



Eye Tracking Methodology: Theory and Practice

Andrew T. Duchowski

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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.

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