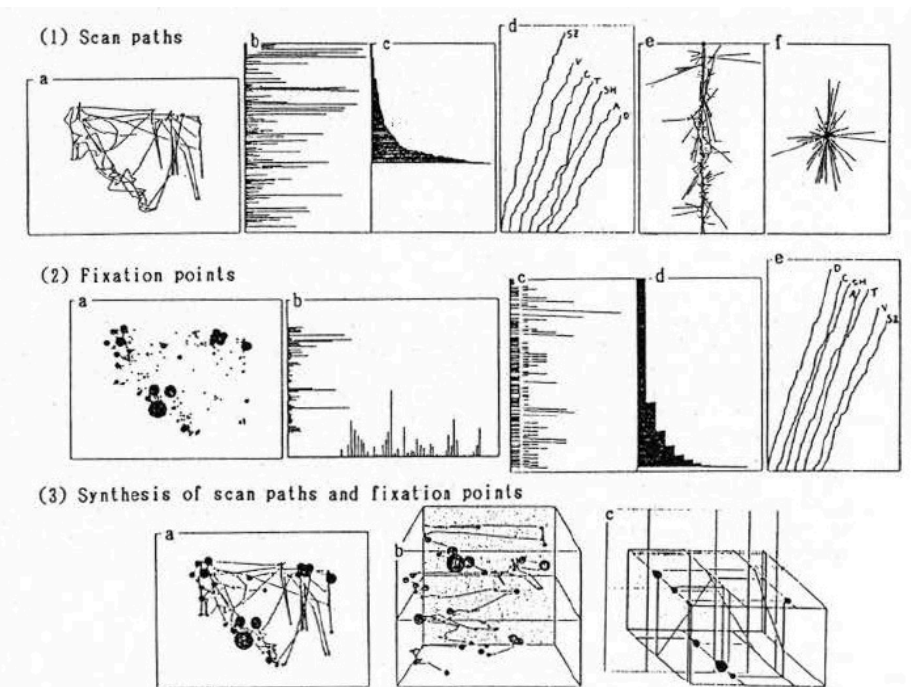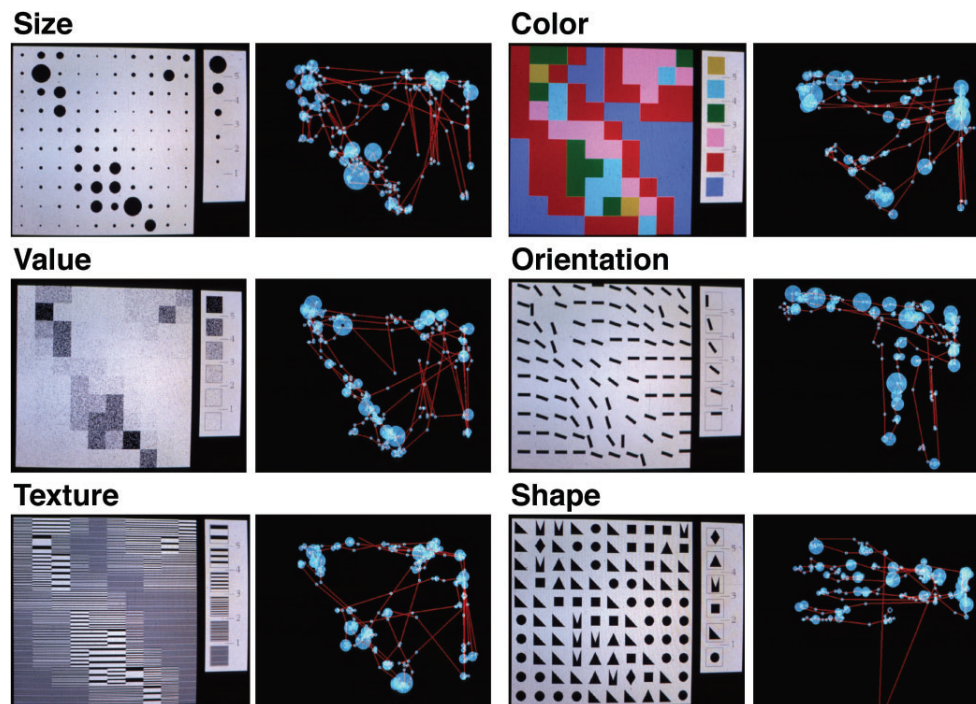# ICC 2013 Eye Tracking Workshop
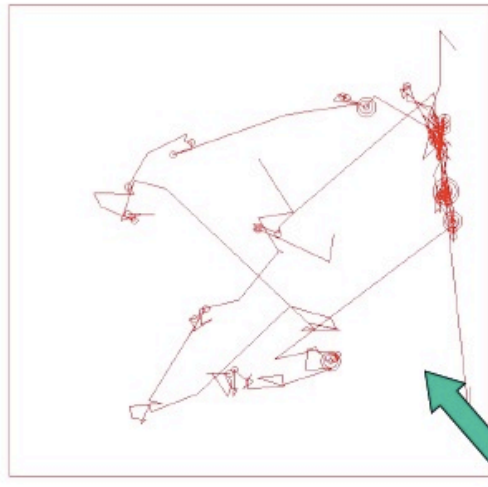
concluding remarks

ICC 1987 Morelia (MEX)

T. Morita: The measurement of eye movements for map design evaluation:
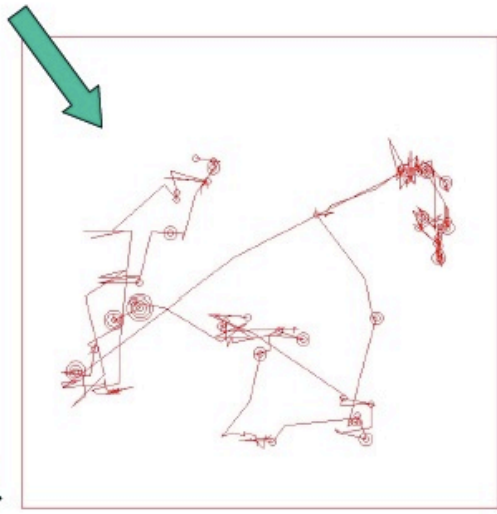Legibility of quantitative symbols.

based on work going back to the 70s
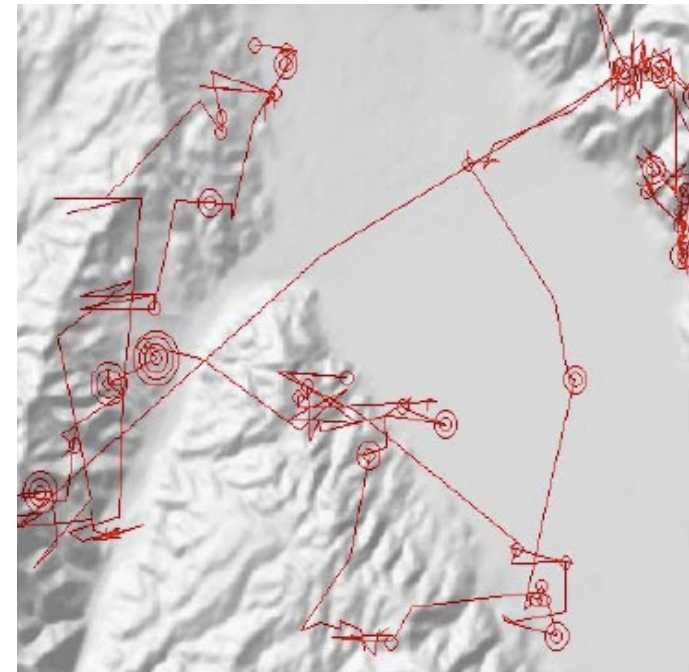(i.e., Jenks, etc.)s

ICC 1999 Ottawa (CAN)

T. Morita: Comparison of Eye Movements in Reading of Different Relief Representations.

· Lighting from Lower Right   · Lighting from Upper Left

ICC 2013

- 60 people sharing ideas on eye tracking!
- display evaluations in the context of…
  - users (individuals, groups, etc.)
  - tasks and use contexts (exploration, inference, etc.)
  - display types (2D, 3D, realistic, animated, etc.)
- eye tracking as a proxy for studying inference making processes with visual displays
- use of cognitive theories, perception research

ICC 2013

- New measures are appearing like identifying activity based upon gaze

- Primitives of gaze patterns

- New tools and new implementations of old tools (STC)

- Relationship building with vendors

A collection of personal notes

Please, please, please...

- Do not call it a heat map.

- Do not use the spectral color scheme.

- Beware of movement and geographic context.

What's next ?

- cross-disciplinary work?
  - who else can help: vision research, cognitive science, psychology, computer science?

- data analysis methods and tools?
  - how to make sense of big eye movement data?

- ecological validity of study design
  - a major challenge

- system design and exchange of data
  - export support, but not import support

What do you want?

- Publications?
- Workshop?
- Mailing list?
- Wiki?
- How often should we organize events?