

**New: Integration
for Popular Paradigms**

Proportion of Looks

SMI Experiment Suite™ 360° Software Module

- Efficiently evaluate visual world and preferential looking experiments to study cognitive faculties, learning and language processing
- Aggregate and compare looking behavior over time across multiple AOIs, stimuli, and participants
- Measure interactions with multiple media elements (images, text, video) using Composite Editor
- Smooth workflow in combination with Stimulus Conditions and Annotations



Prof. Dr. Harald Clahsen, University of Potsdam, Potsdam Research Institute for Multilingualism:

„The Proportion of Looks module, when combined with the Stimulus Properties editor and the new Composite feature, allows us to export Visual World data in a statistics-ready format. This saves a lot of the programming effort that would be required when carrying out Visual World eye-tracking studies with other less user-friendly systems”

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SMI Experiment Suite

SMI Experiment Suite is a versatile eye tracking software solution consisting of two tools:

- SMI Experiment Center for designing and executing eye tracking experiments, and
- SMI BeGaze for data analysis and visualization.

Proportion of Looks Module

Proportion of Looks is a new module available for SMI BeGaze that provides fast evaluation of visual world and preferential looking experiments. It lets linguistics researchers, as well as developmental and educational psychologists study cognitive processes related to language acquisition and comprehension. With Proportion of Looks you can:

- Aggregate data across multiple AOIs, stimuli and participants, and analyze it as a function of time
- Choose between raw data or fixations as a basis for analysis
- Set a common reference point using Annotations
- Export data as an average across all participants, or for each participant individually

In combination with the new Composite Editor, Stimulus Conditions and Annotations features, Proportion of Looks module presents a comprehensive analysis tool ensuring smooth workflow.

Composite Editor

Composite Editor is a new SMI Experiment Center feature for comparing interactions with multiple media elements, such as text, images, and video.

It permits to merge multiple elements into one composite stimulus and automatically generate AOIs around each of them for later analysis. Reading behavior on the text elements is fully analyzable with SMI Reading Module.

Stimulus Conditions

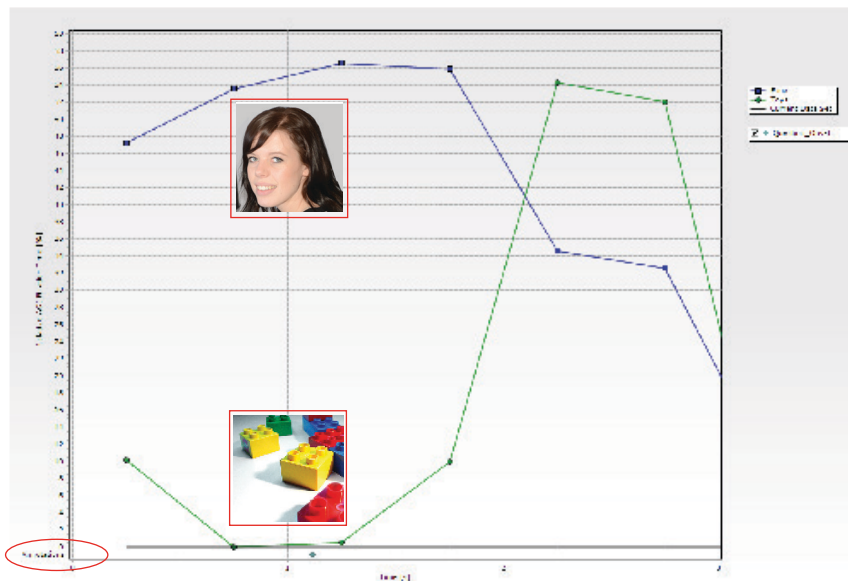
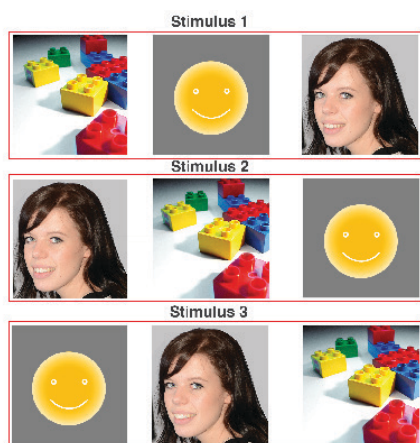
Stimulus Conditions allow to pre-allocate values, e.g. target and distracter element locations, to the selected stimuli in the Experiment Center before the recording, and to edit or add them in BeGaze after the recording. With this feature you can easily group different stimuli, thus shortening the analysis time in SPSS or other statistic programs.

Annotations

Annotations constitute important time points or intervals, such as word onset or sentence duration. SMI Experiment Suite lets you predefine them before executing an experiment, add them afterwards, and even log the participants' behavior online during the recording. The annotations can be used as a common reference point in Proportion of Looks module to align the analysis start time.

Do you see the toy?

Proportion of looks at face vs. toys. Data is aggregated over all participants and stimuli. Annotations can be used to define a common reference point.



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