Abstract

The usage of web shows the importance of usability and readability of the web applications or sources provide by the web. Web application fails to encounter the user's requirements in effective manner, because the designers are unaware from some of the important factors effecting readability, reading from the screen. In this regard, this study is the continuation of the previous work that has been done for the improvement of readability, to handle the readability issues on the basis of Eye Blink for male participants only. To achieve general recommendations for suitable length of text line for all type of users, female participants are considered in this study. Basically during reading from the screen focus losses at two positions, when eye blink middle of text line and when text line ends. This study specifying suitable length of text line on the basis of Eye Blink, assuming three typographical variables i.e. font style, font color, font size, and with white background, will improve the overall readability or reading from the screen. This study also shows two important things the degree of understandability and the degree of attractive appearance of different combination for female participants only.

References
- RICHARD CONRAD, Ph.D, SUBLIMINAL FLICKER Part I: Computer screens, TV's and Flicker Sensitivity.
- ANDREW DILLON; HUSAT Research institute UK, Reading from the paper versus screen.
- WEBER, A. (1881), Ueber die Augenuntersuchungen in den hoheren schulen zu Darmstadt, Abteilung fur Gesunheitspflege, Marz.
- YOUNGMAN, M. and SCHARFF, L. (1998), Text width and margin width influences on readability of GUIs.
- MARY C. DYSON AND MARK HASELGROVE (2001), Department of Typography & Graphic Communication, The University of Reading, 2 Earley Gate, Whiteknights, Reading RG6 6AU, UK, The influence of reading speed and line length on the effectiveness of reading from screen.
- DAWN SHAikh, A.D. (2005), The effects of line length on reading online news, Usability News- http://psychology.wichita.edu/surl/usabilitynews/72/LineLength.htm
- BRADLEY WILSON, Readability First at wilsonbrad@aol.com
- City of Seattle Web Presentation and Accessibility Standards Version 2.5: Revised by Internet Board, approved by the Technology Board, January 2009 originally approved 2003 by the Web Governance Board and the Business Management Council.
- MUSHTAQ RAZA, SZABIST Islamabad Pakistan, Perception of Participants about font’s readability, style, youthfulness and fun, business likeness and general preference.
- Reconstruction of eye movements during blinks: Max-Planck-Institut für Physik Komplexer Systeme, Nöthnitzerstr, Germany.
Suitable Length of Text Line on the Bases of Eye Blink for Reducing Maximum Focus Losses

- Spontaneous blinking in healthy persons: an optoelectronic study of eyelid motion. Functional Anatomy Research Center (FARC), Università degli Studi, Milano, Italy.
- Taylor, JR; Elsworth, JD; Lawrence, MS; Sladek Jr, JR; Roth, RH; Redmond Jr, DE (1999). "Spontaneous blink rates correlate with dopamine levels in the caudate nucleus of MPTP-treated monkeys". Experimental neurology 158 (1): 214–20
- Figure 1 & 2, http://media-2.web.britannica.com/eb-media/47/63347-004-610F94B5.gif
- Google Data Centers vs. Microsoft Infrastructure: http://dondodge.typepad.com/the_next_big_thing/2006/06/google_data_cen.html

Index Terms
Computer Science
Web Applications

Keywords
Suggesting suitable length of text line for textual materials that enhances readability during reading from computer screen.