Eye-tracking Advertising Research & Consumer Attention

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29 April 2009

Dr. Andrew Herbert presents “Advertising and Attention: Eye-tracking Pictures and Words” at Thursday’s Communication Colloquium. Dr. Herbert will discuss techniques used to examine visual attention using eye-tracking and describe communication and advertising research he conducts at RIT’s Multidisciplinary Vision Research Laboratory.

The Colloquium begins at 11 a.m., Thursday, 30 April, in the Golisano Auditorium (70-1400). Dr. Herbert is Associate Professor and Chair of the Department of Psychology at RIT, co-director of the Vision Research Laboratory, one of this year’s Eisenhart Outstanding Teaching Award winners.