



Department of Psychology
The University of Hong Kong

香港大學心理學系

Departmental Seminar (Theme: Cognition and Neuroscience)

How Eye-tracking and Head-tracking Technologies Enable New Ways of Psychology Research

12:30 p.m. – 1:30 p.m. | October 14, 2022 (Friday)

Rm 813, 8/F, The Jockey Club Tower | Centennial Campus | The University of Hong Kong



Dr Cathie SO
AI engineer

Abstract

Pandemic turns many aspects of our daily lives to online, including doing research in psychology. With the latest AI technologies in eye-tracking and head-tracking, researchers can perform online psychology experiments remotely and collect data which are normally only available to them via expensive eye tracking hardware. Researchers can make use of these additional information as predictors of participant behavior, cognitive performance, etc. By making these technologies available through an online software platform, one can easily design an experiment without a single line of code. This opens up opportunities for any level of researchers to perform scalable eye tracking data collection.

About the Speaker

Dr. Cathie So is an AI engineer at Eye Catching - an AI R&D company focusing on eye tracking technologies. After obtaining a PhD in Psychology from The University of Hong Kong, she has worked as a data scientist and machine learning engineer in multiple FinTech, EdTech, and R&D startups.

Zoom Meeting (For participants who couldn't attend the Seminar in person)

<https://hku.zoom.us/j/3951550048?pwd=SncvL3RYakEycUtpL29vdDJEdlEwdz09>

Meeting ID: 395 155 0048 | Password: psyc



~All are Welcome~

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