

Eye Tracking A Comprehensive Guide To Methods And Measures

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

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Part III gives a comprehensive outline of the most common paradigms used with eye-trackers, and the measures which can be calculated using the events and representations described in Part II. This is a taxonomy of the measures available to eye-tracking researchers, sorted by type of movement of the eyes and type of analysis.

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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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