

WORKSHOP

BEHAVIOR THROUGH THE GAZE: EVOLUTIONARY PERSPECTIVES APPLYING EYE TRACKING

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ABSTRACT

This interactive workshop will focus on the application of eye tracking technology as a methodological tool in psychological studies from an evolutionary perspective. Participants will explore how eye tracking can measure patterns of attention, perception, and decision-making, offering key insights into human behavior and evolutionary adaptations.

The workshop will present experimental paradigms focused on face perception and its links to mate selection and social competition, emphasizing the evolutionary relevance of these behaviors. Through a combination of presentations and hands-on activities, participants will learn the essential steps to design an eye tracking-based study, including formulating hypotheses, selecting appropriate stimuli, and interpreting visual data.

In addition, the session will cover best practices for data analysis and discuss how eye tracking can be effectively integrated with complementary methodologies to enrich research findings. Common ethical and technical challenges associated with the use of eye tracking, particularly when working with diverse populations or remote setups, will also be addressed.

Special attention will be given to recent technological developments, such as webcam-based eye-tracking solutions, and their potential to democratize access to this powerful research method, allowing for studies with larger, more representative samples.

By the end of the workshop, participants will have acquired both conceptual frameworks and practical tools to confidently incorporate eye tracking into their evolutionary psychology research, enhancing the methodological rigor, reach, and impact of their scientific work.