### Association for Information Systems AIS Electronic Library (AISeL)

AMCIS 2011 Proceedings - All Submissions

8-5-2011

# Eye Movements as Deception Indicators in Online Video Chatting

Jinie Pak

University of Maryland, Baltimore County, jpak3@umbc.edu

Lina Zhou

University of Maryland - Baltimore County, zhoul@umbc.edu

Follow this and additional works at: http://aisel.aisnet.org/amcis2011 submissions

### Recommended Citation

Pak, Jinie and Zhou, Lina, "Eye Movements as Deception Indicators in Online Video Chatting" (2011). AMCIS 2011 Proceedings - All Submissions. 87.

http://aisel.aisnet.org/amcis2011\_submissions/87

This material is brought to you by AIS Electronic Library (AISeL). It has been accepted for inclusion in AMCIS 2011 Proceedings - All Submissions by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

## **Eye Movements as Deception Indicators in Online Video Chatting**

Jinie Pak

Department of Information Systems University of Maryland, Baltimore County jpak3@umbc.edu Lina Zhou

Department of Information Systems University of Maryland, Baltimore County zhoul@umbc.edu

#### **ABSTRACT**

Online video chat is emerging as one of the common forms of computer-mediated communication (CMC). It can also be easily exploited by deceiver for persuasive conversation. Research on deception cues in CMC is gaining increasing attention in recent years but has largely ignored this new medium. This study aims to investigate the effect of eye movement behavior in the detection of deception in online video chatting. A laboratory experiment is conducted to test pupil dilation and blinking rate as possible cues to online deception. During the study, the eye movement behavior of participants was captured using an eye tracking system. The preliminary results confirmed the effect of pupil dilation but did not yield any significant effect for blinking rate.

### **Keywords**

Deception, eye movement, pupil dilation, blinking rate, non-verbal cues