

1. Record Nr.	UNISALENTO991001633519707536
Titolo	Eye tracking : a comprehensive guide to methods and measures / Kenneth Holmqvist ... [et al.]
Pubbl/distr/stampa	Oxford ; New York : Oxford University Press, 2011
ISBN	9780199697083 (alk. paper)
Descrizione fisica	xix, 537 p. : ill. ; 26 cm
Classificazione	LC QA76.9.H85 617.7
Altri autori (Persone)	Holmqvist, Kennethauthor
Disciplina	612.8/4
Soggetti	Human-computer interaction Computer graphics Data Collection Eye Movement Measurements Numerical Analysis, Computer-Assisted
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index
Nota di contenuto	Eye-tracker hardware and its properties -- From vague idea to experimental design -- Data recording -- Estimating oculomotor events from raw data samples -- Areas of interest -- Attention maps : scientific tools or fancy visualizations? -- Scanpaths : theoretical principles and practical application -- Auxiliary data : events and representations -- Movement measures -- Position measures -- Numerosity measures -- Latency and distance measures -- What are eye-movement measures and how can they be harnessed?