Proposal for tutorials at the Eye Tracking Research and Applications (ETRA) symposium

Title:
Support for Tutorials at ETRA 2016

People:
Conference chairs:

Pernilla Qvarfordt, FX Palo Alto Laboratory, USA

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Tutorial chair:

Marcus Nyström, Lund University, Sweden

SIGCHI Contact and CMC Champion:

Andrew Duchowski, Clemson University, USA

Subject matter:
We apply for funding for three tutorials at the conference for Eye Tracking Research and Applications (ETRA) that takes place at the Francis Marion Hotel in Charleston, SC, USA, March 14, 2016.

ETRA is the largest eye-tracking conference in the USA and focuses on all aspects of eye movement research across a wide range of disciplines. The goal of ETRA is to bring together computer scientists, engineers and behavioral scientists in support of a common vision of moving eye tracking research and its application forward.

Potential value:
The conference will be preceded by three full-day tutorials running in parallel during the same day. Their purposes are to provide students and researchers with knowledge about recent methods in eye-movement and eye-tracking research, as well as give hands-on experience with some of the latest software tools. The tutorials will contain a mix of theory and practice with an emphasis on working practically with eye-movement data, and are taught by top experts in the field.

The tutorials address three important and broad aspects of eye movement research. Burch and colleagues introduce methods used to make sense and visualize large amount of eye-tracking data. In the tutorial by Goldberg, participants will work with scanpaths – fundamental representations of eye movement data that have been used to uncover strategies during problem solving and have been linked with memory. The final tutorial will take on the broad subject of data quality, where researchers from the EMRA/COGAIN Eye Data Quality Standardization Project teach methods and introduce tools to process and analyze eye-tracking data.

Funding request:

We request funding for the following (funding has not been requested elsewhere):

		Number	Cost	Total	Comment
Revenue					
	Regular attendees	19	$125,00	$2 375,00	
	Student attendees	20	$75,00	$1 500,00	
Total Revenue				$3 875,00	Based on 13 participants per tutorial
Expenses					
	Hotel	20	$179,00	$3 580,00	2 nights @ $179
	Discounted registration fee	10	$410,5	$4 105,00	Discount conf. fee for tutorial teachers
	F&B (lunch: $25, coffee: $15x2)	52	$55,00	$2 860,00	Attendees, teachers, organizers (3)
	A/V	3	$500,00	$1 500,00	LCD Projector Package, incl. Tech. Support
Total Expenses				$12 045,00	
Total Request				**$8 170,00**	

The totals add up to **$8170**, which is the amount we apply for. Even though tutorial fees will be collected from attendees ($125 for regular attendees and $75 for students), the standard conference budget will not be able to cover the combined expenses for the tutorial teachers, food, and AV equipment. To attract experts in the field, and given the substantial amount of work it takes to prepare a full-day tutorial, the teachers are reimbursed for two days of housing, and also get a discount on the main conference registration fee (original fee for ACM members is $560). No travel expenses will be reimbursed. The rooms used during the Tutorials are also not associated with any costs, as part of a deal between the Hotel and the conference organizers.

Unlike traditional conference presentations, the tutorials include hands-on work with eye-movement data, and provide a meeting place where researchers can exchange the latest ideas and methods. The details and practicalities of data collection that typically are shared within labs or across a small number of researcher within a specific field can through the tutorials reach a larger audience. In the long term, we envision that the tutorials will become a standard and integral part of the ETRA conference, and will make the conference even more attractive for students and researchers working in the broad field of eye movement research. The tutorials will also strengthen the cross disciplinary nature of ETRA and facilitate the exchange of methods between engineers and behavioral scientists.

The interdisciplinary nature of the Tutorials motivates the rather large number of teachers, each contributing with knowledge from his/her field.

Sustainability:

This is the first occurrence of tutorials at ETRA which is why funding for tutorials is currently not part of the operating budget. In the long term, we plan for sustainability by gauging student attendance and feedback of this inaugural tutorial instantiation. We are thus requesting development funding as a source of seed funding for developing ETRA tutorials in the long term. Feedback from participants and teachers will be collected through an online survey managed by the Tutorial Chair. A summary of the feedback will be sent to the ETRA 2018 Conference Chairs. Future improvement of the Tutorials will include a more rigorous submission and review process, where each submission is review and approved by an expert panel.

Additional funding:

SIGGRAPH has agreed to fund the tutorial event at 50%, in return for pictures and a report.