Abstract:

Research on cognition and language entailing the use of eyetracking and pupillometric measures has proliferated over the past two decades. Associated methods, tools, and technologies have tremendous advantages and can be highly informative. Often, however, researchers do not invest a great deal of effort into important groundwork related to control and measurement. Thus, the literature is rife with examples of dependent measures that have not been defined well, are not chosen with a clear rationale, and which had been inappropriately analyzed. In this discussion, we will think proactively about selecting and defining related measures, with the aim of helping those wanting to use eyetracking and pupillometry - or to digest research based on their use.