

# NATIONAL UNIVERSITY OF SINGAPORE

School of Computing

IS Teaching SEMINAR

**Title:           Your Eyes Tell Everything**

Speaker:       Mr. Luo Cheng, Ph.D. candidate

Date/Time:    17 April 2015, Friday, 10:30 AM to 11:30 AM

Venue:         Executive Classroom, COM2-04-02

Chaired by:   Ms. LI Mei  
(limei@comp.nus.edu.sg)

## ABSTRACT:

People's eye movement has been recognized as a reliable indicator of their attention, cognitive processes and even emotions. Although eye movements have been examined in research fields, such as military, education, sports, etc., it has only been in recent years that their roles are being emphasized in IS research. This teaching seminar focuses on the relationship between people's eye movement and their attention and gives a brief introduction to research on people's attention. It aims to stimulate discussion on the role of attention in IS and marketing research. In this seminar, a live demo of eye-tracking technique will be provided.

## BIODATA:

Mr. Luo Cheng is a Ph.D. candidate of the Department of Information Systems in the School of Computing at National University of Singapore (NUS). His research interests include online product marketing, HCI, consumer behavior, etc.

FACULTY DISCUSSANT: Associate Professor OH Lih Bin