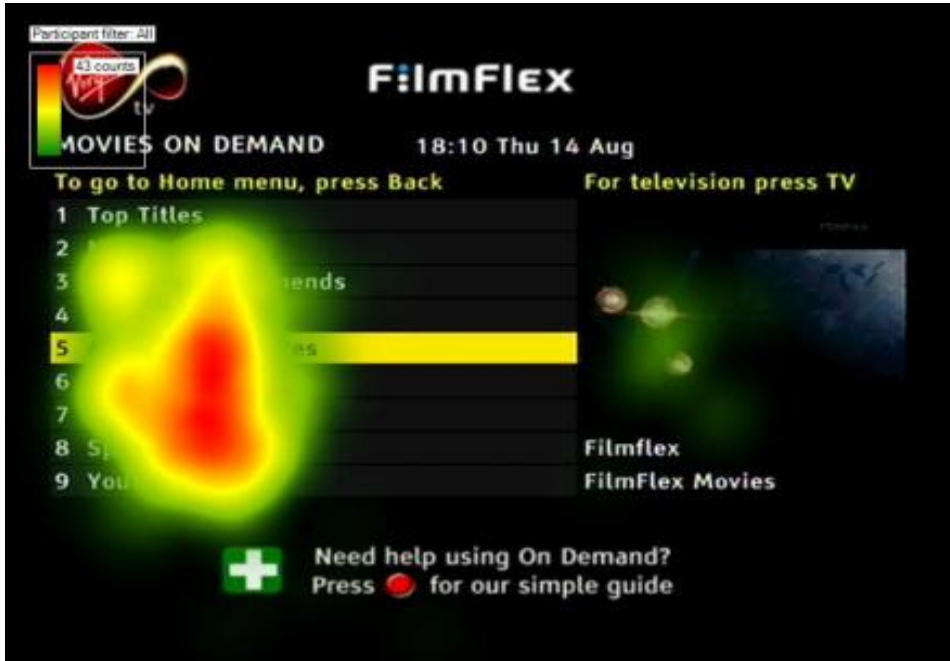


# Heat maps



- A heat map is the aggregation of **many individuals'** viewing experience.
- The hotter the colour, the more attention was paid to the area.
- Attention may be in terms of fixation count (as in this heat map) or subject percentage.