Contents

Part I Eye Tracking and the Visual System	
The Active Eye: Perspectives on Eye Movement Research Benjamin W. Tatler, Clare Kirtley, Ross G. Macdonald, Katy M. A. Mitchell and Steven W. Savage	
Eye Movements from Laboratory to Life	17
Guidance of Attention by Feature Relationships: The End of the Road for Feature Map Theories? Stefanie I. Becker	
Gaze and Speech: Pointing Device and Text Entry Modality	51
Improving the Accuracy of Video-Based Eye Tracking in Real Time through Post-Calibration Regression Pieter Blignaut, Kenneth Holmqvist, Marcus Nyström and Richard Dewhurst	77
Gaze Shifts and Pen Velocity Minima During Line Copying with Consideration to Signature Simulation Avni Pepe and Jodi Sita	101
Degree of Subject's Indecisiveness Characterized by Eye Movement Patterns in Increasingly Difficult Tasks Yannick Lufimpu-Luviya, Djamel Merad, Bernard Fertil, Véronique Drai-Zerbib and Thierry Baccino	107
The Use of an Infrared Eye Tracker in Evaluating the Reading Performance in a Congenital Nystagmus Patient Fitted with Soft Contact Lens: A Case Report M. M. Shahimin, N. H. Saliman, N. Mohamad-Fadzil, Z. Mohammed, N. A. Razali, H. A. Mutalib and N. Mennie	123

Part II Aligning Eye Tracking and EEG Data	
Triangulating the Reading Brain: Eye Movements, Computational Models, and EEG Ronan G. Reilly	131
Oculomotor Control, Brain Potentials, and Timelines of Word Recognition During Natural Reading Reinhold Kliegl, Michael Dambacher, Olaf Dimigen and Werner Sommer	141
Measuring Neuronal Correlates of Reading with Novel Spread-Spectrum Protocols Ronan G. Reilly	157
The Quest for Integrating Data in Mixed Research: User Experience Research Revisited Annika Wiklund-Engblom and Joachim Högväg	101
Part III Eye Tracking and Marketing and Social Applications	
Eye Tracking as a Research Method in Social and Marketing Applications. Mike Horsley	179
Mobile Eye-Tracking in Retail Research Tracy Harwood and Martin Jones	183
Private and Public: Eye Movement and Eye Tracking in Marketing En Li, James Breeze, Mike Horsley and Donnel A. Briely	201
Eye Movement Evaluation of Signature Forgeries: Insights to Forensic Expert Evidence	211
A Role for Eye-Tracking Research in Accounting and Financial Reporting? Lyn Grigg and Amy L. Griffin	225
Eye Tracking During a Psychosocial Stress Simulation: Insights into Social Anxiety Disorder Nigel T. M. Chen and Adam J. Guastella	231
Using Saccadic Eye Movements to Assess Cognitive Decline with Ageing Alison Bowling and Anja Draper	237

Comparing Personally Tailored Video- and Text-Delivered Web-Based Physical Activity Interventions—The Medium and the Message: An Eye-Tracking Study Corneel Vandelanotte, Stephanie Alley, Nayadin Persaud and Mike Horsley	245
Benefits of Complementing Eye-Tracking Analysis with Think-Aloud Protocol in a Multilingual Country with High Power Distance	267
Part IV Eye Tracking and Education	
Eye Tracking and the Learning System: An Overview	281
A New Approach to Cognitive Metrics: Analysing the Visual Mechanics of Comprehension using Eye-Tracking Data in Student Completion of High-Stakes Testing Evaluation Bruce Allen Knight and Mike Horsley	287
Comparing Novice and Expert Nurses in Analysing Electrocardiographs (ECGs) Containing Critical Diagnostic Information: An Eye Tracking Study of the Development of Complex Nursing Visual Cognitive Skills Marc Broadbent, Mike Horsley, Melanie Birks and Nayadin Persaud	297
The Development and Refinement of Student Self-Regulatory Strategies in Online Learning Environments Nayadin Persaud and Matt Eliot	317
Erratum	E1
Index	337