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Eye tracking is the process of measuring either the point of gaze (where we are looking) or the motion of an eye relative to the head. An **eye tracker** is a device for measuring eye positions and eye movements. Eye trackers are used in research on the visual system, in psychology, in cognitive engineering, and in product design. There are a number of methods for measuring eye movements. The most popular variant uses video images from which the eye position is extracted. Other methods use search coils or are based on the electrooculogram.

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In the 1800s, studies of eye movements were made using direct observations.

In 1879 in Paris, Louis Émile Javal observed that reading does not involve a smooth sweeping of the eyes along the text, as previously assumed, but a series of short stops (called fixations) and quick saccades.^[1] This observation raised important questions about reading, which were explored during the 1960s: On which words do the eyes stop? For how long? When does it regress back to already seen words?

Edmund Huey^[2] built an early eye tracker, using a sort of contact lens with a hole for the pupil. The lens was connected to an aluminum pointer that moved in response to the movements of the eye. Huey studied and quantified regressions (only a small proportion of saccades are regressions), and show that some words in a sentence are not fixated.

DATA COLLECTION

På ett sätt är det som att man har en källa som är en källa till information och som man kan använda sig av för att få information om andra källor. Det är som att man har en källa som är en källa till information och som man kan använda sig av för att få information om andra källor.

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