# Presentation Abstract

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**Field of Expertise**
Educational

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Czech Association for Transactional Analysis

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**Modality of Participation**
in-person

**Type of Presentation**
Oral Presentation

**Presentation Title**
## Student attention in the context of the educator's life position

**Abstract**
Experiment explores how life positions of educator influence student attention in asynchronous learning. Four instructional videos with identical content but differing in the educator's life position were created, emphasizing variations in nonverbal communication such as eye contact, facial expressions, posture, and vocal delivery. The experiment was conducted with 58 students at Mendel University in Brno using eye-tracking technology to measure attention. Key indicators included total viewing time, blink rate, and student dilation. Although statistical analysis is ongoing, the experiment is designed to test the assumption that the "I'm OK, You're OK" position leads to the highest and most stable attention levels, as well as the most positive perception of teaching style. The study provides an evidence-based contribution to understanding how educators' communicative stance shapes engagement in online learning environments.

**Professional Picture**

