



Assessing consumers' attention with remote eye-tracking device: methodology of the experiment from a to z.

INSTRUCTOR RESUME



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BENEFITS OF THE TUTORIAL

This tutorial will give you an insight how to design and run a good experiment for capturing consumers attention with Remote Eye-tracking Device (RED) and you will learn different techniques for analyzing the experimental results.

FEATURES

The methodology of designing and running an experiment using RED will be presented. Participants will be introduced to: how to work with RED, how to make a good calibration, how to properly display stimulus material, how to capture the gaze (some tips and pitfalls will be discussed), how to analyze the results, proper save and export of data for further analyses e.g., in SPSS.

AUDIENCE

This tutorial is targeting novices or experts in consumer research who are interested to learn how to use eye-tracking devices as effective experimental tools for measuring consumer behavior.