

Eye Tracking A Comprehensive Guide To Methods And Measures

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Holmqvist, Kenneth LU; Nyström, Marcus LU; Andersson, Richard LU;
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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 requirement should also be to draw together eye-tracking measures, as well as methods, into an understandable structure.

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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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