

Data Analysis in BeGaze

The purpose

The purpose of this Lab is to get you familiar with the BeGaze environment and the options it provides. Please note that the analysis does not have to be happening on the eye-trackers. In fact, it can happen on any regular computer with the software installed on it.

What to do

Open BeGaze.

Open Experiment, example > Movie Clip.

On the Dashboard, you can select either richtext / awarenessstest avi to analyze.

Open AOI editor to see what AOIs have been defined. It is possible to have dynamic AOI (e.g. the Ball of the team White), and predefine in which way the AOI would move.

Toggle the different analysis options:

Gaze Replay, BeeSwarm, Scan Path, Focus Map, Heat Map, Key performance indicators, Gridded AOIs, AOI sequence chart, binning chart, Line Graph.

Explore what they do 😊 Feel free to play with multiple participants replay at the same time. Observe for example if the eyes are just following the ball, or if they predict where the ball will land. Did the person look at the gorilla?

Line Graph – look at the line graph, zoom in and try to identify the reading saccades, blinks, and traces of smooth pursuit. Call me when you think you've found them.

When you toggle File > Adjust event detection, you can change the measures to different duration and pixel dispersion. Observe what the changes are doing to the event detection!

Explore also the data for Reading example.