



iContact Camera Pro

Why Eye Contact Matters — The Data Behind Trust, Memory, and Connection

This research brief consolidates decades of evidence showing how **eye contact transforms communication** — increasing trust, engagement, memory, and overall performance across education, enterprise, healthcare, and leadership contexts. Each insight is distilled into clear, one-line abstracts designed for rapid reference or AI-assisted personalization. Whether tailoring a message for sales, marketing, or product positioning, these data points enable consistent, credible storytelling — grounded in science, optimized for every audience.

- [The Limits of AI: Why Eye Contact Isn't the Same as Human Connection \(2021\)](#): This study explores the difference in perceiving eye contact during communication between humans and AI robots, finding that AI eye contact does not fully engage the brain's social areas.
- [The Impact of Eye Contact and Compassion in Virtual Counseling Sessions \(2024\)](#): This study explores how nonverbal cues from virtual counselors, such as eye contact, enhance empathy and reduce anger, ultimately improving the effectiveness of virtual counseling sessions.
- [The Importance of Eye Contact: How Off-Camera Gaze Affects Job Interview Outcomes \(2024\)](#): This study investigates how eye contact during simulated online job interviews affects evaluator ratings, revealing that interviewees who look at the screen rather than the camera receive lower evaluation scores.
- [Nonverbal Communication in Online Learning Environments \(2024\)](#): This study examines dental students' perceptions of their experiences during simulated patient visits conducted via Zoom, revealing challenges related to nonverbal communication and eye contact that impact their learning and engagement.
- [The Impact of Eye Contact on Recall During Virtual Presentations \(2006\)](#): This study explores how eye contact during virtual presentations affects the audience's ability to remember information, finding that participants who perceived eye contact remembered 23% more information.
- [The Preference for Eye Contact in Video Communication \(2001\)](#): This study investigates individuals' preferences for video communication that includes eye contact compared to communication without eye contact, with 88% of participants preferring eye contact.
- [The Impact of Instructor Eye Contact on Student Performance in Virtual Lectures \(2018\)](#): This study examines the effect of instructor eye contact on student task performance during virtual lectures, showing that students performed 39% better when the instructor maintained eye contact.
- [Increasing Likability and Honesty with Eye Contact \(1980\)](#): This study investigates the association between increased levels of eye contact and the perception of a speaker as more likable and honest in an educational setting.
- [Facilitating Trust in Video Chats with Eye Contact \(2007\)](#): This study explores how preserving eye contact in group video chats impacts intergroup trust during collaborative tasks, finding that directional video conferencing (with eye contact) led to higher cooperative investment.
- [The Power of Virtual Eye Contact \(2019\)](#): This study explores how virtual eye contact elicits similar arousal responses to those that occur during face-to-face contact, indicating increased engagement and emotional connection.
- [Enhanced Connection with Eye Contact During Video Communication \(2022\)](#): This study explores how eye contact during video communication affects feelings of connection, mutual engagement, and emotional validation, finding positive effects on all three.
- [The Impact of Eye Contact in Medical Consultations \(2014\)](#): This study explores how establishing eye contact during medical consultations enhances the doctor-patient relationship, leading to higher patient satisfaction and better therapeutic outcomes.
- [Eye Contact Improves Shared Attention and Engagement \(2021\)](#): This study explores how eye contact influences conversation dynamics, emphasizing its role in coordinating shared attention and engagement.

between conversation partners.

- [It's not that you look—it's when: The hidden power of eye contact \(2025\)](#): This study reveals that the temporal context of eye contact, specifically a gaze sequence of looking at an object, making eye contact, then looking back at the object, significantly influences perceptions of communicative intent, even with robots.
- [Eye-to-eye contact is rare but shapes our social behavior \(2023\)](#): This study found that while direct eye-to-eye contact is rare in natural interactions (only 3.5% of the time), it is a significant predictor of subsequent gaze-following and social dynamics.
- [The temporal context of eye contact influences perceptions of communicative intent \(2024\)](#): This study suggests that the relative temporal context of eye contact and averted gaze, rather than frequency or recency, shapes its communicative potency, with similar effects observed for human and humanoid robot agents.
- [Eye contact and facial expressions provide important social and emotional information \(2024\)](#): This study highlights that eye contact and facial expressions convey crucial social and emotional information, with eye contact providing strong emotional cues during social conversations and influencing parent-child interactions and learning.
- [Neural mechanisms of eye contact when listening to another person talking \(2017\)](#): This study provides evidence for the neural mechanisms underlying eye contact during verbal communication, showing that eye contact involves visual cortical areas and brain regions related to theory of mind/intentionality processing.
- [Eye contact marks the rise and fall of shared attention in conversation \(2022\)](#): This study reveals that during conversation, pupillary synchrony (a measure of shared attention) peaks as eye contact occurs and then declines, suggesting eye contact may coordinate shared and independent modes of thought.
- [New insights into the science of speaking with your eyes \(2024\)](#): This study emphasizes that the context of eye movements, specifically a sequence of looking at an object, making eye contact, then looking back at the object, is crucial for interpreting communicative intent, even with robots.
- [The Power of Eye Contact in Social Interactions \(2018\)](#): This study explores how eye contact plays a crucial role in social interactions by triggering automatic positive affective responses, which enhance social bonding and cognitive functions.
- [Enhancing Therapeutic Relationships Through Eye Contact \(2021\)](#): This study explores the impact of eye contact on the therapeutic relationship between psychologists and clients, emphasizing its role in fostering emotional connections, trust, and effective communication.
- [The Role of Eye Contact in Enhancing Memory Retention \(2019\)](#): This study explores how eye contact during verbal communication affects memory retention, emphasizing the potential cognitive benefits of maintaining eye contact.
- [When eye contact is present, users in virtual meetings are more likely to feel addressed and recognized during virtual meetings compared to meetings where eye contact is not present \(1999\)](#): This study indicates that eye contact in virtual meetings increases feelings of being addressed and recognized.
- [Higher levels of eye contact led interviewers to rate candidates as more credible, attractive, and composed \(1985\)](#): This study found that increased eye contact during interviews leads to higher ratings of credibility, attractiveness, and composure for candidates.
- [Making direct, sustained eye-contact led strangers to acquiesce to a request \(66%\) more often than when eye-contact was made but not sustained \(34%; 2002\)](#): This study shows that direct, sustained eye contact significantly increases compliance with requests from strangers.