

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

Authors : Samiullah Paracha, Sania Jehanzeb, M. H. Gharanai, A. R. Ahmadi, H.Sokout, Toshiro Takahara

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

Conference Title : ICCCISE 2015 : International Conference on Computer, Communication and Information Sciences, and Engineering

Conference Location : Jeddah, Saudi Arabia

Conference Dates : January 26-27, 2015