

Eye Tracking in Organisational Research and Economics

(how to develop, conduct, and analyse your own eye tracking study)

This version is from March 26th, 2021.

Course instructors

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Application procedure

Goal and target audience

This seminar aims at teaching the theoretical and practical basics of eye tracking and how it is applied more or less meaningfully in management and organisational research. Graduate students will be enabled to understand eye tracking, successfully read respective papers and their method section, and to assess the potential as well as the pitfalls of eye tracking in their fields of research. Furthermore, graduate students will be familiarised with the complete research cycle of eye tracking studies (designing/developing, conducting and analysing eye tracking studies).

Application process

Please send an e-mail to hannah.kunde@tum.de before August 2nd 2021 – including a brief description of your prior experience with eye tracking and your TUM-ID.

Course aims

What this course is

This course is an introductory course to eye tracking. You will learn what eye tracking is and will develop ideas how you could apply it to your field of research. After a theoretical introduction this course will be hands-on. Therefore, we expect you to actively participate in all sessions.

What this course is not

Within this course we will not focus on specific fields of research. We will use experiments/studies from our and your research fields as inspiration for developing simple experiments within the course – besides you have to transfer and apply your new skills to your field of research on your own.

Course objectives

Knowledge Objectives

At the end of the seminar graduate students will know

... what eye tracking is and how it works.

... how eye tracking could be applied in different areas of management research.

Skills Objectives

At the end of the seminar graduate students will be able

... to design, develop, and prepare their own eye tracking studies/experiments.

... to conduct their own eye tracking studies/experiments.

... to carry out their own (simple) data preparation and data analysis of eye tracking experiments.

Preliminary schedule

All sessions will take place online. The zoom-link will be send to participants before the first course day.

Session I (introduction to eye tracking):	10.08.2021, 9:00-12:00 & 13:00-15:00
Session II (designing eye tracking experiments):	11.08.2021, 9:00-12:00 & 13:00-16:00
Session III (preparing & running eye tracking experiments):	24.08.2021, 9:00-12:00 & 13:00-16:00
Session IV (data extraction & analysis):	25.08.2021, 9:00-12:00 & 13:00-16:00

Core readings

General introduction to eye tracking

Meißner, M., & Oll, J. (2019). The Promise of Eye-Tracking Methodology in Organizational Research: A Taxonomy, Review, and Future Avenues. *Organizational Research Methods*, 22(2), 590–617. <https://doi.org/10.1177/1094428117744882>

Holmqvist, K., Nyström, M., Andersson, R., Dewhurst, R., Halszka, J., & van de Weijer, J. (2011). *Eyetracking: A comprehensive guide to methods and measures*. Oxford: Oxford University Press.

Eye Tracking – The complete Pocket Guide. iMotion. (→ Disclaimer: This is a document created by a commercial company and, thus, highly branded; nevertheless, it is helpful to gain a first understanding of eye tracking)

Tobii Learning Center: Eye tracking essentials. <https://www.tobiipro.com/learn-and-support/learn/eye-tracking-essentials/> (→ Disclaimer: These are documents created by a commercial company and, thus, highly branded; nevertheless, it is helpful to learn more about eye tracking in general)

Overview on eye tracking in specific areas of organizational research (articles are part of a great special issue)

Karmarkar, U. R., & Plassmann, H. (2017). Consumer Neuroscience. *Organizational Research Methods*, 22(1), 174–195. <https://doi.org/10.1177/1094428117730598>

Kononov, A., & Krajbich, I. (2016). Over a Decade of Neuroeconomics: What Have We Learned? *Organizational Research Methods*, 22(1), 148–173. <https://doi.org/10.1177/1094428116644502>

Miendlarzewska, E. A., Kometer, M., & Preuschoff, K. (2017). Neurofinance. *Organizational Research Methods*, 22(1), 196–222. <https://doi.org/10.1177/1094428117730891>

Assessment

Students are expected to **participate actively** in the course sessions and will held **two short presentations** (one at the beginning and one at the end of the course). Within the first presentation, students will briefly (!) summarise an eye tracking experiment from their own field of research. Within the second presentation, students will present their own eye tracking experiments (research question, experimental design, & first results). To complete the course, students will individually hand in a **short report** (maximum 3 pages) about their eye tracking experiment (introduction, methods, results). This report should summarise the research question, the experimental design (experiment overview, stimuli, AOIs/measures, ...), and first results answering the research question.