

# Insights

## Eye Tracking FAQ's

### Eye Tracking methodology

#### Why was the number of participants around 20 people per study?

- This is a qualitative study. It is based on observational techniques – observing the participants behaviour during the session and observing the footage of their viewing habits subsequent to the session. From an observational perspective, the qualitative insights come from noting their viewing behaviour and what consistent and unique elements were occurring for viewing to shift focus from one attention point to another.
- Singapore was the pilot study, one of a series of three (Singapore, Auckland, Manchester) totalling 58 participants. As each series took place, further depth and differentiation was possible with the extension of participants and environments.
- The depth of complexity and variability (what you are trying to find out) contribute to determining the participant size. The ability to understand different viewing throughout the airport could be established with a relatively small number of participants for each study and the 4000+ events these participants generated.

#### What is an “event”?

- An event is an occasion when viewing, or non viewing, took place.
- This study established over 4000 events, that is 4000+ times someone either looked or didn't look at a panel. A person may have looked at the same panel several times while a “not look” was only counted once per passing of the panel.
- These 4000+ events become the basis for understanding average engagement and relativities between precincts and formats.

#### Why is it that “events” are considered the sample size rather than number of the participants?

- Eye Tracking measures “things” rather than attitudes or opinions. Opinions are more sourced back to the person (and therefore adequate number of people is the primary measure), “things” are sourced back to the event and therefore an adequate number of events is the primary measure.
- Of the 58 participants in the study, over 4000 events were captured, thus creating adequately-sized event samples to understand averages, ranges and differences.

#### How do I interpret the engagement results?

- The engagement results are primarily relative to each other, i.e. to understand if the likelihood of viewing in one precinct or one type of format is higher or lower than another. The primary purpose of the research was to better understand different viewing throughout the environment and potential solutions to communication objectives.
- The result has been an understanding of what factors increase or decrease engagement such as size of the panel, precinct, format, etc. Similarly, through this study we have generated an understanding of what factors increase or decrease how long the panel is viewed or how many times a person looked back at the panel. Understanding these elements can optimise communication objectives of advertisers to select options, locations and formats that best suit the needs of the advertiser.

#### Can this methodology be compared to other research approaches I am more familiar with?

- Although Eye Tracking is a methodology unto itself, it comes under the fundamentals of qualitative and observation-based. From a qualitative perspective, the nearest comparison would be with focus groups, however instead of a series of 3-4 groups of 4-5 people, this Eye Tracking study incorporated one-on-one time.
- Observational methodologies can be used for things like mystery shopper, again, these are usually done “one at a time” with similar numbers of sessions (10-20). The bulk of results based on observation of behaviour, opinions of the participants experience and interaction between human beings – very complex, yet qualitative hence smaller sample sizes.
- The main difference between focus groups and other observational methods is that results remain subjective as opposed to Eye Tracking where the results are objective.

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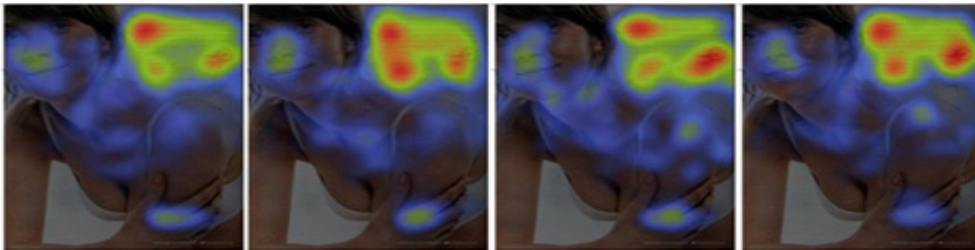
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#### Does the number of participants impact the results?

- Across the following three examples it can be seen that the small and random sample's visibility patterns are quite consistent. The depth of the results required and the minutia of the elements to analyse would determine the difference between a small sample size to understand viewing behaviour and larger sample size to understand finite details.
- With human behaviour being relatively similar, the insight of the study comes not from using more people, but from measuring different visual scenarios (in this case panels, precincts & formats).

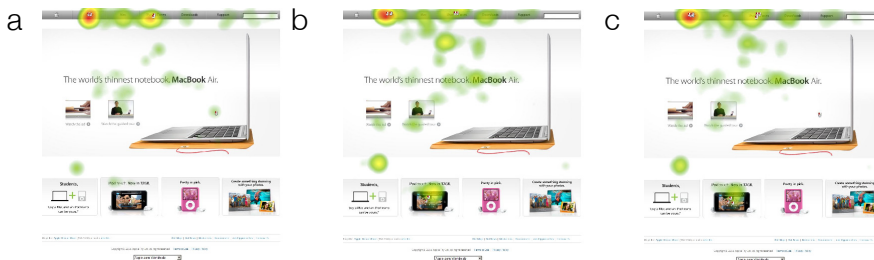
#### Source: Think Eyetracking – Dove magazine ad

- We created 4 heatmaps from 4 different (randomly assigned) groups of 30 from the total sample of 150.
- You can see in these heatmaps below that each sample of 30 produced the similar pattern of visual behaviour. And when you run the numbers these are essentially the same too. [www.thinkeyetracking.com](http://www.thinkeyetracking.com)



#### Source: Access Testing – Apple web page

- Heatmaps created from sample of: 5 participants, a different 6 participants, and the combined 11 participants.
- The heatmaps show very similar visual behaviour. Even with a small sample size, top visual locations easily emerge.



#### Source: Access Testing – New Zealand panel viewing

- Engagement averages taken from 20 participants who traversed *exactly* the same route. Figures taken from the first 7 participants, second 7 participants and last 6 participants.

