

## THE CHRONICLES OF EYE TRACKING: THE WHAT? THE WHY? THE HOW?

**Mizhanim Mohamad Shahimin**<sup>1\*</sup>

<sup>1</sup>Optometry and Vision Sciences Programme, Center for Community Health Studies (ReaCH), Faculty of Health Sciences, Universiti Kebangsaan Malaysia, Kuala Lumpur Campus, Jalan Raja Muda Abdul Aziz, 50300 Kuala Lumpur, Malaysia.

\*Corresponding author's email: [mizhanim@ukm.edu.my](mailto:mizhanim@ukm.edu.my)

### ABSTRACT

Eye trackers have been widely used to detect, record and study human visual behaviour. The eye tracking technology has decades of history in various research areas such as psychology, ophthalmology, and neurology. The early phase of its advent only confined in laboratory usage but has since been implemented for clinical and commercial use. However, the complexity of the instrument and limitation of the technology makes the researchers confounded by its research potentials. Acknowledging these challenges, this talk will give you a walkthrough on what eye tracking is all about. The issues involving the technical aspects of eye trackers, eye movement parameters to be measured, and optometric applications will be discussed.