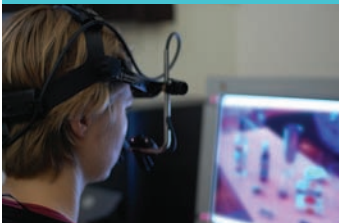


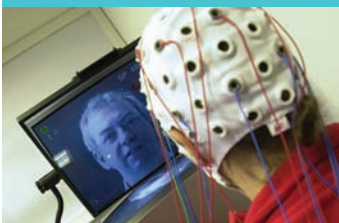


The School of Psychology offers expertise in the study of all aspects of human cognition, including attention, reading, memory and body movement.

Psychology for Business



Eye movement recordings reveal personal interests when interacting with software



Recording brain activity reveals cognitive processes

Further information

To find out what the School of Psychology can do for you contact Dr Martin Fischer.

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Visit the website at:
www.dundee.ac.uk/psychology

Research & Innovation Services

To find out more about other areas of academic expertise at the University of Dundee contact

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We use eye movement recordings, brain activation studies and behavioural tests: these have relevance to the development of new products and services.

This expertise can be applied to:

- Product design
- User experience of design and layout
- Usability testing
- Evaluation of electronic media and interfaces

Current projects

Recent projects with industry have included nutritional studies, pharmaceutical studies, interface design, visualisation and training.

The Engineering and Physical Sciences Research Council made an award of £300,000 to the group for the study of "Vision, Action and Language Unified by Embodiment (VALUE)". This interdisciplinary project combines expertise and methodologies from cognitive psychology, motor control and computational/robotics modelling.

Funding

Psychology receives funding from a number of funding bodies including EPSRC, ESRC, BBSRC, MRC and SFC.

Opportunities

The group welcome opportunities for academic and industry collaborations.

Expertise:

- Eye tracking
- Interface design and product design
- Multimedia and cognitive load
- Usability
- Neuroscience
- Nutrition and cognitive development
- Behavioural testing and efficiency
- Design and analysis of scientific trials and tests