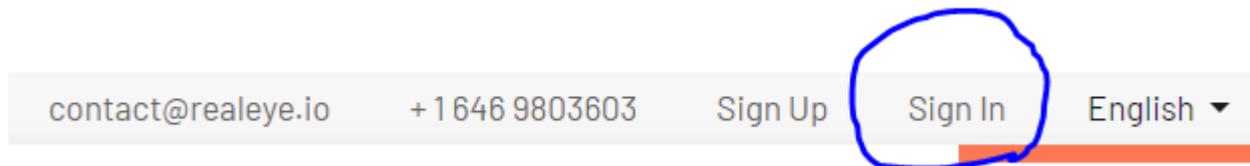


Bonus experiment instructions

Working in the same pairs as previously, ask each pair to sign into one account. Make sure to use an account the students have not used for the previous experiment.

Sign into the website

- 1) Go to <https://www.realeye.io/>.
- 2) In the top right corner, click on Sign In.



- 3) Enter the email and password you signed up with (use the second student's credentials this time):

RealEye

SCREEN-BASED WEBCAM EYE-TRACKING. ONLINE.

LOG IN

Email

Enter email address

Password

Write your password

Create the experiment

- 4) To start creating the experiment, click on "New Study".

Feels empty here... start a new study

5) Click OK.

Select study type: ✕

- Images →
- Videos
- Live website

Perfect for packaging, shelf, static ads or website mockups:

- test up to 100 images in single study
- gaze recording and dynamic heatmap for each participant
- aggregated data for all participants

Cancel OK

6) Check the boxes as shown below and then click "Next".

Study name:
Images eye-tracking

- Show items in random order ⓘ
- Show separator between items ⓘ
- Ask my participants about name, gender and age ⓘ
- Enable external tool integration ⓘ

Optional intro message: ⓘ
Eg. "Look for a product you think looks the best."

Optional message after the test: ⓘ
Eg. "Please return to main survey"

Next

7) From the "Experiment files and instructions" folder, upload the file "Enrichment Experiment".

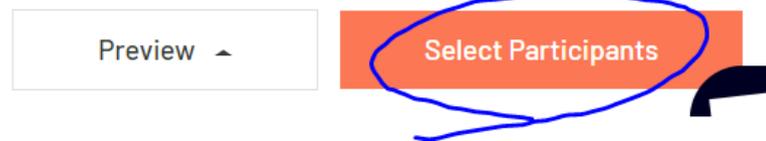
Adding Image ✕

📎 Click to select files or drag and drop them here

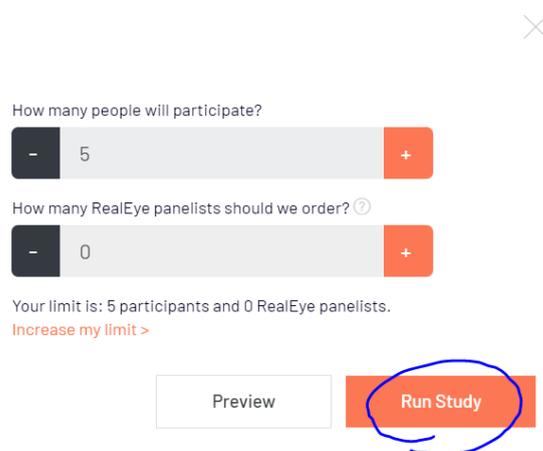
Single study can have up to 300 images.
We accept JPEG and PNG. Max file size 30 MB. Min resolution 500 x 500 px. Max resolution 15000 x 15000 px.

Cancel

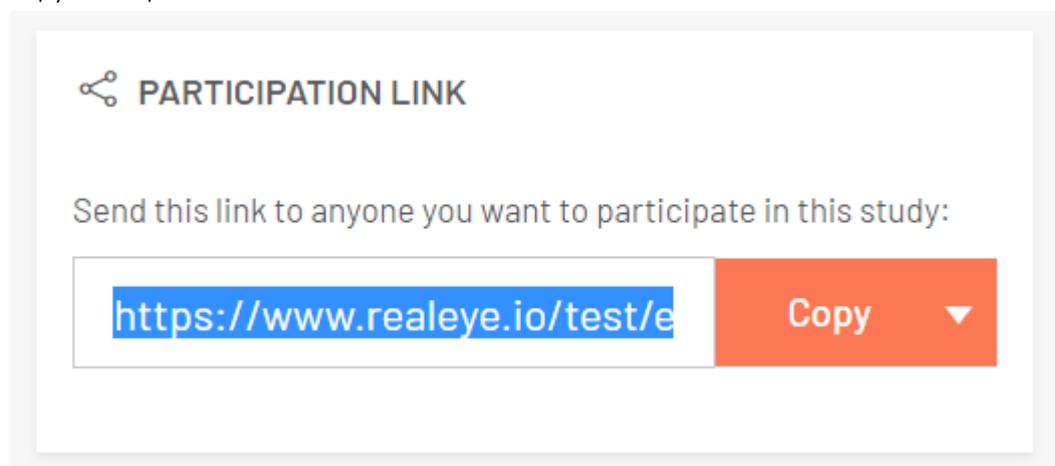
8) Click "Select Participants".



9) Click "Run Study".



10) Copy the experiment link into a new tab.



11) When starting the experiment:

Eye-tracking Test



Hi there!

You're about to take part in a webcam eye-tracking test. Please read all the instructions carefully.



12) Check the box and click "Next".

Eye-tracking Test

Before we begin, you need to accept RealEye [Terms & Conditions](#) and [Privacy Policy](#).

i In a few words: We value your privacy and don't store any images from your webcam. It's not our intention to collect any personal data, and you always have the right to ask us to remove your data.

I agree to the RealEye Terms of Service and Privacy Policy.



13) If asked in a popup, allow the site to use your webcam.

מסלולי עיניים



14) Click "Next" again.

Eye-tracking Test



Please enable webcam access

✓ OK. We can use your webcam to do the task.



15) Now, click "Next" to go to full screen mode. Make sure your laptop is plugged in.

Eye-tracking Test



Your browser will enter full screen mode.

If you're using a laptop, please connect it to the power adapter.

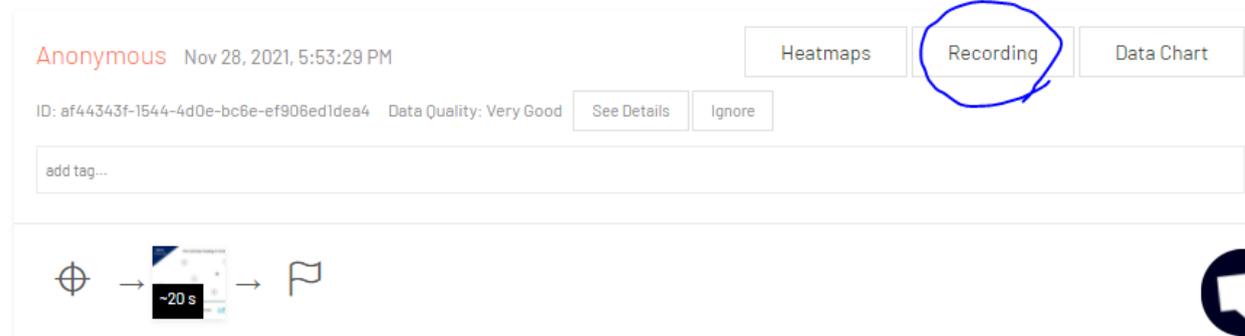


- b) During the first calibration step, click the red circles containing numbers.
- c) During the second calibration step, look at each of the four red dots.

17) OK, now it's finally time for the experiment itself! Look at the image as you would normally.

Check the results

18) Go back to the page where you got the link to the experiment and refresh it (press F5). You should be able to see the results now. Click "Recording".



- 19) Watch the video showing your eye movements (the orange lines). Write down the answers to the following questions:
- a) Which parts of the image did your eyes focus on?
 - b) Which parts of the image did you not look at?

To conduct your own study, follow the instructions below

Independent study: instructions

Think about your study

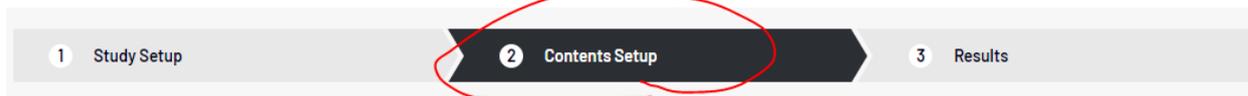
As you have learned from the optional experiment, we can track a person's eye movements when they are looking at an image.

With the image we used, we could detect if the participants were looking at the people, the animals, or the background. We could also identify where the participants looked first: at the man, the woman, or the dog, and where their gaze went next.

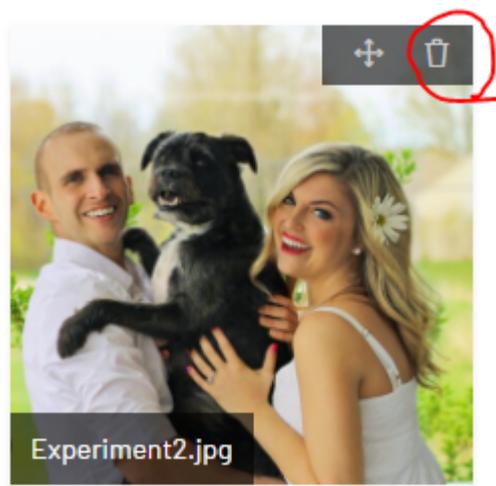
In this step, try to come up with your own research question about where people look. For example: do people look at humans first, or animals?

Create the experiment

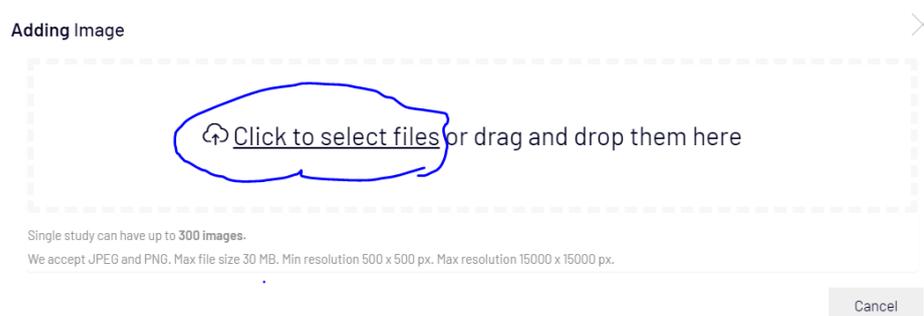
- 1) Search for a suitable image that would help you answer your question. Save the image to your computer. **The image size must be at least 500x500 pixels.**
- 2) To upload the new image, click "Content Setup".



- 3) Delete the old image.

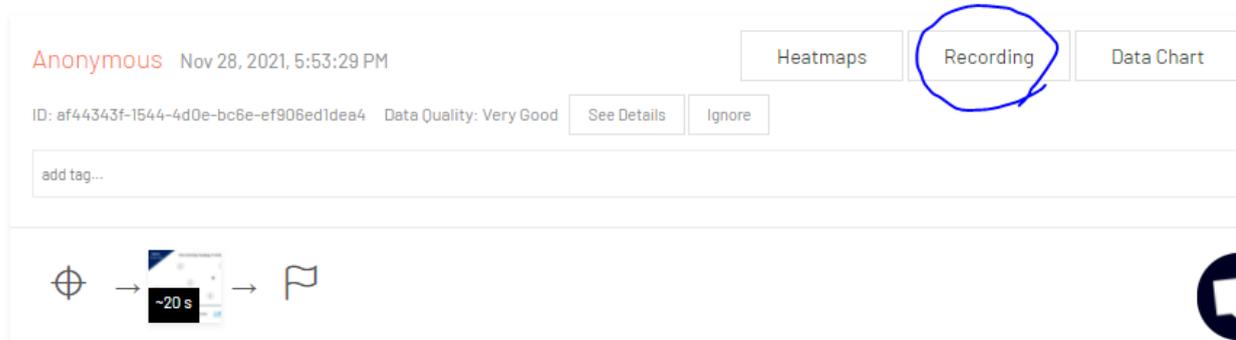


- 4) Upload the image you have found.



- 5) Time to run your experiment. Ask another pair of students to be your participants (follow steps 8-17 in the "Optional experiment instructions" file).

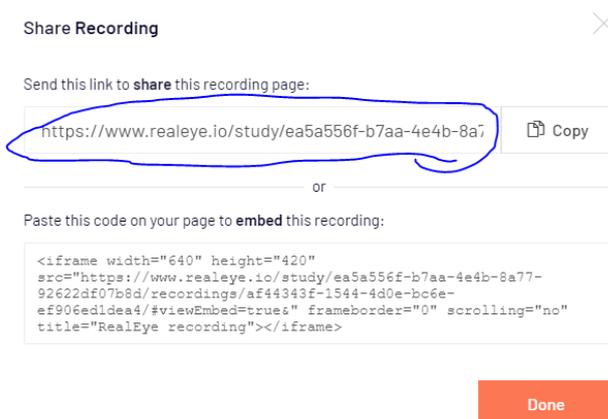
- 6) Go back to the page where you got the link to the experiment and refresh it (press F5). You should be able to see the results now. Click “Recording”.



- 7) Watch the video showing your participants’ eye movements (the orange lines). Note down anything you notice about the participants’ eye movements.
8) Click “Share”.



- 9) Copy the video link and save it for later.



Think about the results and write your report

- 10) Write a report about your experiment. Include the following details (see next page for a sample report):
- Your names
 - Your research question
 - The stimuli you used in your experiment
 - The results
 - Your conclusions
- 11) If you were asked to prepare slides, include the videos showing your participants’ eye movements.

Sample report

Student names: John Smith and Jane Smith

Research question: When shown an image that includes people and animals, where will the participants look, and in what order?

Stimuli: We used a photo of a man, a woman, and a dog.



Results

a. The first participant looked at the woman's face for three seconds, and then looked at the man's face for five seconds. After that, he looked at the dog for 2 seconds. During the remaining 10 seconds, his gaze jumped between the man's face and the woman's face.

b. The second participant moved his gaze from the man to the woman during the first 15 seconds, and spent the remaining 5 seconds looking at the dog's face.

Attach screenshots from both subjects' eye tracking videos, showing different stages in their eye movements. Also include a link to the videos themselves.

Conclusion

Human attention prioritizes human faces over animals.