

## Mobile Eyetracking – The State of the Art



In October 2011 SensoMotoric Instruments launched their new [Eye Tracking Glasses](#). (ETG). The ETG are the world's first parallax-free system (automatically accurate at all distances), with a HD scene camera and a simple and quick analysis workflow.

All the above features are unique and the glasses are already being used in a range of research projects in the UK including Psychology, Human Factors, Design and Consumer Research.

Dr Elizabeth Bate of [Tracksys Ltd](#) will be at Stirling University to demonstrate the Eye Tracking Glasses during her seminar at **11-12pm, Thursday 3<sup>rd</sup> May 2012** in **Room 2A73 (Cottrell)**

### SEMINAR: Behavioural Measurement - the 'State of the Art'

This talk will cover the 'state of the art' in behavioural measurement, including;

1. [FaceReader](#) - Automatic Emotion Measurement.
2. Eyetracking ([mobile](#) and [screen-based](#)).
3. [The Observer XT](#) - Analysing user-defined behaviours
4. [SIMI Motion Analysis](#)
5. Automated Video tracking with [EthoVision XT](#)
6. Gait Analysis with [CatWalk XT](#).

The need to measure and analyse the complexities of human and animal behaviour in ever more sophisticated ways has led to a huge growth in the number of quantitative and qualitative behavioural measurement tools.

Combining powerful multi-function software with bespoke hardware, a wide range of studies can be conducted quickly, simply and extremely accurately using a single product.

The importance of using several measurement approaches in research has also led to such products becoming fully integrated with one another.

The demonstration will also show how The Observer XT software can be used to integrate with other data such as behaviour, ETG, EEG and other physiological measurements, into larger projects.

The seminar will be followed by training for Observer users from 1-2.30pm (2A73). Please bring your laptop with The Observer XT installed (both version 8 to work with Psion handhelds and version 10.5 for analysis). Also bring Observer backups of projects you are currently using or intend to use.

All welcome – no need to register.

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