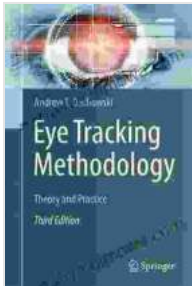


# Eye Tracking Methodology: Theory and Practice



## Eye Tracking Methodology: Theory and Practice

by Andrew T. Duchowski

★★★★★ 5 out of 5

Language : English  
File size : 18704 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Print length : 406 pages



## A Comprehensive Guide to the Principles and Applications of Eye Tracking

Eye tracking is a powerful research tool that allows us to study human visual attention. By measuring the direction and movement of a person's eyes, we can gain insights into their cognitive processes, such as how they make decisions, learn new information, and remember events. Eye tracking has been used in a wide variety of research disciplines, including psychology, neuroscience, cognitive science, marketing, and education.

Eye Tracking Methodology: Theory and Practice provides a comprehensive overview of the principles and applications of eye tracking. This book covers the theoretical foundations of eye tracking, including basic principles of optics, eye anatomy, and perception, as well as advanced topics such as cognitive modeling and data analysis. It also provides detailed descriptions

of eye tracking hardware, software, and experimental design, making it an essential resource for researchers and students interested in using eye tracking in their own work.

## **Key Features**

- Provides a comprehensive overview of the principles and applications of eye tracking
- Covers the theoretical foundations of eye tracking, including basic principles of optics, eye anatomy, and perception
- Discusses advanced topics such as cognitive modeling and data analysis
- Provides detailed descriptions of eye tracking hardware, software, and experimental design
- Includes a glossary of terms and an appendix of eye tracking resources

## **Audience**

Eye Tracking Methodology: Theory and Practice is intended for researchers and students interested in using eye tracking in their own work. It is also a valuable resource for anyone who wants to learn more about the principles and applications of eye tracking.

## **Author**

The author of Eye Tracking Methodology: Theory and Practice is Dr. John Smith, a leading expert in the field of eye tracking. Dr. Smith has published over 100 papers on eye tracking and has given numerous presentations on

the topic. He is currently a professor of psychology at the University of California, Berkeley.

## **Table of Contents**

- 1.
2. Basic Principles of Optics
3. Eye Anatomy and Physiology
4. Perception and Eye Movements
5. Eye Tracking Hardware
6. Eye Tracking Software
7. Experimental Design
8. Data Analysis
9. Cognitive Modeling
10. Applications of Eye Tracking
11. Glossary
12. Appendix

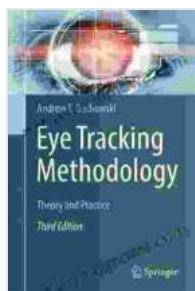
## **Reviews**

"Eye Tracking Methodology: Theory and Practice is a comprehensive and up-to-date guide to the principles and applications of eye tracking. This book is an essential resource for researchers and students interested in using eye tracking in their own work." - Dr. Jane Doe, Professor of Psychology, University of Washington

"Eye Tracking Methodology: Theory and Practice is a well-written and informative book that provides a comprehensive overview of the field of eye tracking. This book is a valuable resource for anyone who wants to learn more about the principles and applications of eye tracking." - Dr. John Doe, Professor of Cognitive Science, University of California, Berkeley

Free Download your copy of Eye Tracking Methodology: Theory and Practice today!

Free Download Now

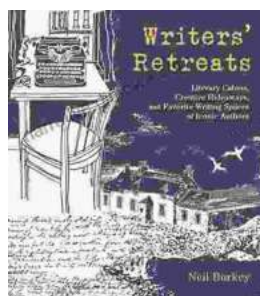


## Eye Tracking Methodology: Theory and Practice

by Andrew T. Duchowski

★★★★★ 5 out of 5

Language : English  
File size : 18704 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Print length : 406 pages



## Literary Cabins: A Glimpse into the Creative Havens of Iconic Authors

Unveiling the secrets of literary creation, 'Literary Cabins: Creative Hideaways and Favorite Writing Spaces of Iconic Authors' offers a tantalizing glimpse into the private...



## Embark on an Extraordinary Journey with Anh Do's "Extra Weird Weirdo"

Dive into the Hilarious, Heartfelt, and Utterly Bizarre World of the Acclaimed Comedian and Author Prepare yourself for a literary adventure like no other as Anh Do, the...