How does *seeing* affect thinking? How does *thinking* affect seeing? These are questions from *Visual Cognition*.

**We use eye-tracking technology to answer these questions!**

How much of what you *see each moment*:  
* are you *aware of*?  
* will you later *remember*?  
* is out of the *corner of your eye* (in your peripheral vision)?  
* can you understand *in a single glance*?  

- Does a person’s *culture* influence what they pay attention to or ignore?  
- Does an individual’s *short-term memory* change what they look at, understand, later remember, and their ability to perform tasks?

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**We watch people *watching movies!***  
* Does *where* someone looks while watching a movie depend on their *individual understanding* of it?  
* How *active* or *passive* are people when they watch movies?  
* Does *actively watching* a movie influence what people pay attention to, what they understand, and what they later remember?

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**Want to *get involved in research*?** If you are a motivated student, you can join the lab for *course credit*!  
Gain *valuable experience for graduate school*.  
Present research at local, regional, or national conferences.  
If interested, contact Dr. Lester Loschky at loschky@k-state.edu

Visit our *lab website* for more information (Visual Cognition Lab at K-State)