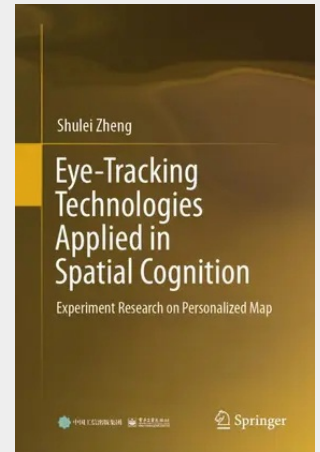


Eye-Tracking Technologies Applied in Spatial Cognition

Experiment Research on Personalized Map

This book focuses on map cognition. In view of the complex factors of map cognition, the lack of map expression and evaluation means, and the difficulty of real-time monitoring of map thinking in the brain, eye tracking technology is introduced into geographic research field. Eye movement data can express the implicit map cognition process in the human brain clearly and carry out real-time fine-grained monitoring of the complex action mechanism and cognitive differences of various cognitive factors in the process of personalized map cognition, which is helpful to break through the lag bottleneck of theoretical research. At the same time, eye tracking technology provides qualitative and quantitative basis for personalized map cognition and map design, with the combining method of questionnaire survey and eye movement experiment. This book benefits researchers, engineers, and graduate students in fields of cartography, geography, cognitive psychology, statistical mathematics, biological information, and artificial intelligence.

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