

# Contents

Part I	Basics	
1	<b>Introduction to the Study of Eye Movements</b>	3
	Pierre Pouget	
2	<b>Saccades: Fundamentals and Neural Mechanisms</b>	11
	Jordan E. Pierce, Brett A. Clementz and Jennifer E. McDowell	
3	<b>Fixational Eye Movements</b>	73
	Robert G. Alexander and Susana Martinez-Conde	
4	<b>Smooth Eye Movements in Humans: Smooth Pursuit, Optokinetic Nystagmus and Vestibular Ocular Reflex</b>	117
	Rebekka Lencer, Andreas Sprenger and Peter Trillenberg	
5	<b>Visual Perception and Eye Movements</b>	165
	Mark W. Greenlee and Hubert Kimmig	
6	<b>Scenes, Saliency Maps and Scanpaths</b>	197
	Tom Foulsham	
7	<b>Eye Movements During Reading</b>	239
	Jukka Hyönä and Johanna K. Kaakinen	
Part II	Methods	
8	<b>Eye Tracking Methodology</b>	277
	S. B. Hutton	
9	<b>Advanced Statistical Methods for Eye Movement Analysis and Modelling: A Gentle Introduction</b>	309
	Giuseppe Boccignone	
10	<b>Temporal Methods for Eye Movement Analysis</b>	407
	Walter F. Bischof, Nicola C. Anderson and Alan Kingstone	

<b>11 Pupillometry . . . . .</b>	<b>449</b>
Bruno Laeng and Dag Alnaes	
<b>12 Functional Magnetic Resonance Imaging of Eye Movements: Introduction to Methods and Basic Phenomena . . . . .</b>	<b>503</b>
Sharna D. Jamadar and Beth Johnson	
<b>13 Eye Movement Recordings in Natural Settings . . . . .</b>	<b>549</b>
Benjamin W. Tatler, Dan Witzner Hansen and Jeff B. Pelz	
<b>14 Eye Movements in Primates—An Experimental Approach . . . . .</b>	<b>593</b>
Kevin Johnston and Stefan Everling	

### **Part III Applications in Clinical Settings**

<b>15 Typical and Atypical Development of Eye Movements . . . . .</b>	<b>635</b>
Christoph Klein, Divya Seernani, Chara Ioannou, Yoanna Schulz-Zhecheva, Monica Biscaldi and Michael Kavšek	
<b>16 Eye Movements in Psychiatry . . . . .</b>	<b>703</b>
Nikolaos Smyrnis, Isabelle Amado, Marie-Odile Krebs and John A. Sweeney	
<b>17 Eye Movements in Neurology . . . . .</b>	<b>749</b>
René Müri, Dario Cazzoli and Thomas Nyffeler	
<b>18 Eye Movements as Biomarkers to Evaluate Pharmacological Effects on Brain Systems . . . . .</b>	<b>775</b>
Tatiana Karpouzian, Nadine Petrovsky, Ulrich Ettinger and James Reilly	

### **Part IV Applications in Industrial Settings**

<b>19 Neuromarketing . . . . .</b>	<b>819</b>
Matthias Rothensee and Philipp Reiter	
<b>20 Neuroeconomics . . . . .</b>	<b>857</b>
Susann Fiedler, Ulrich Ettinger and Bernd Weber	
<b>21 Web Usability and Eyetracking . . . . .</b>	<b>883</b>
Volker Thoma and Jon Dodd	
<b>22 Eye Movements in Vehicle Control . . . . .</b>	<b>929</b>
Agnes Rosner, Thomas Franke, Frederik Platten and Christiane Attig	
<b>23 Eye Movements and Human-Computer Interaction . . . . .</b>	<b>971</b>
Päivi Majaranta, Kari-Jouko Räihä, Aulikki Hyrskykari and Oleg Špakov	