Evaluation Overview

This evaluation will be done to analyze the overall accuracy of the implemented system based on comparing the similarity of different users based on their Rating, Eye Tracking data and Emotional feedback. And also analysis of the impact of individual differences (such as gender and age) on system accuracy. This information will provide future users with a more thorough understanding of the system's capabilities and limitations, allowing for the device to be used more effectively in research, system design, and personal use.

METHODS

1. Participants

The participants would consist of 20 person (10 Male, 10 Female) which are University students between ages of 22 and 29.

2. Questionnaire

At beginning of the experiment the participant would have to answer to a demographic questionnaire which would consist of 10 questions and will be done via google Forms.

3. Experiment

Each participant have to watch total of 9 different videos from predefined categories, and would rate each of them based on his/her liking. There would be a collection of the emotional feedback from the user about that specific video as well. During each video, all the eye movement data would be recorded.

4. Post Task Questionnaire

After the user is done with the designed task, he/she has to answer few questions about the whole experience and give any feedback he/she may have.

5. Evaluation and analysis

Based on each user's Rating and Eye Tracking data, we would pair users which are most similar to each other. Then we would compare their emotional feedbacks that they gave for each videos and determine the accuracy of our similarity algorithm for each pairs. There is also another step to take, which is to find hidden relationship between parameters like Gender and Rating that the user gave.