

Duomenų bazė Taylor & Francis Online



Pagrindinės temos:

Aplinkosauga

Aplinka ir žemės ūkis

Biologija

Ekonomika, Finansai, Verslas ir pramonė

Elgsena

Fiziniai mokslai

Gamtos mokslai

Geografija

Humanitariniai mokslai

Informacijos mokslas

Inžinerija ir technologija

Kalbotyra ir literatūra

Kompiuterija

Komunikacijos studijos

Maisto technologijos

Matematika ir statistika

Medicina, stomatologija, slauga ir socialinė sveikata

Menas

Muziejai ir paveldosauga

Plėtros studijos

Politika ir tarptautiniai santykiai

Socialiniai mokslai

Sportas ir laisvalaikis

Sukurta aplinka (statybos, transportas, kraštovaizdis ir kt.)

Sveikata ir socialinė rūpyba

Švietimas

Teisė

Turizmas, viešbučiai ir renginiai

Urbanistikos studijos

Pagrindinis langas

The screenshot shows the Taylor & Francis Online homepage. At the top, the logo and 'Taylor & Francis Online' text are on the left, and 'Access provided by Vilniaus kolegija' is on the right. Further right are 'Log in' and 'Register' buttons, both circled in red. A 'Cart' icon is also present. Below the header is a large banner image of four people in a forest. Overlaid on the banner is the text 'Discover. Learn. Share.' and '3,800,000+ articles'. A search bar is positioned below the banner with the placeholder text 'Enter keywords, authors, DOI etc'. To the right of the search bar is a magnifying glass icon and a link to 'Advanced search', which is also circled in red. Below the banner is a section titled 'Browse by your specialist subject' containing a grid of subject categories.

Taylor & Francis Online

Access provided by Vilniaus kolegija

Log in Register

Cart

Discover. Learn. Share.

Enter keywords, authors, DOI etc

Advanced search

3,800,000+ articles

Browse by your specialist subject

Area Studies	Earth Sciences	Health and Social Care	Museum and Heritage Studies
Arts	Economics, Finance, Business & Industry	Humanities	Physical Sciences
Behavioral Sciences	Education	Information Science	Politics & International Relations
Bioscience	Engineering & Technology	Language & Literature	Social Sciences
Built Environment	Environment & Agriculture	Law	Sports and Leisure
Communication Studies	Environment and Sustainability	Mathematics & Statistics	Tourism, Hospitality and Events
Computer Science	Food Science & Technology	Medicine, Dentistry, Nursing & Allied Health	Urban Studies
Development Studies	Geography		

1. Į paieškos laukelį įrašykite reikšminius žodžius ir spauskite Enter.

3. Šioje srityje žurnalai suskirstyti pagal dalykus.

4. Jeigu norite duomenų bazę naudoti iš namų, iš pradžių užsiregistruokite šioje duomenų bazėje būdami prie VK kompiuterio (**Register**), tada galėsite prisijungti (**Log in**) ir būdami ne prie kolegijos kompiuterio, pvz., namuose.

2. Jeigu norite atlikti tikslesnę paiešką spauskite **Advanced search**.

Išplėstinė paieška

1. Įrašykite žodžius, frazes, žodžius, naudodami loginius operatorius AND, OR arba NOT.

2. Spauskite pliusą (+), kad papildytumėte paiešką.

3. Nustatykite paieškos laikotarpį: arba visas datas, arba mėnesį, 6 mėnesius, metus, arba nuo tam tikrų iki tam tikrų metų.

The screenshot shows a search interface with the following elements and annotations:

- Search bar:** A text input field at the top with the placeholder "Enter keywords, authors, DOI etc." and a search button (magnifying glass icon). Annotation 1 points to this bar.
- Search for section:**
 - Keywords:** A dropdown menu showing "cognitive psychology" with a clear button (X). Annotation 2 points to the plus sign (+) next to it.
 - Anywhere:** A dropdown menu with "Anywhere" selected. Annotation 3 points to the plus sign (+) next to it.
 - Publication Date:** A section with radio buttons for "All dates", "Last: Select", and "Custom range: 2000 To: 2017". A date selection dropdown is open, showing "month", "6 months", and "year". Annotation 4 points to the "Advanced search" heading.
 - Search button:** A blue button labeled "Search".
- Citation search section:**
 - Journal:** A dropdown menu.
 - Year, Volume, Issue, Page:** Input fields.
 - Citation Search button:** A blue button labeled "Citation Search".
- Advanced search section:**
 - Search help:** A heading.
 - Boolean Operators:** A section explaining the use of AND, OR, and NOT operators.
 - AND (also + or &):** A section explaining the use of the AND operator. Annotation 5 points to the heading.
 - OR:** A section explaining the use of the OR operator. Annotation 6 points to the heading.
 - NOT:** A section explaining the use of the NOT operator. Annotation 7 points to the heading.

4. Užklausą galima konkretinti naudojant loginius operatorius AND, OR ir NOT.

5. AND detalizuoja paiešką ir užtikrina, kad du ar daugiau reikšminių žodžių būtų rastame dokumente.

6. OR išplečia paiešką ir padidina paieškos rezultatų skaičių. Dažnai šiuo operatoriumi sujungiami sinoniminiai žodžiai.

7. NOT pašalina dokumentus, kuriuose yra nepageidaujamų žodžių.

Paieškos rezultatai

1. Kai atsiveria paieškos rezultatų puslapis, vėl galite tikslinti savo paieškos rezultatus, nustatydami skirtingus parametrus, esančius kairėje puslapio pusėje.

2. Pažymėkite varnelę, jeigu norite matyti tik pilnos prieigos publikacijas.

3. Paspauskite pliusą (+), jeigu norite išskleisti dalykų sąrašą, žurnalų sąrašą, nustatyti datos parametrus.

4. Publikacijų skaičius.

5. Žurnalų, kuriuose yra publikacijos, sąrašas.

6. Publikacijas galima rikiuoti pagal aktualumą arba pagal naujumą.

7. Galima nustatyti, kiek publikacijų rodys viename puslapyje (10, 20 arba 50).

8. Norėdami peržiūrėti publikaciją, spauskite ant jos pavadinimo.

The screenshot shows a search results page for 'Cognitive Psychology' with 29,081 results. The page is divided into a left sidebar for refining the search and a main content area for the results.

Refine your search sidebar:

- Only show content I have full access to:** A checkbox that is currently unchecked.
- Selected filters:** Cognitive Psychology.
- Subject:** A section with a '+' icon to expand the list of subjects.
- Published in:** A section with a '-' icon to collapse the list of journals.
- Publication date:** A section with a '-' icon to collapse the list of date ranges.

Main content area:

- Order by Relevance:** A dropdown menu with options: Order by Relevance, Newest first, and 10 per page.
- 10 per page:** A dropdown menu with options: 10 per page, 20 per page, and 50 per page.
- Articles (29081) Journals (29):** Two tabs to filter the results by type.
- Article 1:** Affective design decision-making—issues and opportunities > by C. J. Barnes & S. P. Lillford. CoDesign. Published Online: 21 May 2007.
- Article 2:** Participation as a matter of concern in participatory design > by Lars Bo Andersen, Peter Danholt, Kim Halskov, Nicolai Brodersen Hansen & Peter Lauritsen. CoDesign. Published Online: 01 Oct 2015.
- Article 3:** Expressions, emotions, and website design > by M. Karlsson. CoDesign. Published Online: 21 May 2007.
- Article 4:** Supporting affective experiences of place through interaction design >

Konkretni publikacija I

1. Kairėje pusėje galite matyti publikacijos turinį. Paspaudus ant tam tikro turinio skyriaus pavadinimo, atsivers konkretus skyrius.

2. Paspaužę **Figures & data** galite matyti publikacijoje pateiktą statistinę medžiagą (diagramas ir pan.), paveikslėlius.

3. Paspaudus **References** bus atvertas publikacijoje naudotos literatūros sąrašas.

7. Paspaudus ant autoriaus pavardės, galima matyti išsamesnius duomenis apie jį.

8. Publikacijos DOI numeris.

6. PDF galima rinktis paprastą arba interaktyvų, kuriame galima žymėti savo pastabas.

4. Paspaužę **Download citation**, galite straipsnio aprašą atsisiųsti į savo naudojamą bibliografinių aprašų tvarkymo programą, pvz., *RefWorks*, *EndNote*, *ProCite*.

5. Paspaudus **PDF**, iš šio formato galima straipsnį atsispausdinti arba išsisaugoti savo kompiuteryje.

The screenshot shows a research article titled "Expressions, emotions, and website design" by M. Karlsson. The page includes a table of contents on the left, a main text area with an abstract and introduction, and a sidebar with "People also read" recommendations. Numbered annotations (1-8) point to specific features: 1. Table of contents; 2. "Figures & data" tab; 3. "References" tab; 4. "Download citation" button; 5. "PDF" button; 6. "Download as PDF" and "View Interactive PDF" options; 7. Author name "M. Karlsson"; 8. DOI number "10.1080/15710880701376802".

365 Views
1 CrossRef citations
0 Altmeter

Original Articles
Expressions, emotions, and website design
M. Karlsson
Pages 75-89 | Published online: 21 May 2007
Download citation <http://dx.doi.org/10.1080/15710880701376802>

Full Article Figures & data References Citations Metrics Reprints & Permissions PDF

Abstract
The aim of the study was to investigate the relation between the design elements of web pages and (i) perceived usability, (ii) perceived expression and (iii) emotional responses. Two different websites, differing in content as well as in graphic design, colour schemes, the balance between text versus illustrations, etc., were evaluated in an experimental study involving altogether 20 subjects. Three main factors were identified that contributed to the perceived expression of the websites: graphic design; content; and perceived usability. Also the reported emotional responses appeared related to the same aspects.

Keywords: Web design, Affective design, Emotional response

1. Introduction
1.1 Background
According to the international standardisation organisation (ISO), usability is defined as 'the extent to which

People also read
Article
Designing for human emotion: ways of knowing >
Danielle Lottridge et al.
New Review of Hypermedia and Multimedia
Published online: 16 Dec 2009
Article
Product design,

Konkretni publikacija II

1. Norėdami pamatyti šaltinių citatas, paspauskite ant tekste nurodytų metų.

3. Publikacijos gale pateikiamas naudotos literatūros sąrašas. Prie konkretaus dokumento aprašo dar pateikiami internete esantys šaltiniai. Juos paspaudę, būsite nukreipti į tą šaltinį. Kai kuriuos iš jų galima skaityti tik turint prisijungimo duomenis.

References

1. Altman, D. G. 1991. *Practical Statistics for Medical Research*, London: Chapman & Hall. [\[Google Scholar\]](#)
2. Arnold, M. B. 1960. *Emotion and Personality: Vol. 1. Psychological Aspects*, New York: Columbia University Press. [\[Google Scholar\]](#)
3. Bloch, P. H. 1995. Seeking the ideal form: product design and consumer response. *J. Market.*, 59: 16–39. [\[Crossref\]](#), [\[Web of Science ®\]](#), [\[Google Scholar\]](#)
4. de Angeli, A., Sutcliffe, A. G. and Hartmann, J. 2006. Interaction, usability and aesthetics: what influences users' preferences?. *Proceedings of the Conference on Designing Interactive Systems (DIS 2006)*. 2006. pp.271–280. [\[Google Scholar\]](#)
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1. Introduction

1.1 Background

According to the international standardisation organisation (ISO), usability is defined as 'the extent to which particular users can attain specific goals with efficiency and satisfaction in a particular environment' (ISO-DIS 9241-11). Another definition usability is given by, for example, Grudin (1992) who defines usability in terms of five attributes: learnability, efficiency, memorability, errors, and satisfaction. Both definitions thus describe one 'objective' dimension of usability, related to efficiency and performance, and one 'subjective' dimension, which illustrates how pleasant it is to use the system or product (cf.

Several methods and tools for evaluating product usability have been proposed, but no standard definitions. Even so, the focus has most often been performance and how the design of the product and/or the interface influence the user's experience, rather than not been a particular theme. Over the last years, however, satisfaction with products have emerged as fundamental issues in order to gain competitive edge (e.g. Nagamachi 1995, Jordan 1997a, b, 1998, Lavie and Tractinsky 2000). Skelly (2007) considered cognition to be

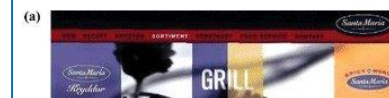
Jordan, P. W. 1997a. Usability evaluation in industry: gaining the competitive advantage. From Experience to Innovation. Volume 2. Proceedings of the 13th Triennial Congress of the International Ergonomics Association. 1997a. pp.150–152.

2. Tekste taip pat galima rasti aktyvių interneto svetainių nuorodų, tekste naudojamų paveikslėlių, diagramų ir pan., kurias paspaudę, būsite nukreipiami tiesiai į tą paveikslėlį.

3.2 Websites

Two websites were chosen: www.santamaria.se (see figures 1a and 1b) and www.hansen.se (see figures 2a and 2b). The main reasons for choosing the two sites were that they were significantly different in their character and that information on the designers' intentions for the respective websites was available.

Figure 1a and 1b. Examples of web pages at the Santa Maria website. The colour scheme is dark blue, dark red and yellow. There are several illustrations. (These figures appear in colour on-line.)



Sėkmės naudojantis Taylor & Francis Online!

