

## The Importance of Seeing Eye-to-Eye

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Jeff Machtig and David Danto recently wrote an article for IMCCA on the value of how technologies handle eye-contact between participants: the “eye-line” or “gaze angle.”

“Psychology dictates that there are certain key elements that allow for effective communication and interaction between two or more individuals. How successfully we relate to one another depends greatly upon eye-to-eye contact.

“When you make eye contact in conversation, heartbeat rates actually increases exposing a physiological connection between you and the person you’re having conversation with,” say the authors.

Eye-contact is the most important, yet least understood component of non-verbal communications. The importance of this ability varies from application to application.

We’ll let the authors tell you more...

Go [Read about Eye-to-Eye Contact in Conferencing](#)