WINDOWS TO LEARNING:

EYE TRACKING METHODOLOGIES IN EDUCATIONAL RESEARCH

WEDNESDAY, NOV. 17
4:00 - 4:45 p.m.

A virtual event via
MICROSOFT TEAMS

Shakespeare once described the eyes as "windows to the soul", presaging what we now know about the direct links of visual to brain and mental functions. Eye tracking, or the recording of eye movement behaviors such as gaze patterns and pupil size, has long been utilized in medicine, psychology and marketing as a measure of both basic neurological function and higher-level mental processes such as attention, effort, and comprehension. At present, eye tracking is being increasingly employed to investigate educational processes both in individuals and in group learning. This talk will provide an overview of eye tracking paradigms in education research, as well as their affordances and limitations. The goal of the session is to enable students to understand the basic principles of eye movement behavior and applications of eye tracking research in education.

RSVP to attend: **bit.ly/usfwindows1117**

SPEAKER
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About the Lecture Series:

The Technology in Education and Second Language Acquisition (TESLA) and Instruction Technology (IT) doctoral programs invite you to attend the Technology and Innovation in Education Research Virtual Lecture Series. This virtual lecture series will bring nationally recognized scholars to share their innovative research in the areas of educational technology and learning sciences.

This series will share cutting-edge, technology-based research methods for studying teaching and learning and present the application of these methods in the speaker's own work.

For more information please visit:

bit.ly/usftech2021

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