摘 要

不同於一般性閱讀，快速尋找書籍目錄索引文字的視覺作業，即為「視覺搜索」，牽涉擷取資訊意義的認知過程。日常生活中無數的文獻參考書籍，均固定包含著目錄索引頁之文字訊息；其設計能否幫助讀者快速尋找到所需要的訊息，端賴版面設計是否有助於視覺搜索。視覺搜索主要依賴視覺周圍環境，即偏重閱讀內容元素周圍線索的特性。本研究是在字群中，增加式樣化之直接線索的方式來產生群組力量；透過實驗設計的方式，期望能夠找出提升視覺搜索績效的解決方法。本研究之實驗一的直接線索是採用「虛線」的形式，結果顯示：搜索績效最高的是虛線單位 3，搜索績效最差的是虛線單位 9。實驗二之直接線索採用「折線」的形式，結果顯示：搜索績效最高的是折線單位 8，搜索績效最差的是折線單位 1、2、3、4、5。比較實驗一和實驗二之結果，則顯示直接線索為「虛線」的搜索績效優於「折線」。

關鍵字：式樣化，直接線索，視覺搜索

Abstract

Unlike regular reading, in the visual browsing of indexes of multiple-volume books a reader's goals are to extract specific messages rapidly and with more information. The layout design of indexes would decide whether or not the reader could achieve such goals. Visual search relies heavily on peripheral vision of clue features of the visual elements within the reading content. The present study hypothesizes that group-intensity varies due to different designing styles of direct clue embedded in the indexes. Two experiments are carried out to obtain a solution for improved visual search performance. In experiment 1, direct clue is presented in the style of "dotted line". The result indicates that the most effective layout is a 9 unit-dotted line. In experiment 2, the direct clue is in the style of a "folded line". The result indicates that a design with 8 unit-folded line produces the highest reading performance. The poorest performances are seen in the lines with unit-folded of 1, 2, 3, 4 and 5. Dotted lines generally produce better result in visual search performance than folded lines when comparing between the two experiments.

Keywords: style of direct clue, visual search, visual design