

Eye tracker measures characteristics of the user's eyes and uses them together with an internal, anatomical 3D eye model to calculate the gaze data.

The eye tracking glasses are unobtrusive, robust and designed for a broad range of mobile eye tracking studies, such as shelf-testing, out-of-home research, usability studies on mobile devices, driving ...

Eye tracking is a behavioral research tool often used to answer research questions about various aspects of human behavior and cognition, such as visual attention, memory, or decision-making.

Eye tracking (ET) technology has revolutionized research in fields ranging from cognitive psychology to UX design. Starting a small-scale ET project might seem daunting, but with a clear ...

Learn how to interpret eye-tracking heatmaps, gazeplots, and opacity maps to reveal what captures user attention--and what gets ignored.

Typical Experiment Set-up Typical eye tracking experiments are set up as seen below in the diagram. First the participant is made comfortable and given instructions.

Hence, in the following, we introduce eye-tracking technology by focusing first on the anatomy and physiology of the eye, and provide then an overview of basic eye-tracking techniques and current ...

This is a taxonomy of the measures available to eye-tracking researchers, sorted by type of movement of the eyes and type of analysis.

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This eye tracking analysis guide will help take you from big data to valuable insights, by walking you through different analysis options and considerations for eye tracking analysis and visualizing eye ...

This guide describes best practices in using eye tracking technology for research in a variety of disciplines. A basic outline of the anatomy and physiology of the eyes and of eye ...

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