

Tobii Eye Tracking Academy Course

General Eye Tracking Methodology Course and Tobii Studio workshop

Learn how to perform eye tracking studies

In this 2-day Tobii Eye Tracking Academy course serves as a general introduction to how eye tracking can be used as a research method within the field of market research. Over the two days you will gain the theoretical, practical and methodological know-how needed to enable you to start to integrate eye tracking into your own research or testing projects. Along the way, you will explore different workflows for qualitative and quantitative eye tracking data analysis.

During the course you will perform practical exercises and get hands-on experience, with Tobii Eye Trackers, and Tobii's analysis software - Tobii Studio.

Topics Covered

This is a brief summary of the most important course sections:

- Get to know how the human visual system works, and how vision is related to attention.
- Learn how the eye tracker operates and best practices to collect good eye tracking data.
- Learn to adjust your experimental design for eye tracking.
- Design, plan and setup an experiment in Tobii Studio.
- Perform eye tracking recordings with Tobii Eye Trackers and Tobii Studio
- Learn how to use the analysis tools of Tobii Studio to get the best of your eye tracking data.

The number of participants is limited to 30 in order to maintain a high quality as well as to facilitate discussion and interaction during the sessions.

Availability and Registration

The General Eye Tracking Methodology and Tobii Studio workshop will be run a few times per year at a scheduled location. Please refer to our website at <http://www.tobii.com/training> for forthcoming dates and to book a seat.

If you wish to host and organize this course at your own premises, please contact your Tobii Regional Sales representative or send us an email to the following address EyeTrackingAcademy@tobii.com, for more information.

Location:

Tobii scheduled facility/at a premise of your choice (when hosting & organizing the course)

Duration:

2 Days

Level:

Beginner to intermediate

When:

Scheduled few times per year (more information @ <http://www.tobii.com/training>)

Software:

Tobii Studio

Hardware:

Tobii X2 Series Eye Trackers
Tobii TX300 Eye Tracker

Pre-requisites:

None

Certificate of attendance:

Included

Language:

English

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