

Using eye tracking for measuring and analyzing human behavior

Instructor:

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Instructor resume

Tommy Strandvall is Training Manager at Tobii Technology, currently also working on his PhD in user experience research at Åbo Akademi University, from where he also holds a Master's Degree in Education. He has many years of experience in academic and commercial research, especially media research; including audience research, web, usability, user experience, e-learning, and interactive media research.

Duration

90 minutes

Benefits

During this tutorial you will get an overview over how eye tracking is used in human behavioral research. You will also get hands-on experience of participating in an eye tracking study and analyzing eye movement data

Features

- Introduction to human vision
- How can our eye movements tell us something about our behavior?
- Brief overview over the research fields where eye tracking is used for studying behavior
- Hands on eye tracking study and analysis
- Discussion: What is the potential of eye tracking in behavioral research?

Audience

The workshop is aimed at anyone with an interest in knowing more about eye tracking and how it can be used for studying human behavior.