Method Description

Eye movement data was collected from 19 participants aged 18-26 years old (M = 20.32), who were recruited through convenience sampling. Sixteen participants were female. All participants were enrolled in university education or possessed a degree and had normal or corrected to normal eyesight. No financial compensation was offered for taking part in the experiment. Enrolled students received credits for participation which were mandatory to fulfilling the requirements of their programmes. The experiment gained approval from the institution's ethical review board and all participants provided written informed consent.

 MATERIALS News headlines were collected from the BBC news website in October - December 2013, from the categories global, domestic, and business news. No exclusion criteria were applied to the headlines. There were on average 7.7 words in each headline, with on average 6.4 characters per word. For the experiment fifty sets of 10 headlines were created. For the word search task, from each set a word was selected that was at least four characters long, and that contained no numbers and no (non-letter) symbols. Word selection was based on the location in the set so that the location distribution of target words was approximately equal horizontally as well as vertically. A black 24 pt. Arial font on a white background was used for stimulus presentation. Text was left outlined, with a left margin of 3.44 degrees, a top margin of 2.45 degrees, and a bottom margin of 1.06 degrees. The display was a 21 inch CRT monitor with a screen resolution of 1024 x 768, located 57 cm from a headrest on which an EyeLink 1000 eye-tracker was mounted. Two example sets of headlines are provided with in the uploaded data archive. PROCEDURE Participants were sat in front of the screen and asked to put their heads in the headrest. The experiment consisted of five blocks, each containing 20 trials. Calibration of the eye-tracker preceded each block. During the experiment, the participant was presented with 50 word search trials and 50 subjective interest trials and the distribution of these tasks was fully randomised over the experiment. Each set of headlines appeared twice, once for each task, and the order of the sets and tasks was different for each participant. Measures were taken to avoid the same set reoccurring within 20 trials after its first presentation. Four practice trials, two for each task, preceded the experiment. A trial consisted of three screens: Screen one informed the participant which of the two tasks would occur in the current trial, and in the case of the word search task, it also displayed the target word. After clicking the mouse screen two appeared, which contained a set of 10 headlines on which the task was performed. Once the participant decided on the answer, a mouse click led to screen three which again presented the headlines, however this time numbered to differentiate screen two from screen three. In this screen the participant could click on the headline containing the answer, which initiates the next trial. Eye movements were only recorded while screen two was on display and the mouse pointer was made invisible on this screen.