

Content

1	Biometric Research with iMotions Online	1
2	Getting started with iMotions Online	4
	Setting up Your First Study	5
3	A brief Introduction to Attention	8
4	Why Attention Matters?	9
	Attention is a limited resource	9
	Emotions influence attention, Emotions influence choice	10
	Attention research in other fields	11
5	Key Concepts in Attention	14
	Top-Down vs. Bottom Up Attention	14
	Why is this a key concept?	15
	Types of Attention	16
	Sustained Attention	16
	Selective Attention	16
	Alternating Attention	16
	Divided Attention	16
6	Eye-Tracking	18
	How Does Web Camera-Based Eye Tracking Work?	18
	How do the algorithms work?	18
	Other Eye Trackers	19
	Considerations for Eye Tracking Studies	21
	Eye Tracking: Data Analysis	23
	Gazes, Fixations,	23
	Saccades and Dwell Time	23



7

Emotions

24
26
27
27
27
29

Eye Tracking Metrics

Areas of Interest (AOIs)

Visualizations

Gaze Paths

Conclusion

Components of Emotions

Subjective Experience

Physiological Response

Behavioral or Expressive Response

Emotions as Physiological Responses

Dimensions of Emotions

Why Emotion Matters in Consumer Research

Emotion and Attention

Emotion and Memory

29
29
29
30
30
30
31
31
31

8

Facial Expression Analysis

34
34
34
35
35
37
40
40
40

The Basics

Can you classify emotions?

The Tech

The Facial Action Coding System (FACS)

Automated Facial Coding

The Analysis

Metrics

Data Visualization

9	Conducting Neuromarketing Research	41
	What is an experiment?	41
	Phrase a hypothesis	42
	Define sample groups	42
	Plan how you will recruit participants	43
	Build your Study	44
	Pilot Test	44
	Collect data	44
	Pre-process data and analyze metrics	44
	Putting it All Together: The Importance of Study Design	44
	Independent variables	44
	Dependent variables	45
	Study Design	46
	Study Design 1: Multivariate Testing	47
	Study Design 2: AB Testing	47
	Study Design 3: Consumer Preference Testing	48
	Study Design 4:	48
	Study Design 5: Survey and Follow-up Analysis	48
	Data Analysis	48
	Raw Score vs Baseline-corrected scores	48
	Thresholding	49
	Aggregation of facial data – raw or threshold?	50
10	Final Remarks	51