COMPANY INFORMATION

Company name	**ET Tech**
Project name	Platform to assess linguistic competencies by tracking eye movements
Project leaders	Sofia Polevaya, DSci, Prof.;
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ET Tech

Company/project background — Research into ways of using eye tracking to monitor linguistic competencies has been active at UNN since 2011. The platform elaboration project began earlier this year.

PROJECT INFORMATION

Description of technology/product

The project aims to develop a platform to objectively assess a person's linguistic competencies on basis of eye tracking. This is a pioneering service automatically evaluating competencies based on physiological data.
The platform makes it possible to automatically evaluate a level of one's understanding of a foreign language after reading two short texts on a computer screen outfitted with an eye tracking device.
The platform belongs to the HRM class of systems and is designed to aid HR staff in assessment of potential employees. It offers significantly higher speed of assessment.
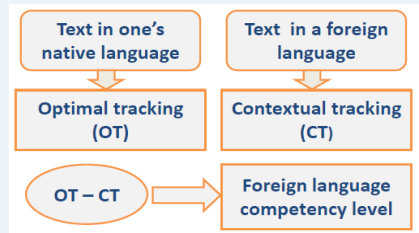
Diagrams and photos

Fig.1 Eye tracking

Text in one's native language → Optimal tracking (OT)
Text in a foreign language → Contextual tracking (CT)
OT – CT → Foreign language competency level
Fig.2 Assessing competency level

You have got 5 fruits in the basket: 2 oranges, 2 pears and 1 pineapple. Take the big orange and put it on the plate. Put the pineapple there, too. Put the red pear into your left pocket. Put the little orange into your right pocket. Put the green pear on the table.
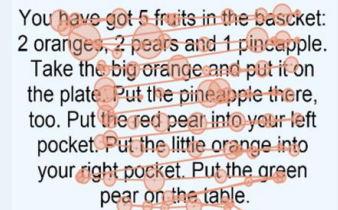Fig.3 Eye movement trajectory

Added value

Consumer value:
- For recruiting companies: lower costs, significantly higher quality services offered;
- For job seekers: online testing results may be added to his/her CV.

Current status of technology/project

- Lab tests under way, using fixed eye tracking equipment;
- Testing on target groups under way;
- Goal: setup of ET Tech, a small innovation company with UNN participating.

Key advantages

- Speed of assessment surpasses other testing techniques by a factor of ten;
- Possible objectivity;
- Perspective possibility for a remote mobile service.

Competitors

The technology has no direct analogs that compete with it.
Lund University, Ohio University and Pennsylvania University apply comparable approach to identifying levels of competencies. The primary competitors are providers of testing services based on the CEFR standards.

Potential customers and markets

- HR and headhunters;
- Providers of linguistic and educational testing services;
- Providers of training/tutoring services;
- Developers of business games;
- Job seekers.

Scientific publications and patents

- Seven scientific publications related to the project;
- Production secret registration under way at UNN.

Contacts sought in US

- Investors;
- Partners in commercialization;
- Branch experts.

Objectives for trip to US

- To find partners/investors;
- To present the company and its innovation product;
- To look into US market potential.