William Weir | It's Alive!

Notes from The Lab

The Science of Finding Waldo

By William Weir on February 20, 2009 4:30 PM | Permalink | Comments (0)

The "Where's Waldo?" books now have a place in science. Over at the Barrow Neurological Institute in Arizona, researchers had subjects seek out the bespectacled Waldo. While the subjects scanned the pages, the researchers measured their eye movements.

The team, led by Susana Martinez-Conde, found that tiny unconscious eye movements known as microsaccades are responsible for homing in on objects of interest. Conde says the results could lead to the design of neural prosthetics for people with brain damage, and couild even lead to the creation of machines that can see in the same way as humans.

Leave a comment

Sign in to comment on this entry, or comment anonymously.

About Email William

more blogs on Hartford Courant. courant.com

ALL OUR BLOGGERS

Tags

agriculture alcohol alcoholism animal rights animals animals using tools ants Assembler Barak Obama brand loyalty Coke Commercials; consumer research; Levi's blue jeans; New York University; University of California consumer research cooking drugs eels Emerging Infectious Diseases football Gucci horticulture horttechnology journal cover Journal of Consumer Research Massachusetts General Hospital materialism

Bill's Links

BPS

Psyblog

NeuroPhilosophy

New Scientist

Search

Search

Recent Entries

Technology to Beat the Movie Pirates

Amnesia at the Movies

Square Root Day Is Here Again

Shiitake!

Carcass-Eating Habits of Ravens Explained by Financial Theory

Study: Commercials Make TV Better

The Science of Finding Waldo

Woe Is the Honeybee

Giving the Finger, the Psychology and History Thereof

Would there be a Grand Theft Auto without Darwin?

March 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Archives

Select a Month...

Subscribe to this blog's feed