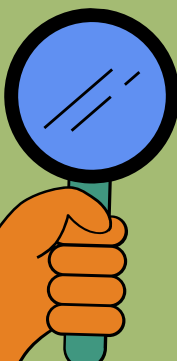


APPLICATION AND CHALLENGES OF EYE TRACKING TECHNOLOGY IN HIGHER EDUCATION

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INTRODUCTION



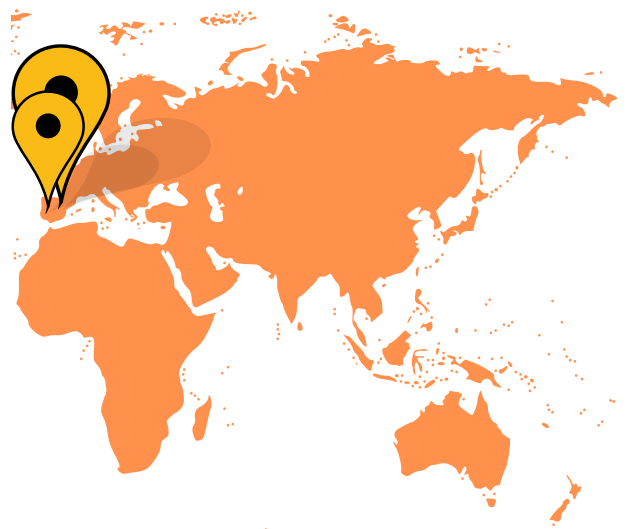
The **eye tracking** technology is based on recording the visual scan that a person makes when interacting with objects, images, videos, documents, spaces, etc.

It is used as a supporting tool in the study of human behavior and can be applied to different fields, among which the educational field is included.

METHODOLOGY





This research presents an example of the **use and applicability** of eye tracking technology in the context of Higher Education.



N= 20
Students

Three universities
(Burgos and Valladolid
in Spain and Miño in
Portugal).

CONCLUSIONS



The use of eye tracking technology enables the recording of a large volume of data regarding the learning process. However, currently its use in natural educational contexts requires teachers to have technological and data mining knowledge.



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