

Eye Tracking in Humanities (Vienna, 24 Feb 23)

MediaLab, UZA 2, Rotunde, Stiege H, Ebene 1&3 Josef-Holaubek-Platz 2, Feb 24, 2023

Maike Mügge

Tobii and MediaLab — how to use eye tracking in humanities.

Join Tobii and MediaLab of the Faculty of Philological and Cultural Studies (University of Vienna) for a one-day on-site workshop on how to use eye tracking in humanities.

Because eye tracking collects data unobtrusively, it is an ideal tool for observing human behavior without impacting it. Our hope is by adding gaze insights to your qualitative and quantitative data, you will gain a broader understanding of perception and preference, enabling you to deliver nuanced findings.

We've designed a set of hands-on workshops to help you learn how our eye tracking glasses work and how to analyze large data sets. You do not need to have any prior knowledge of eye tracking to attend.

Note: The participation is free and the number of participants is limited.

Please register your participation under the following link:

<https://www.tobii.com/events/how-to-use-eye-tracking-in-humanities#cta-section>

Programm

09:00-09:30 coffee

09:30-10:00 welcome and intro

10-11:30 talks:

Jörg Mühlhans (Dept. MediaLa, Faculty of Philological and Cultural Studies): Teaching Tobii – Eye-tracking in Education

Kirren Chana & Margot Dehove (Dept. Empirical Visual Aesthetics Lab (EVALabs); Department of Cognition, Emotion and Methods in Psychology): Walking through the City: Mobile eye-tracking and aesthetic experiences in Viennese streets

Carola Korhummel (Dept. Art History, Faculty of Philological and Cultural Studies): 234 x 77: Mapping the museum from Gerstl to Schiele

11:30-12:30 podiums discussion

12:30-13:30 lunch

13:30-14:00 welcome after break

14:00-16:00 workshops (hands one for wearable and Screen based eye trackers)

Arthist.net

16:00-17:00 wrap up and mingling

Kontakt

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Reference:

CONF: Eye Tracking in Humanities (Vienna, 24 Feb 23). In: Arthist.net, Feb 7, 2023 (accessed Jul 15, 2025), <<https://arthist.net/archive/38509>>.