

Eye Tracking A Comprehensive Guide To Methods And Measures

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There are fundamental methodological skills which underpin using eye-trackers, but at the other end of the spectrum there is also the vast choice of measures available to the eye-tracking researcher. For the present text to be complete, therefore, we felt a require-ment should also be to draw together eye-tracking measures, as well as methods, into an understandable structure.

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Eye Tracking A comprehensive guide to methods and measures Kenneth Holmqvist, Marcus Nystrom, Richard Andersson, Richard Dewhurst, Halszka Jarodzka, and Joost van de Weijer. Provides hands-on, advice on how to prepare, record, and analyse an eye tracking experiment; Mimics the structure and workflow of an experiment, ...

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Great, comprehensive guide for working with eye-tracking in research and other settings. Really appreciated the hands-on tips for setting up an eye-tracking lab and things like defining AOIs and tips and tricks for calibrating.

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Eye Tracking : A Comprehensive Guide to Methods and Measures Holmqvist, Kenneth LU; Nyström, Marcus LU; Andersson, Richard LU; Dewhurst, Richard LU; Halszka, Jarodzka and van de Weijer, Joost LU () . Mark: Abstract This book is written by and for researchers who are still in that part of their careers where they are actively using the eye-tracker as a tool; those who have to deal with the ...

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However, the growth of eye tracking in recent years has also presented a variety of challenges - in particular the issue of how to design an eye-tracking experiment, and how to analyse the data. This book is a much needed comprehensive handbook of eye tracking methodology.

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Eye tracking: A comprehensive guide to methods, paradigms and measures Kenneth Holmqvist (Regensbur g University , Germany , Masaryk University , Brno, Czech Republic, and NWU V aal, South Africa)

Eye Tracking A Comprehensive Guide

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