

## Using Eye-Tracking Technology to Understand Consumers' Comprehension of Multimedia Health Information

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**Abstract :** The purpose of this study is to examine how health consumers utilize pictures when developing an understanding of multimedia health documents, and whether attentional processes, measured by eye-tracking, relate to differences in health-related cognitive resources and passage comprehension. To investigate these issues, we will present health-related text-picture passages to elders and collect eye movement data to measure readers' looking behaviors.

**Keywords :** multimedia, eye-tracking, consumer health informatics, human-computer interaction

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