Age Differences in Children’s Navigation and Information Processing of Web Sites

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This article empirically investigates the influence of interface design on children’s information processing of web sites. A research model is advanced that conceptually integrates theories from a variety of disciplines, including developmental psychology, consumer behavior, and human computer interaction (HCI). Younger children, between the ages of 7 and 9, recall more content with a learning cue and can search more accurately when using a map. Older children, between the ages of 10 and 13, can recall Web content without learning cues and can search accurately with either a map or a content list. Implications for public policy, education, and business are discussed.