

Gazer: Analyzing visual attention with a new web-based eye tracking system

Abstract: The frontier of web-based experimentation is seeing rapid expansion. Techniques are quickly being developed to enable researchers to create online versions of in-person research that typically requires sophisticated paradigms and methodologies. In this talk, I will be introducing “Gazer” as a new method for web-based eye tracking that has sufficient temporal (30Hz) and spatial (50px) resolution for psychology experiments. Beyond describing the components of Gazer, I will also present data collected using this tool from a simple fixation task and a visual search task modeled after the popular "Where's Waldo" game. Our results suggest that remote, user-driven eye-tracking methods hold much promise for creating new avenues of research in visual attention.