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Nota di contenuto	Introduction -- Section I: Eye Tracking and the Visual System -- The Active Eye: Perspectives on Eye Movement Research, Benjamin W. Tatler, Clare Kirtley, Ross G. Macdonald, Katy M. A. Mitchell, Steven W. Savage -- Eye Movements from Lab to Life, Benjamin W. Tatler -- Guidance of Attention by Feature Relationships: The End of the Road for Feature Map Theories? Stefanie I. Becker -- Gaze And Speech: Pointing Device and Text Entry Modality, T.R. Beelders and P.J. Blignaut -- Improving the Accuracy of Video-Based Eye-Tracking in Real-Time through Post-Calibration Regression, Pieter Blignaut, Kenneth

Holmqvist, Marcus Nyström, Richard Dewhurst -- Gaze Shifts and Pen Velocity Minima during Line Copying with Consideration to Signature Simulation, Avni Pepe and Jodi Sita -- Degree of Subject's Indecisiveness Characterized by Eye Movement Patterns in Increasingly Difficult Tasks, Yannick Lufimpu-Luviya, Djamel Merad, Véronique Draï-Zerbib, Thierry Baccino and Bernard Fertil. The Use of an Infrared Eye Tracker in Evaluating the Reading Performance in a Congenital Nystagmus Patient Fitted with Soft Contact Lens: A Case Report, M. M. Shahimin, N. H. Saliman, N. Mohamad-Fadzil, Z. Mohammed, N. A. Razali, H. A. Mutalib and N. Mennie -- Section II: Aligning Eye Tracking and EEG Data -- Triangulating the Reading Brain: Eye Movements, Computational Models, and EEG, Ronan G. Reilly -- Oculomotor Control, Brain Potentials, and Timelines of Word Recognition during Natural Reading, Reinhold Kliegl, Michael Dambacher, Olaf Dimigen, Werner Sommer -- Measuring Neuronal Correlates of Reading with Novel Spread-Spectrum Protocols, Ronan G. Reilly -- The Quest for Integrating Data in Mixed Research: User Experience Research Revisited, Annika Wiklund-Engblom and Joachim Högväg -- Section III: Eye Tracking and Marketing and Social Applications -- Eye Tracking as a Research Method in Social and Marketing Applications, Mike Horsley -- Mobile Eye-Tracking in Retail Research, Dr Tracy Harwood, Martin Jones -- Private and Public: Eye Tracking Applications in Private and Academic Sector Marketing Research, En Li, James Breeze, Mike Horsley, Donnel A. Briely -- Eye Movement Evaluation of Signature Forgeries: inSights to Forensic Expert Evidence, A. G. Dyer, B. Found, M. L. Merlino, A. L. Pepe, D. Rogers and J. C. Sita -- A Role for Eye Tracking Research in Accounting and Financial Reporting? Lyn Grigg and Amy L. Griffin -- Eye Tracking during a Psychosocial Stress Simulation: Insights into Social Anxiety Disorder, Nigel Chen -- Using Saccadic Eye Movements to Assess Cognitive Decline with Ageing, Alison Bowling and Anja Draper -- Comparing Personally-Tailored Video- and Text-Delivered Web-Based Physical Activity Interventions – The Medium and the Message: An Eye-Tracking Study, Corneel Vandelandotte, Naya Persaud, Stephanie Bland, Mike Horsley -- Benefits of Complementing Eye Tracking Analysis with Think Aloud Protocol in a Multilingual Country with High Power Distance, Ashok Sivaji and Wan Fatimah Wan Ahmad -- Section IV: Eye Tracking and Education -- Eye Tracking and the Learning System: An Overview, Bruce Allen Knight, Mike Horsley & Matt Eliot -- A New Approach to Cognitive Metrics: Analysing the Visual Mechanics of Comprehension using Eye Tracking Data in Student Completion of High Stakes Testing Evaluation, Bruce Allen Knight and Mike Horsley -- Comparing Novice and Expert Nurses in Analysing Electrocardiographs (ECGs) Containing Critical Diagnostic Information: An Eye Tracking Study of the Development of Complex Nursing Visual Cognitive Skills, Marc Broadbent, Mike Horsley, Melanie Birks, Naya Persaud -- The Development and Refinement of Student Self-Regulatory Strategies in Online Learning Environments, Nayadin Persaud and Matt Eliot.

## Sommario/riassunto

Our eye movements in response to visual stimuli reveal much about how we experience the world. Focusing on the latest developments in the multidisciplinary field of eye tracking research, this volume ranges across a wide spectrum of research applications, with four sections covering the plethora of practical uses to which our expanding knowledge can be put. They offer abundant evidence that eye tracking research and its methodologies offer new ways of collecting data, framing research questions, and thinking about how we view our world. As a result, we are discovering more about how the visual system works, as well as how it interacts with attention, cognition, and

behaviour. Current Trends in Eye Tracking Research presents the work of more than 50 researchers and academics, showcasing groundbreaking studies and innovative ways of applying eye tracking technologies to interesting research problems. The book covers the current output of a number of pioneering research laboratories, detailing their work on eye tracking and the visual system, alignment and EEG data, marketing and social applications, and eye tracking in education. Featuring creative uses of existing technology as well as inventive implementation of new technology in a range of research contexts and disciplines, this new publication is compelling proof of the growing importance of this exciting and fast-moving area of scientific endeavor.

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