SEERC

SOUTH-EAST EUROPEAN RESEARCH CENTRE

SEERC
17 Mitropoleos Street
54624, Thessaloniki, Greece
Tel: +30 2310-253477-8
Fax: +30 2310 253477, ext.115
www.seerc.org
Email: contact@seerc.org

OPEN SEMINAR SERIES

Thursday 7 February 2008
13:00 – 14:00

SEERC Seminar Room
SEERC Bldg

"Eye-tracking and the Perception of Multimedia".

By

Dr. George Ghinea
Director of Post-Graduate studies
Department of Information Systems and Computing (DISC)
Brunel University

ABSTRACT

Perceptual multimedia quality is of paramount importance to the continued take-up and proliferation of multimedia applications: users will not use and pay for applications if they are perceived to be of low quality. Whilst traditionally distributed multimedia quality has been characterised by Quality of Service (QoS) parameters, these neglect the user perspective of the issue of quality. In this talk Dr. Ghinea shall be talking about our experiences using eye-tracking technology to obtain a more complete picture of the human perceptual quality experience. He uses the Quality of Perception (QoP) metric, which encompasses not only a user's satisfaction with the quality of a multimedia presentation, but also his/her ability to analyse, synthesise and assimilate informational content of multimedia. His results show that provision of higher frame rates, usually assumed to provide better multimedia presentation quality, do not significantly impact upon the median coordinate value of eye path data. Moreover, higher frame rates do not significantly increase level of participant information assimilation, although they do significantly improve overall user enjoyment and quality perception of the multimedia content being shown.

The seminar series is open to all members of *staff* and *students* of CITY and to any *externals* that wish to attend.

University of Sheffield

CITY
Affiliated Institution of the
UNIVERSITY OF SHEFFIELD

A Research Centre of the University of Sheffield and CITY Liberal Studies