

Borrowed Techniques: Eye tracking

Eye tracking is a super cool technique that started out in psychology but has now found a new home in human-computer interaction (HCI). It's used for all sorts of things, like designing user interfaces, analyzing user behavior, and making new systems that let you control things with your eyes!

One of the best things about eye tracking is that it gives you objective data on what people are looking at and how they're reacting to things. Plus, it's really natural and doesn't get in the way of people doing their tasks. Eye tracking can even let you control stuff without using your hands - how awesome is that?

But, there are some downsides too. Eye tracking can be tricky to set up and use, and sometimes it can get thrown off by things like bright lights or people moving around. And, there are some privacy concerns around collecting and sharing people's eye-tracking data.

Despite these challenges, eye tracking is still a really cool and useful technique for HCI. It's changing the way we interact with technology and making things more intuitive and user-friendly.