

Eyetracking and behaviour

IFRO's brand new biometric lab facility which includes eye-tracking, facial expression, GSR and heart rate monitoring, is now fully operational and available for MSc thesis students collecting data.

Ideas could be:

- Information effects on consumption intentions, e.g. do consumers react to food labels?
- Consumer reactions to entomophagy (eating insects)
- Does choice behaviour differ between choice experiments and best-worst scaling formats?
- Insignificant parameter estimates in choice experiments – a result of decision heuristics or genuine zero preferences?
- Do left-handed people choose differently than right-handed?
- Combining eye-tracking with think-aloud techniques – how do respondents experience eye-tracking?
- Does the presentation of alternatives in choice sets as columns or rows impact choices and/or decision strategies?

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