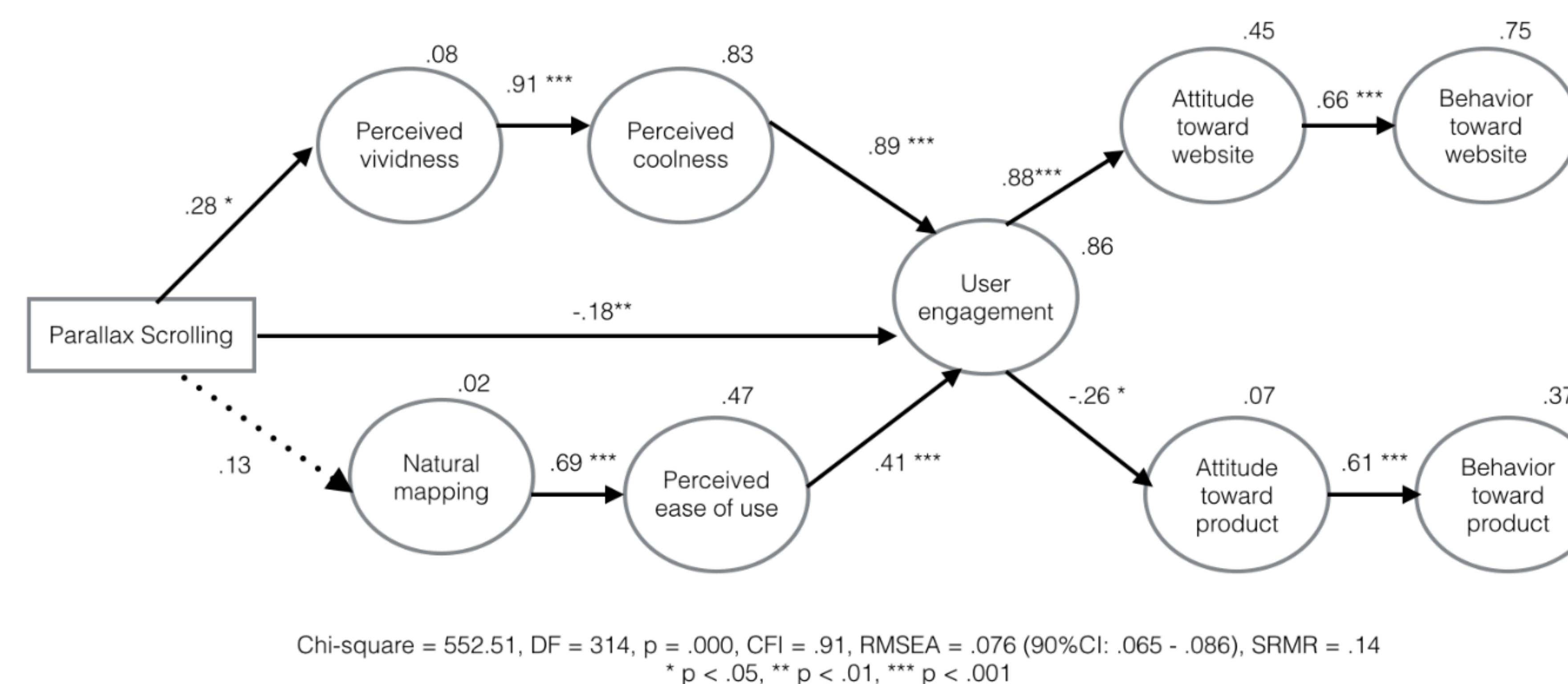


STUDY DESIGN

2 (dimension: dimension vs. no dimension) x 2 (interaction technique: click vs scroll) between subjects design

$N = 133$
Female = 94%
White = 78.8%

RESULTS



DISCUSSION

- ❖ Parallax scrolling engages users emotionally with vividness and coolness
- ❖ Engagement positively affects website attitudes, but undermines product attitudes
- ❖ Cue effect of parallax scrolling is more important than the action of using this feature