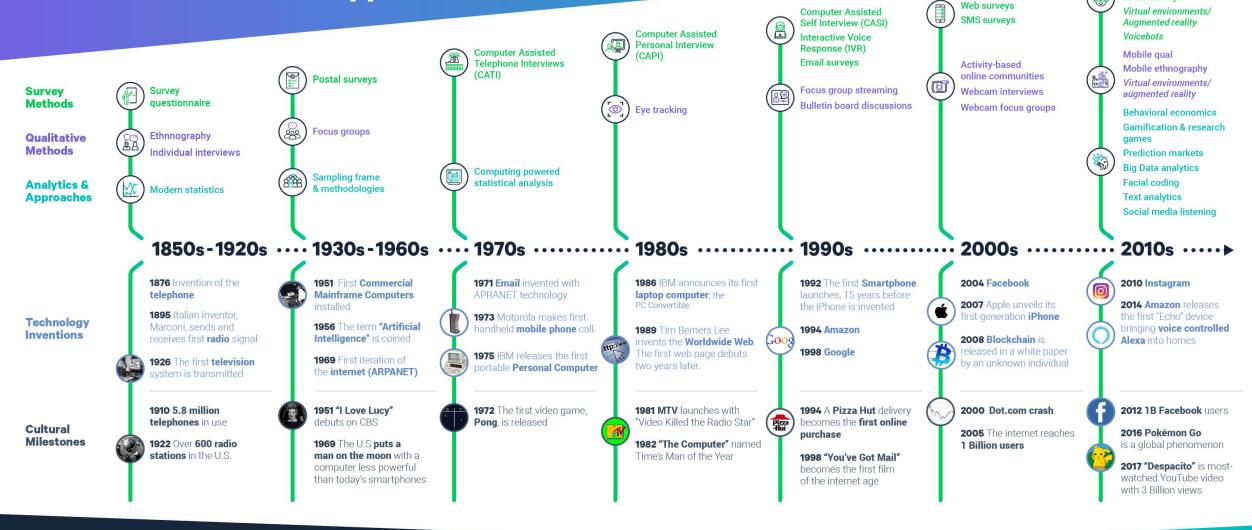
Evolution of Research Approaches



Eye tracking

Mobile first surveys Micro surveys