Moving AOI

October 22nd. 2012
## OVERVIEW

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Define AOIs, Track Objects

The following pages show you how to operate the Moving AOI editor. The way to edit Moving AOI is the same regardless of how you obtained the dynamic data (Movie stimuli, web recordings etc.), if you test on movie stimuli, the editor is readily available, however if you wish to apply Moving AOI on web-recordings you should follow a couple of initial steps first – see the last pages of this document for more information.

Go to the desired time in the video double click on the image to get a dialog that allows you to define a new AOI.

Double click or click the button “Edit Result” to get into the editing mode of the AOI.

Use the time line to navigate through the video and create key frames for the Moving AOI.
Define AOIs, Track Objects

Get an overview of your AOIs, select and deselect, change color and name (right click on the AOI-name).

List of all selected AOIs

Fine Control of Time Line: Click on the time line to jump back and forth in the video

Play video and control the coarse position of the time line. Click once on the cursor and you can control the time line with right-left arrow keys

Zoom into the current frame, if you need to place the AOI more accurately

Image Zoomed to 200%

Zoom in on the time line. Use this if you need to jump frame by frame to adjust the AOI appearance.
Define AOIs, Track Objects

**SCALE AOI – PRESS SHIFT**

You can *scale* an existing AOI in size. Hold down *SHIFT* on keyboard and *CLICK+DRAG* with mouse on one of the connecting points.

**ROTATE AOI – PRESS CTRL**

You can *rotate* an existing AOI in size. Hold down *CTRL* on keyboard and *CLICK+DRAG* with mouse on one of the connecting points.

**EDIT KEY FRAMES**

If you want to remove a key frame to make a new one, click on the marker and press **DELETE** on keyboard.
Metrics

Export the metrics by clicking the button in the lower right corner of the editor.

The text file output imported into Excel.

<table>
<thead>
<tr>
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<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
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<tbody>
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</table>

**Respondent ID**  The database ID of the respondent.

**Respondent Name**  The given name of the respondent, as shown under respondent details in the user interface.

**Gender**  The given gender of the respondent, as shown under respondent details in the user interface.

**Age**  The given age of the respondent, as shown under respondent details in the user interface.

**Group**  The given group of the respondent, as shown under respondent details in the user interface.

**Time %**  The percent of time the subject looked at the AOI out of the amount of time the AOI appeared on-screen (was active).

**Gaze Time:** Total amount of time a respondent gazed at the AOI region in the duration the AOI is shown. The time is derived from adding the gaze times in the AOI duration.

**Frequency:** The number of times a participant fixated on the AOI over the duration of it’s existence.

**NOTE:** Time % and Gaze Time are based on the raw data, while Frequency is based on fixations. Therefore you can experience that no fixations were recorded but the there might still be a non-zero value for Gaze Time and Time %.
Moving AOIs on Scene-Stimuli

Apply Moving AOIs to videos that are embedded in a web page, shown in an application, etc. For example Youtube videos.

To do analysis on such videos, you should use the **Scene Editor**.

With the Scene Editor you mark the point in time, for each respondent, that the video appeared. Assuming that each respondent was exposed to same video & same duration

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In a web study or screen recording study you can access the Scene editor by clicking on this icon under **Respondent Statistics**.

**Policy:** Chose one of the latter two options for Fragment Allocation Policy. **Automatic:** assumes same start time, **Manual:** set start time manually.

**Result Type:** choose “Video”.

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When having defined the fragments for all respondents as shown on previous page (Scene saved as a movie), you can now analyse the data, and start making your moving AOIs on the content.
You can export the raw eye tracking and sensor data, including information about the moving AOI. This allows you to analyse properties of the respondent’s reactions at the level of the individual sample.

Right click on the study name to find the export dialog for raw data including the Moving AOI.

The raw data of a test on a video, including the classification of each raw data-point into a defined Moving AOI (column X).
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