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Special Issue Reprint

Latest Research on Eye Tracking Applications

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This Special Issue showcases the transformation of eye tracking technology from a laboratory instrument to a versatile behavioral measurement tool. The collection includes fifteen empirical studies from the fields of neuroscience, education, architecture, consumer research, and human–computer interaction. These studies follow two core inferential approaches: first, the “inward” approach uses gaze, pupil responses, and oculomotor events to diagnose internal cognitive and affective states. On the other hand, the “outward” approach uses eye tracking to evaluate the perceptual effectiveness of designed artifacts, visual communications, and built environments. Additionally, the SI addresses foundational methodological infrastructure. It presents data-efficient methods for gaze estimation and deep learning frameworks for classifying eye movement events. By integrating eye tracking with choice models, psychometric scales, and multimodal biosensors, the SI shows how modern research shifts design and cognitive evaluation from intuition to empirically based decision-making.



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