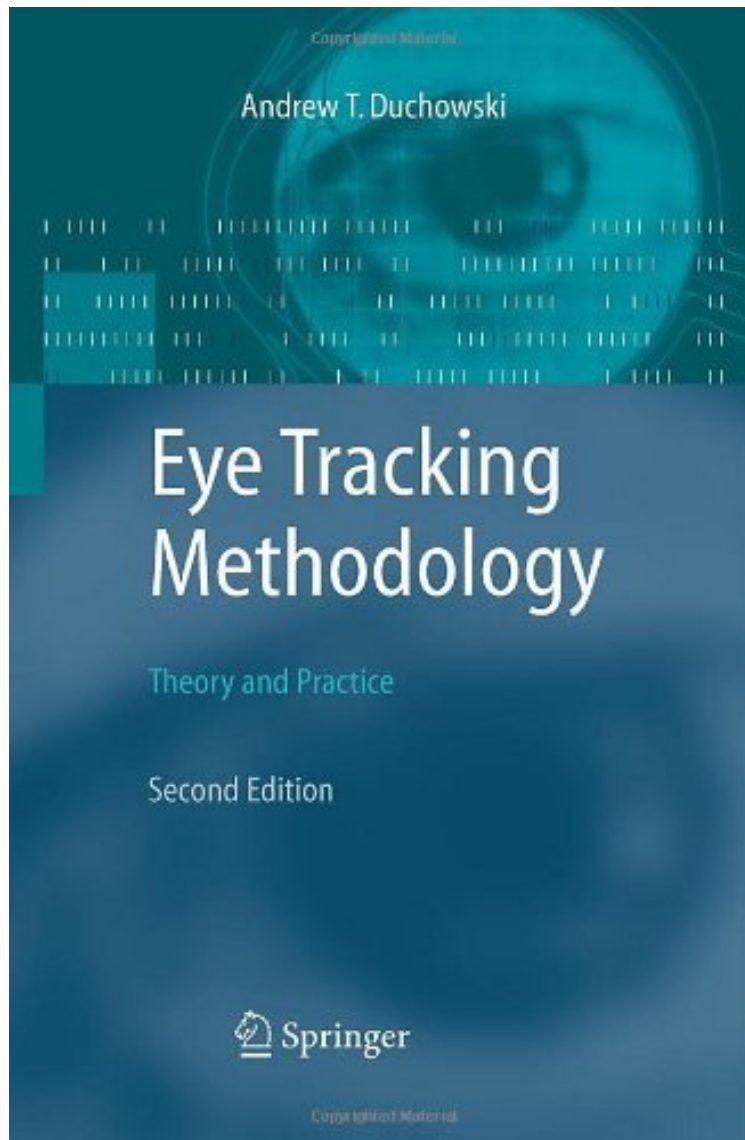


(Free read ebook) Eye Tracking Methodology: Theory and Practice

# Eye Tracking Methodology: Theory and Practice

Von Andrew Duchowski

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**Von Andrew Duchowski : Eye Tracking Methodology: Theory and Practice** before purchasing it in order to gage whether or not it would be worth my time, and all praised Eye Tracking Methodology: Theory and Practice:

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. ExcellentVon CustomerIt was suggested to me by one of my professors. Definitely, all you have to know about eye

tracking. Particularly useful if you are just starting studying eye tracking technologies.

**Kurzbeschreibung** Despite the availability of cheap, fast, accurate and usable eye trackers, there is little information available on how to develop, implement and use these systems. This 2nd edition of the successful guide contains significant additional material on the topic and aims to fill that gap in the market by providing an accessible and comprehensive introduction. Additional key features of the 2nd edition include: Technical description of new (state-of-the-art) eye tracking technology; a complete whole new section describing experimental methodology including experimental design, empirical guidelines, and five case studies; and survey material regarding recent research publications.

**Pressestimmen** From the reviews: "The book provides an in-depth overview of the science and applications behind eye-tracking. ... To its merit, the content for each chapter is supplemented with further readings sections, which will allow interested readers to delve deeper in one direction or another. The book is written in an easy-to-understand language. Given its breadth, it may be most appropriate for scientists and students starting in this field. ... Overall, I found it to be a solid book on a fascinating topic." (Stefan Robila, ACM Computing s, October 2008)

From the reviews of the second edition: "The four-part structure enables you to quickly locate material suited to your background and needs; additionally, each chapter concludes with a helpful summary and discussion of further resources. the book does offer useful information for those interested in conducting eye tracking studies." (Eva R. Brumberger, Technical Communication, Vol. 55 (3), August, 2008)

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