



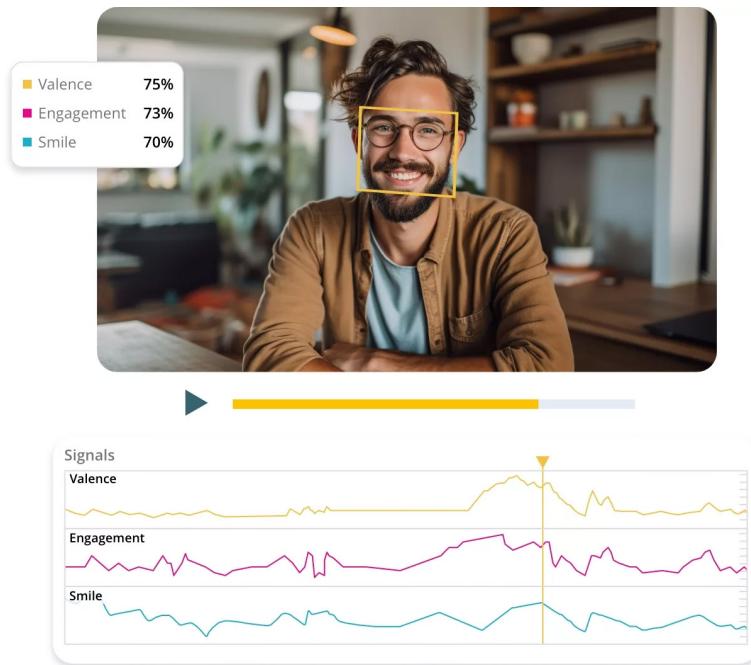
## iMotions Education

Experience the future of  
human behavior education



Powering Human Insights

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## What is iMotions Education?

iMotions Education is the future of neuroscience education, available today. This entirely browser-based platform has been designed to give students, and novice users, an intuitive and comprehensive understanding of the factors influencing human behavior—efficiently and effectively through experiential learning. With iMotions Education, students get access to the software and with it, they can create their own studies, all from their own laptops.

They can capture participants' nonconscious responses to videos, images, and websites, while also integrating advanced surveys to deepen the insights gained. This platform is the perfect tool for easily teaching the nuances of human behavior. Each student will be equipped with their own license, thereby enabling them to conduct their own course studies from scratch. iMotions Education is the next generation teaching tool:

- Use the world's best webcam eye tracking, with unparalleled accuracy
- Assess emotional responses with Affectiva's natively integrated gold standard Facial Expression Analysis software
- Easy browser access for students to easily set up and distribute studies on their own or in groups
- Compliant with GDPR and other privacy regulations, with fully controllable access
- Test any browser-based stimuli (images, websites, videos, etc) and deploy rich, and fully customizable surveys
- Explore and analyze data with our most popular metrics, AOIs, heatmaps, signal overlays, and more

# iMotions Education for Classroom Teaching

## A framework built for experiential education

Educators face the critical task of attracting students and imparting real-world research skills to bridge the skills gap and apply learning practically. Balancing these responsibilities with other commitments like research often leaves limited time. iMotions Education enhances this educational process through its flexible and accessible platform, enabling educators to engage students beyond traditional settings with interactive experiences and a personal browser-based research lab for cutting-edge human behavior studies.

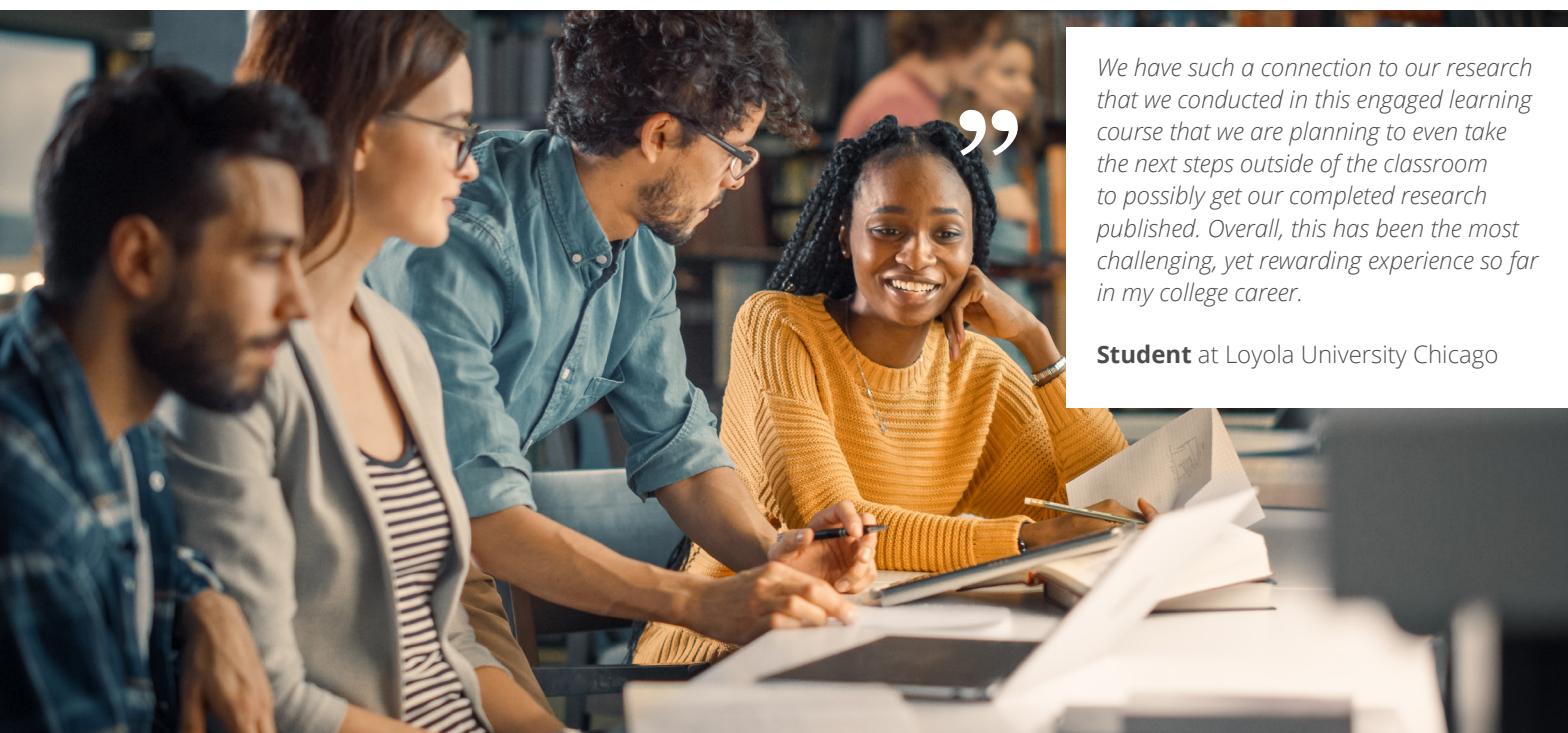
### Introduce students to emerging technologies

With its innovative and dynamic framework, iMotions Education transforms how biometric measurement methods are taught. Educators can introduce students to the platform and empower them to design and execute their own studies. This practical, hands-on experience is bolstered by in-depth training in analyzing and interpreting data from facial expression analysis and eye tracking, equipping students with essential skills for real-world applications.

*“(Students are) doing things you couldn’t do in one semester; that might have taken a student four years to accomplish. But they’re learning to study design in a matter of a week. I’m training them for about 30 minutes. And then they’re off collecting high quality data themselves.”*

**Dinko Bacic**

Assistant Professor of Information Systems at Loyola University Chicago's Quinlan School of Business



*“We have such a connection to our research that we conducted in this engaged learning course that we are planning to even take the next steps outside of the classroom to possibly get our completed research published. Overall, this has been the most challenging, yet rewarding experience so far in my college career.”*

**Student** at Loyola University Chicago

## Seamless setup

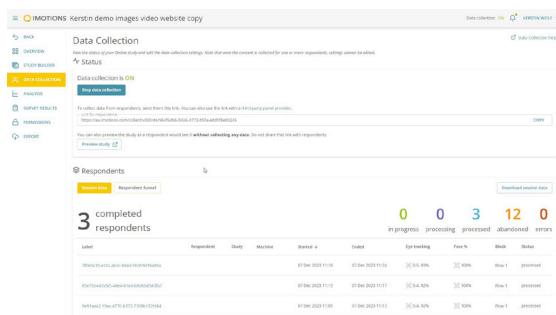
iMotions Education also empowers teachers, instructors, and students to conduct browser- and webcam-based human behavior studies efficiently. From study setup to data collection, light analysis features, and presentation, the platform's capabilities ensure that studies can be conducted and distributed entirely online, locally or globally, to meet demographic needs. This seamless process is supported by our validated webcam eye-tracking technology and Affectiva's facial expression analysis, ensuring extensive coverage and reliable results without biases related to ethnicity, eye color, or facial hair.

2. Rank the following statements according to how well you think they fit with the commercial you saw.

- 1 I am indifferent to this commercial
- 2 The commercial made me hungry
- 3 The brand looks cool
- 4 I found it cringy

## Flexible study management

Students can manage multiple research projects simultaneously, independently or collaboratively, and deploy their studies using a single link for efficient data collection. After gathering data, they can process, visualize, and analyze it, gaining a comprehensive research experience. Moreover, data can be analyzed online or downloaded for deeper exploration, supporting thorough learning in human behavior research. Participants can join studies from anywhere in the world, reflecting real-world environments and facilitating the rapid collection of unbiased physiological data.



→ iMotions WebET 3.0 white paper

→ Affectiva AFFDEX 2.0 white paper

# iMotions Education Features

For iMotions Education we have taken two of our most celebrated and used biosensors, namely webcam eye tracking and facial expression analysis, from the Remote Data Collection module of the iMotions Lab software. We have also integrated a list of the most used features and functionalities, which you can see below

## Biosensors:



**Webcam Eye Tracking:** Utilize the world's most advanced webcam eye tracking technology in your studies. This technology is validated and trained against global datasets, providing deep and consistent insights across various demographics.



**Facial Expression Analysis:** Powered by Affectiva's AFFDEX, our facial expression analysis is built on a foundational global dataset of over 12 million faces, ensuring extensive coverage and dependable results.

## Features:

- **Study Builder:** The study builder in iMotions Education allows you to select one or more stimuli that respondents should be presented with, as well as the order of the stimuli presentation and how that respondents advance to next stimuli in the study.
- **Order:** iMotions Education allows for both fixed order and random ordering, meaning that you can
- **Blocks:** Surveys can be added into the study design, and you can choose exactly when the survey(s) is presented to the participant. This could be at the of the study, or perhaps right after each stimuli presentation.
- **Advanced Calibration:** Benefit from automatic eye tracking calibration, customizable to your study's specific needs.
- **Versatile Stimuli Options:** Upload a diverse range of stimuli including images, videos, websites, and surveys, all designed to enrich your data collection experience.
- **Survey Builder:** The survey builder in iMotions Education provides a feature rich survey editor for constructing effective and flexible surveys.
- **Logic builder:** Adding logic to your survey is a common need for more advanced surveys, and allows you to ask follow questions based on the answers.
- **Data Export:** It is possible to export your data from iMotions Education for further analysis in either iMotions Lab or a third party application via a CSV file.

# Data Analysis Tools:

- **Heatmaps:** Visualize where participants look and for how long, highlighting areas of high engagement.
- **Gaze Paths:** Track and display the sequence of gaze movements to understand visual navigation patterns.
- **Areas of Interest (AOI):** Define specific regions on stimuli to analyze how much attention these areas receive, providing targeted insights into participant engagement.



# iMotions Edulabs

## A holistic academic ecosystem

iMotions Edulabs is our vision for the integration of both research and education through our products iMotions Lab and iMotions Education. This combination presents a transformative opportunity for universities worldwide. The two software offerings equip institutions with a robust framework for advanced scientific research, classroom teaching and an opportunity for both internal and external study collaborations.

iMotions Lab enables intricate study designs using a variety of multimodal biometric sensor combinations, advanced analysis features perfect for detailed onsite experiments and

**“***The lab is the lynchpin of interdisciplinary collaboration, bringing together researchers from different fields, bound together through a common interest: human behavior. The application of biometric technology is virtually limitless...we can plug into any field where emotions play a significant role in human decision making.”*

**Marco Palma**

Professor and Director of the Human Behavior Laboratory,  
Texas A&M University

educational possibilities and research reach, allowing universities to conduct comprehensive human behavior studies across diverse settings and disciplines and hatch the next generation of human behavior researchers in the process.

iMotions EduLabs is an adaptable offering that can work for both small universities as well as larger institutions and will bring any university to the forefront of today's technology and innovation.

→ **Learn more at [imotions.com/edulabs](https://imotions.com/edulabs)**



includes a possibility for adding a Remote Data Collection module to the advanced software platform. Complementing this, iMotions Education facilitates global, web-based data collection, leveraging eye tracking and emotional analysis tools accessible from anywhere. Together, they represent a logical progression in learning and thereby expand

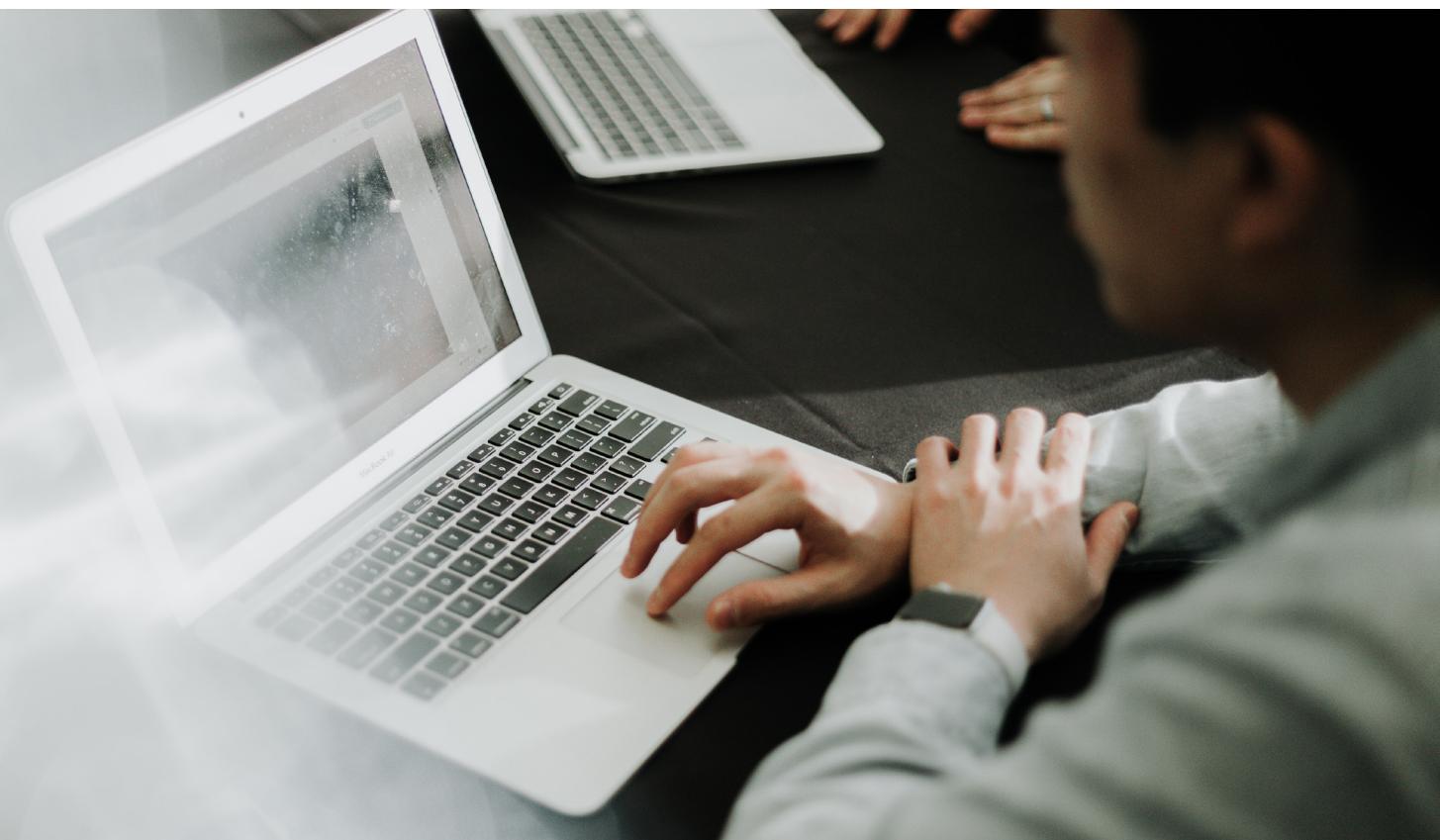
# Privacy and control

Data security and privacy is of paramount importance when handling sensitive participant data. iMotions Education complies with GDPR and other relevant privacy regulations. Users have individual accounts that only allow them to access the data on their account. Access to specific features can be individually customized (i.e. role-based security). Two-factor authentication can be enabled. Logins are processed via OAuth2 username-password flow, with the provided access token used to authenticate all subsequent communication between the browser and REST API. Users' passwords are stored in the database in salted and hashed form with bcrypt.

There's no doubt that iMotions Education handles and processes sensitive data. That's why, when building the platform, we made data privacy and storage standards of paramount importance. Data is always anonymised and stored securely. You can read an FAQ with details about our data protection standards here. It goes without saying that our data protection and privacy standards meet GDPR regulations, with servers based in the EU, as well as other international guidelines.

iMotions Education has several features built-in to the experimental flow to ensure that full informed consent and optimal quality data is collected from participants at every step of the research. Active consent is always required from participants at study start, and can be specified further with personalizable consent screens. Head position and eye detection checks can be optionally performed throughout the study to ensure study participation, while data upload alternatives can be provided to ensure that study data can always be collected, disregarding only the very worst internet connections.

→ **iMotions Privacy Policy**





## Want to know more?

Find out more about iMotions Education at [imotions.com](http://imotions.com)

[Visit iMotions](http://imotions.com)



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Synchronize, Visualize and Analyze your research in Eye Tracking, Facial Expression Analysis, Galvanic Skin Response, Surveys, EEG and much more in one software platform.

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