



ENG 697A.001 / PSY 697.001 Eye Tracking

SUMMER II 2016 - Location: AGIT222K

INSTRUCTORS INFORMATION

Instructors:	Dr. Salvatore Attardo	Dr. Shulan Lu
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COURSE INFORMATION

Please note that this is a face-to-face class only.

Materials –Required Readings

All required readings will be available through eCollege.

Duchowski, A. T. (2002). A breadth-first survey of eye-tracking applications. *Behavior Research Methods, Instruments, & Computers*, 34(4), 455–470.

<http://doi.org/10.3758/BF03195475>

Foulsham, T. (2014). Eye movements and their functions in everyday tasks. *Nature Special Issues on Eye*, 29, 196-199.

Louwerse, M., Graesser, A. C., McNamara, D., & Lu, S. (2009). Embodied conversational agents as conversational partners. *Applied Cognitive Psychology*, 23, 1244-1255.

Snowden, R. Thompson, P., & Troscianko, T. (2012). *Basic Vision. An Introduction to Visual Perception*. Oxford, UK: OUP. (Selected section on eye movements)

Richardson, D. C., & Spivey, M. J. (2004). Eye-tracking: characteristics and methods.

Richardson, D. C., & Spivey, M. J. (2004). Eye-Tracking: Research Areas and Applications.

Additional readings will be available through eCollege.

The syllabus/schedule are subject to change.

Course Description

This course will provide students with a basic understanding of the behavioral and neural basis of eye movements as well as hands-on experience in calibrating and using eye-trackers and developing eye-tracking research projects and applications. No prerequisites.

Student Learning Outcomes

1. Students will gain a rudimentary understanding of the behavioral and neural basis of eye movements.
2. Students will gain hands-on experiences in calibrating eye-trackers.
3. Students will become familiar with some classic and current developments of eye tracking research in the selected areas.
4. Students will learn to develop eye tracking research and applications with an eye on solving real-world problems.

GRADING

Weekly online quizzes (x7)	70%
Lab hands-on activity	10%
Final project	20%

Final grades in this course will be based on the following scale:

- A = 90%-100%
- B = 80%-89%
- C = 70%-79%
- D = 60%-69%
- F = 59% or Below

Assessments

Weekly online quizzes. Students will be tested weekly based on required readings and class activities (SLOs 1 and 2). A total of 7 weekly quizzes worth each 10% of the final grade will be completed online through eCollege.

Hands-on lab experience. Students will participate in a hands-on activity in the Applied Linguistics Lab and learn how to use portable eye-trackers (SLO 3). The participation in this activity is mandatory and is worth 10% of the final grade. Failure to attend will result in one letter grade reduction.

Final project. Students will complete a final project during the last week of class (SLO 4), worth 20% of the final grade. This assignment will require students to develop a basic eye tracking research project with an eye on solving real-world problems. Refer to the final project instructions for more information.

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TECHNOLOGY REQUIREMENTS

- To fully participate in online courses you will need to use a current Flash enabled internet browser. For PC and Mac users the suggested browser is Mozilla Firefox.
- You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:
 - 512 MB of RAM, 1 GB or more preferred
 - Broadband connection required courses are heavily video intensive
 - Video display capable of high-color 16-bit display 1024 x 768 or higher resolution
- You must have a:
 - Sound card, which is usually integrated into your desktop or laptop computer
 - Speakers or headphones.
 - *For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.
- Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: [JAVA web site http://www.java.com/en/download/manual.jsp](http://www.java.com/en/download/manual.jsp)
- Current anti-virus software must be installed and kept up to date.
- Run a browser check through the Pearson LearningStudio Technical Requirements website. [Browser Check http://help.ecollege.com/LS_Tech_Reg_WebHelp/en-us/#LS_Technical_Requirements.htm#Browset](http://help.ecollege.com/LS_Tech_Reg_WebHelp/en-us/#LS_Technical_Requirements.htm#Browset)

Running the browser check will ensure your internet browser is supported.

Pop-ups are allowed.

JavaScript is enabled.

Cookies are enabled.

- You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:
 - [Adobe Reader https://get.adobe.com/reader/](https://get.adobe.com/reader/)
 - [Adobe Flash Player \(version 17 or later\) https://get.adobe.com/flashplayer/](https://get.adobe.com/flashplayer/)
 - [Adobe Shockwave Player https://get.adobe.com/shockwave/](https://get.adobe.com/shockwave/)
 - [Apple Quick Time http://www.apple.com/quicktime/download/](http://www.apple.com/quicktime/download/)
- At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is

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the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.

- For additional information about system requirements, please see: [System Requirements for LearningStudio](https://secure.ecollege.com/tamuc/index.learn?action=technical)
<https://secure.ecollege.com/tamuc/index.learn?action=technical>

ACCESS AND NAVIGATION

Pearson LearningStudio (eCollege) Access and Log in Information

This course will be facilitated using Pearson LearningStudio, the learning management system used by Texas A&M University-Commerce. To get started with the course, go to [myLeo](#) and from the top menu ribbon select eCollege. Then on the upper left side of the screen click on the My Courses tab. <http://www.tamuc.edu/myleo.aspx>

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: It is strongly recommended you perform a “Browser Test” prior to the start of your course. To launch a browser test login to Pearson LearningStudio, click on the My Courses tab, and then select the Browser Test link under Support Services.

Pearson LearningStudio Student Technical Support

Texas A&M University-Commerce provides students technical support for the use of Pearson LearningStudio.

Technical assistance is available 24/7 (24 hours, 7 days a week).

If you experience LearningStudio (eCollege) technical problems, contact the LearningStudio helpdesk at 1-866-656-5511 (toll free) or visit [Pearson 24/7 Customer Support Site](http://247support.custhelp.com/) <http://247support.custhelp.com/>

The student help desk may be reached in the following ways:

- **Chat Support:** Click on '*Live Support*' on the tool bar within your course to chat with a Pearson LearningStudio Representative.
- **Phone:** 1-866-656-5511 (Toll Free) to speak with Pearson LearningStudio Technical Support Representative.

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Accessing Help from within Your Course: Click on the 'Tech Support' icon on the upper left side of the screen inside the course. Then you will be able to get assistance via online chat or by phone.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

Policy for Reporting Problems with Pearson LearningStudio

Should students encounter Pearson LearningStudio based problems while submitting assignments/discussions/comments/exams, the following procedure must be followed:

1. Students must report the problem to the help desk. You may reach the helpdesk at 1-866-656-5511.
2. Students must file their problem with the helpdesk and obtain a helpdesk ticket number
3. Once a helpdesk ticket number is in your possession, students should email me to advise me of the problem and provide me with the helpdesk ticket number.
4. I will call the helpdesk to confirm your problem and follow up with you

PLEASE NOTE: Your personal computer and internet access problems are not a legitimate excuses for filing a ticket with the Pearson LearningStudio Help Desk. Only Pearson LearningStudio based problems are legitimate reasons to contact the Help Desk.

You strongly are encouraged to check for your internet browser compatibility **BEFORE** the course begins and take the Pearson LearningStudio tutorial offered for students who may require some extra assistance in navigating the Pearson LearningStudio platform.

myLeo Support

Your myLeo email address is required to send and receive all student correspondence. Please email helpdesk@tamuc.edu or call us at 903-468-6000 with any questions about setting up your myLeo email account. You may also access information at [myLeo](https://leo.tamuc.edu).
<https://leo.tamuc.edu>

Learner Support

The [One Stop Shop](http://www.tamuc.edu/admissions/onestopshop/) was created to serve you by providing as many resources as possible in one location. <http://www.tamuc.edu/admissions/onestopshop/>

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The [Academic Success Center](http://www.tamuc.edu/campusLife/campusServices/academicSuccessCenter/) provides academic resources to help you achieve academic success.

<http://www.tamuc.edu/campusLife/campusServices/academicSuccessCenter/>

FREE Mobile APPS

The Courses apps for phones have been adapted to support the tasks students can easily complete on a smaller device. Due to the smaller screen size course content is not presented.

The Courses app is free of charge. The mobile Courses Apps are designed and adapted for different devices.

	App Title:	iPhone – Pearson LearningStudio Courses for iPhone Android – LearningStudio Courses - Phone
	Operating System:	iPhone - OS 6 and above Android – Jelly Bean, Kitkat, and Lollipop OS
	iPhone App URL:	https://itunes.apple.com/us/app/pearson-learningstudio-courses/id977280011?mt=8
	Android App URL:	https://play.google.com/store/apps/details?id=com.pearson.lsphone

Once downloaded, search for Texas A&M University-Commerce, and it should appear on the list. Then you will need to sign into the myLeo Mobile portal.

The Courses App for Android and iPhone contain the following feature set:

- View titles/code/Instructor of all Courses enrolled in online
- View and respond to all discussions in individual Courses
- View Instructor Announcements in individual Courses
- View Graded items, Grades and comments in individual Courses
- Grade to Date
- View Events (assignments) and Calendar in individual Courses
- View Activity Feed for all courses
- View course filters on activities
- View link to Privacy Policy
- Ability to Sign out
- Send Feedback

LearningStudio Notifications

Students can be alerted to course activities via text on their mobile phones or up to two email addresses.

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Based on their preferences, students can automatically receive a push notification with every new: course announcement, threaded discussion post, grade, and/or assignment without having to login to the course. Enrolled students will automatically receive email notifications for announcements and can opt out of this feature. To receive text notifications, students must opt in.

To begin setting up notifications, go into your course in LearningStudio and click on the bell-shaped Notifications icon on the main menu ribbon.

By default the student's university email address will appear. This cannot be changed in LearningStudio. Additional email addresses may be added by clicking the Add button. After all of the other selections are completed be sure to click the Save and Finish button.

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement

We will respond to emails within 24 hours during the work week and by the next business day on weekends and holidays.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Participation and attendance are fundamental to succeed in this course. Attendance is mandatory. After two absences, your final grade will be reduced by one letter grade. After three absences, you may be dropped from the course. Absences due to illness or unexpected situations count as absences. The only justified absences are those resulting from mandatory participation in university events, hospitalization, or family emergencies of which the instructor has been notified.

You should arrive on time. Two late arrivals or early departures by more than 10 minutes equal one absence. If a student arrives late, she/he needs to talk to the professor at the end of class to make sure that a tardy mark was registered in the class book instead of an absence. If a student misses 3 consecutive sessions and does not contact the instructor, she/he may be dropped from class. You should not make travel/family /employment plans that interfere with classes or exams since make up exams cannot be made in order to accommodate such plans.

Student athletes, band members and members of other university sanctions should bring a letter from their supervisor or specific department during the first day of class indicating the dates they will miss class.

Students who require special accommodations for religious holidays should make arrangements with their instructor during the first day of class.

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Late work is not accepted. Exams and quizzes cannot be made up.

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/admissions/registrar/documents/studentGuidebook.pdf>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: [Netiquette](#)

<http://www.albion.com/netiquette/corerules.html>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

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ADA Statement

Students with Disabilities

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce

Gee Library- Room 132

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: Rebecca.Tuerk@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url: <http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

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COURSE OUTLINE / CALENDAR

Week 1	<p>T 12 July <i>Instructor Dr. Shulan Lu</i></p> <p>The anatomy of eye The visual pathways</p> <p><i>Assignments</i> Read Richardson & Spivey (2004). Eye-tracking: characteristics and methods. Online quiz 1</p>	<p>R 14 July <i>Instructor Dr. Shulan Lu</i></p> <p>Cognitive Science Lab How eye movements are programmed in the brain Brief overview of history of eye tracker development</p> <p><i>Assignments</i> Read Richardson & Spivey (2004). Eye-tracking: research areas and applications. Read Snowden, Thompson, & Troscianko, (2012). Online quiz 2</p>
Week 2	<p>T 19 July <i>Instructor Dr. Shulan Lu</i></p> <p>Eye-movements basics Eye-tracking basics</p> <p><i>Assignments</i> Read Foulsham (2014) Online quiz 3</p>	<p>R 21 July <i>Instructor Dr. Shulan Lu</i></p> <p>Examples of eye-tracking research in complex tasks and natural behavior</p> <p><i>Assignments</i> Read Louwerse, Graesser, McNamara, & Lu (2009) Online quiz 4</p>
Week 3	<p>T 26 July <i>Instructor Dr. Gironzetti Elisa</i></p> <p>Types of eye-trackers & history Calibration procedure</p> <p><i>Assignments</i> Online quiz 5</p>	<p>R 28 July <i>Instructor Dr. Gironzetti Elisa</i></p> <p>Hands-on activity to practice eye-tracking calibration and tasks</p> <p><i>Assignments</i> Read Duchowsky 2002 Online quiz 6</p>

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Week 4	T 2 August	R 4 August
	<i>Instructor Dr. Gironzetti Elisa</i>	<i>Instructor Dr. Gironzetti Elisa</i>
	Hands-on data analysis - heat maps - gazeplots - gaze replay	Data analysis 2 - fixations - areas of interests - fixations measures
	<i>Assignments</i> Read TBA Online quiz 7	
Week 5	T 9 August	T 11 August
	<i>Instructors Dr. Lu & Dr. Gironzetti</i>	<i>Instructors Dr. Lu & Dr. Gironzetti</i>
	Recap of main ideas covered in the course	Final projects presentation and class discussion
	Real-world applications of eye-tracking technology	
	Discuss and demonstrate a sample final project	

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