

Tobii Eye Tracking Academy Course

Eye Tracking as a Method in Market Research

Learn how to perform eye tracking studies

This 2-day Eye Tracking Academy Course serves as a general introduction to how eye tracking can be used as a research method within the field of market research. Over the two days you will gain the theoretical, practical and methodological know-how needed to enable you to start to integrate eye tracking into your own research toolbox in both qualitative and quantitative projects.

During the course you will also get some hands-on experience with Tobii's eye trackers, both stationary eye trackers and Tobii Glasses, as well as Tobii's analysis software - Tobii Studio.

Topics Covered

This is a brief summary of the course content:

- Get to know how the human visual system works, and how vision is related to attention.
- Learn how the eye tracker works
- Learn when and how to use eye tracking in web research, advertisement and communication research, packaging research, and shopper research.
- Learn how to design an eye tracking study.
- Learn to use Tobii Studio to design, record and analyze tools with different types of studies.

The number of participants is limited to 30 in order to maintain a high quality as well as to facilitate discussion and interaction during the sessions.

Availability and Registration

Please refer to our website at <http://www.tobii.com/training> for forthcoming dates and to book a seat.

If you wish to host and organize this course at your own premises, please contact your Tobii Regional Sales representative or send us an email to the following address EyeTrackingAcademy@tobii.com, for more information.

Location:

Tobii scheduled facility/at a premise of your choice (when hosting & organizing the course)

Duration:

2 Days

Level:

Beginner to intermediate

When:

more information @ <http://www.tobii.com/training>

Software:

Tobii Studio

Hardware:

Tobii X2 Series Eye Trackers
Tobii Glasses

Pre-requisites:

None

Certificate of attendance:

Included

Language:

English

HEADQUARTERS, SWEDEN

Tobii Technology AB
Karlsrovägen 2D
Box 743
S-182 17 Danderyd
Sweden
+46 8 663 69 90 Phone
+46 8 30 14 00 Fax

CENTRAL EUROPE

Tobii Technology GmbH
Niedenau 45
D-60325 Frankfurt am Main
Germany
+49 69 24 75 03 40 Phone
+49 69 24 75 03 429 Fax
sales.de@tobii.com

NORTH AMERICA

Tobii Technology, Inc.
510 N. Washington Street
Suite 200 - Falls Church, VA
22046 - USA
+1-703-738-1300 Phone
+1-888-898-6244 Phone
+1-703-738-1313 Fax

JAPAN

Tobii Technology, Ltd.
3-4-13 Takanawa, Minato-ku
Tokyo 108-0074
Japan
+81-3-5793-3316 Phone
+81-3-5793-3317 Fax
sales.jp@tobii.com

CHINA

Tobii Electronics Technology
Suzhou Co., Ltd
No. 678, Fengting Avenue
Land Industrial Park
Weiting, Suzhou
Post code: 215122
China