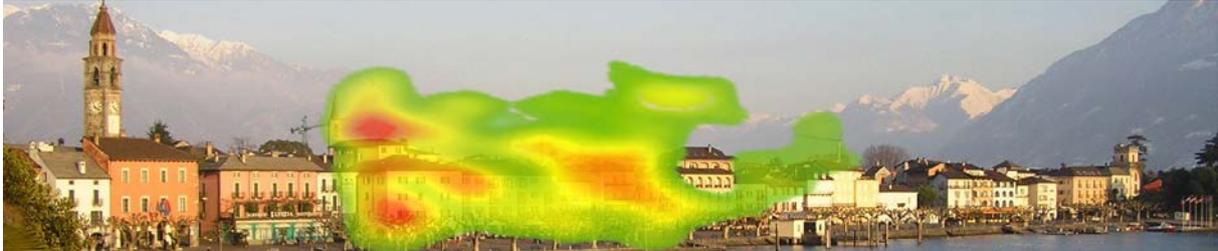


Eye Tracking – Experimental Design, Implementation, and Analysis ETH Zurich Winter School



January 17-22, 2016 in Monte Verità, Switzerland

<http://winterschool.ethz.ch/>

wintereye2016@ethz.ch

The Winter School “Eye Tracking - Experimental Design, Implementation, and Analysis” targets at PhD students and early PostDocs (coming from any research field) who are using, or planning to use, eye tracking in their research. Internationally recognized experts will provide lectures and hands-on sessions on eye tracking methodology, experimental design, and analysis.

Concept

Eye tracking allows us to measure a person’s visual attention, yielding a rich source of information on where, when, how long, and in which sequence certain information on displays or in 3D space is looked at. Not surprisingly, eye tracking has become a popular method for investigating research questions related to human cognitive processes in many disciplines. In engineering, for instance, eye tracking can be used to gain insights on how humans interact with tools, physical space, or artificial agents. These insights can be turned into guidelines for interaction design or for spatial planning, leading to engineering products better suited to be used by humans.

Including eye tracking methodology into one's research in an efficient and effective way, however, requires a variety of capabilities which 1st year PhD students typically do not have. These specifically include a sound knowledge of the physical and cognitive background of human visual processing, technical skills to cope with large amounts of eye tracking data, statistical methods to interpret the data in a meaningful way, as well as competences in designing an empirical eye tracking experiment.

This 5-day Winter School aims at helping students extend their knowledge and skills in eye tracking methodology, experimental design, and analysis. An international and interdisciplinary audience of students using eye tracking in their research will be taught by internationally recognized experts. Lectures will be accompanied by hands-on experiences with eye trackers. Students will have the opportunity to present their research projects and receive individual feedback from the experts. One goal of the Winter School is also to enable networking among participants and to encourage future cooperation.

Lecturers

[Andrew Duchowski](#), Clemson University, Clemson (S.C.), USA

[I. Scott MacKenzie](#), York University, Toronto, Canada

[Izabela Krejtz](#), University of Social Sciences and Humanities, Warsaw, Poland

Krzysztof Krejtz, University of Social Sciences and Humanities, Warsaw, Poland

Invited Speaker

[Anke Huckauf](#), Ulm University, Germany

Tentative Schedule

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8:00 – 10:00	<i>Participants arriving at Monte Verità</i>	Invited Talk (AnH)	Gaze Analytics (ATD)	Statistical Analysis (IKK)	Hands-on: Experiment Design (SMK)	Hands-on: Statistical Analysis (IKK)	
Coffee break							
10:30 – 12:30		Empirical Research Methods (SMK)	Gaze Analytics (ATD)	Statistical Analysis (IKK)	Hands-on: Experiment Design (SMK)	Hands-on: Statistical Analysis (IKK)	
Lunch							
13:30 – 15:30		Empirical Research Methods (SMK)	Excursion	Student presentations (E)	Hands-on: Data collection, export, processing (ATD)	Concluding discussions (all) 14:30 End	
Coffee break							
16:00 – 18:00	Registration 17:30 Welcome address and drink	Student presentations (E)	Student presentations (E)	Student presentations (E)	Hands-on: Data collection, export, processing (ATD)	<i>Participants leaving Monte Verità</i>	
Dinner							
Evening			Student presentations (E)	Social dinner			
		SMK = I. Scott MacKenzie (Lecturer) ATD = Andrew T. Duchowski (Lecturer) IKK = Izabela and Krzysztof Krejtz (Lecturer) AnH = Anke Huckauf (Invited Speaker)		E = Lecturers and organizers serving as discussant and expert reviewers during student sessions			

Venue

The Winter School will take place in the [conference center Monte Verità](#), close to Ascona in the mountains of Ticino, Switzerland. Travel directions are provided on the website of Congressi Stefano Franscini: <http://www.csf.ethz.ch/travel/>

Registration

10 July 2015 Registration Deadline

The total costs are 1.000 CHF total and include a registration fee of 250 CHF and an accommodation fee of 750 CHF (including 5 nights accommodation in a shared double room and full board for the duration of the Winter School)

More information on registration: <http://winterschool.ethz.ch/registration.html>

Travel Grants

Thanks to our sponsors, we have a substantial amount of money available with which we will support several young researchers with a **travel grant of 425 CHF each**.

PhD Students at ETH Zurich: We will apply for grants from the doctoral program of the Swiss university conference ([SUC](#)). If you are an ETH PhD student planning to participate, please let us know before 20 June 2015.

More information on travel grants: <http://winterschool.ethz.ch/registration.html>

Organizers

[Peter Kiefer](#), Institute of Cartography and Geoinformation, ETH Zürich

[Martin Raubal](#), Institute of Cartography and Geoinformation, ETH Zürich

[Christoph Hölscher](#), Cognitive Science, ETH Zürich

[Mirko Meboldt](#), Product Development Group, ETH Zürich

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