Technical and Methodological Skills

Eye Tracker Hardware and its properties: Essentials of Eye Tracker Laboratory, Measuring eye movements, Data Quality, Types of eye trackers and the properties. Data Recording: Experiment set up, Eye Camera set up, Calibration, Recording

Detecting Events and Building Representations


Eye Tracking Measures

Movement Measures: Movement direction measures, Movement amplitude measures, Movement duration measures, Movement velocity measures, Movement acceleration measures, Movement shape measures, AOI order and transition measures, Scanpath comparison measures.


Numerosity Measures: Saccades: number, position and rate, Glissadic proportion, Microsaccadic rate, Square-wave jerk rate, Smooth pursuit rate, Blink rate, Fixation: number, proportion, and rate, Dwells: number, proportion and rate, Participant, area of interest and trial proportion, Transition: number, proportion, and rate, Number and rate of regressions, backtracks and look-aheads,. Latency and Distance Measures: Latency Measures, Distances -Application of Eye movement measures.

Eye Tracking Techniques, Analysis and Reporting in User Experience

EOG, Scleral Contact Lens/Search Coil, VOG, Video-Based Combined Pupil/Corneal Reflection-Eye Tracking Data Visualizations-Qualitative Data Analysis-Quantitative Data Analysis
TEXT BOOKS/ REFERENCES: