PRACTICAL ASSIGNMENT 1

We have collected eye tracking data from a person interacting with a web page promoting a sports bag. This page has 9 different content items that we have defined as Areas of Interests. We want to find out how often the person looks at and move his gaze between the different areas on the web page to try to detect if there is some kind of behavioral pattern. **We want you to write a script in Matlab that can produce a matrix listing the gaze transitions the person has made between the different Areas of Interests on the page. Also find a way how to present these results in a way that is useful to a researcher.**

Please see the attached picture AOIs.png for picture of the web site and the areas. Please use the attached tab separated text file (eyetracking\_data.tsv) that includes all the eye tracking data collected as the in data for your script. In the data file you will mainly need the following data columns:

-          The “AOI[NAME OF AOI]Hit” columns, here you can see if there was a hit (1) or not (0) in an Area of Interest for any given eye tracking sample.

-          We are only interested if fixations are located within Areas of Interests (saccades should not be included), you can find this classification in the column GazeEventType (Fixation, Saccade, Unclassified).

-          There are also various time stamps in the data file that you can use if necessary

Send us the following:

-          Your Matlab script that calculates and presents the gaze transitions and any instructions we need to run it in Matlab.

-          Your script should also work if we use it with data from another recording on the same web page with the same AOIs

-          A short written description of what your script does and how the results are presented.