Eye tracking and destination advertisements

Who’s Invited?
  o Who are interested in eye tracking technology
  o Who are 18 years and older
  o Who do not wear any medical devices that use near-infrared light 700-900nm wavelength and do not have photosensitive epilepsy

To do What?
  o To watch a destination marketing video and related travel information while wearing a Tobii Pro Glasses wearable eye tracker (15 minutes) and then answer some questions (25 minutes)

Why?
  o To help marketers offer appealing destination advertisements and build a more positive destination image

What do you get for participating?
  o CAD $10 for 40-minute participation

When?
  o The study will take place in November and December 2017
  o Dates and times can be arranged to meet your schedule

To sign up, please contact: Ye (Sandy) Shen: yshen04@uoguelph.ca

Questions?
  o Professor Marion Joppe, University of Guelph, mjoppe@uoguelph.ca

This project has been reviewed by the Research Ethics Board for compliance with federal guidelines for research involving human participants (REB#17-09-005).

Thank you very much!