



Designing eye tracking experiments to measure human behavior

INSTRUCTOR RESUME



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BENEFITS OF THE TUTORIAL

Experimental design is a fundamental step in any type of scientific research, and experiments involving eye tracking are no exception. A well designed experiment allows the researcher to be able to validate and answer the questions of interest. In this presentation I will give an introduction to good practices when designing eye-tracking experiments using remote eye trackers (i.e. Tobii Eye Trackers and Tobii Studio).

FEATURES

Participants will be introduced to experimental design issues related to eye tracking experiments: how to deal with experimenter, subject and task bias; independence of measures; limitations in human perception and eye physiology; type of data collected by a remote eye tracker and data analysis.

AUDIENCE

This tutorial is intended for novice or experienced users of remote eye tracking systems, as well as for those who have never used eye tracking before but want to have an introduction to eye tracking methodology.