

## Conferences

### Plenaries and invited lectures

- 2011** Invited talk at the symposium Interacting with electronic and mobile media: Oculomotor and cognitive effects. Organizer: Pascal Wurtz, European Conference on Eye Movements, Marseille, France. August 2011. Lecture: *Functional segmentation of task-solving process: Aligning eye movements and cued retrospective protocols.*
- 2010** Invited lecture at the Eye Tracker Event, Arcada, Helsinki. Lecture: *Tracking Users' Interactions: Applied Research at the Humanities laboratory in Lund*
- Invited lecture at Forum Vision, 5:e nationella konferensen Människa - Miljö i Samverkan. Göteborg. Lecture: *Myter och sanningar om läsning. Några tankar om tillgänglighet av multimodala texter.*
- Invited lecture at Kunskapsdagen i Lund, Kognition - Hur människan lär sig, juni 2010. Lecture: *Reflekterat lärande: Hur studier av ögonrörelser kan hjälpa oss förstå lärprocessen hos högstadielärover.*
- Plenary speaker at the conference Multimodala learning processes: Understanding the world through eyes, ears, and touch Eskilstuna, April 2010. Lecture: *Mental imagery in sighted and blind subjects.*
- 2009** Plenary lecture at the conference "Image, Vision, Mind", Chemnitz, Germany, March 2009. Lecture: *How we focus attention in picture viewing, picture description, and during mental imagery.*
- 2008** Invited lecture and theoretical seminar at the Forum for Intermedia Studies, Växjö university, October 1th, 2008. Lecture *Cyber, hyper och multi revisited: Läsares möte med dagens komplexa (icke-litterära) texter.* (Cyber, Hyper and Multi revisited: Readers' Interaction with Complex Non-literary Texts)
- Plenary lecture at the workshop on "Interaction of Vision and Language in Cross-Modal Comprehension", Hamburg, September 2008, Lecture: *Discourse, vision, and cognition.*
- Invited lecture at the workshop on "Eye-tracking as a method of media studies", Trier, Germany, June 30th, 2008. Lecture: *The Role of Attentional Guidance in Multimodal Presentations.*
- Invited lecture, Språkrådsdagen, Stockholm, May 8th, 2008. The lecture has been broadcast by Swedish Television, SVT 2 and SVT 24, on May 13th, 2008. Lecture: *Att begripa text, bild och grafik. Hur vi läser multimodala texter.*
- 2007** Invited lecture at the Symposium Visual competence - Facets of a Paradigm

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Shift. Jacobs university, Bremen, Germany, July 2007. Lecture: "*Reading paths and reading styles on newspaper spreads - evidence from eye tracking studies*" (with Kenneth Holmqvist).

Invited plenary lecture at the FoT conference (Forum för textforskning) 2007 in Växjö, Sweden, June 2007. Lecture: "*Tanke, text, tolkning*".

Invited lecture at the Institute of Czech Language and Theory of Communication, Charles University, Prague, April 2007. Lecture 1: "*Language, Vision and Mental Imagery*".

Invited lecture at the Institute of Czech Language and Theory of Communication, Charles University, Prague, April 2007. Lecture 2: "*Interdisciplinary Research on Language and Cognition*"

**2006** Invited lecture, Nordic language department, Stockholm university, September 2006. Lecture: "*Att bedriva tvärvetenskaplig forskning: Metodologiska reflektioner*"

Invited lecture at the FUMS-konferens "Ett vidgat textbegrepp", Uppsala university, May 2006. Lecture: "*Användares interaktion med multimodala dokument*"

**2005** Invited lecture at the workshop Eye tracking and multimodal design, Psychological Institute and the Knowledge Media Research Center in Tübingen, Germany. December 2005. Lecture: "*Integration of text and graphics in multimodal documents*"

Invited lecture at the Transregional Collaborative Research Center Spatial Cognition - Reasoning, Action, Interaction at the University of Bremen, Germany, October 21st, 2005. This lecture was transmitted via an interactive video-conference to the University of Freiburg. Lecture: "*How we focus our attention in picture viewing, picture description and during mental imagery*"

Invited lecture at the Lund-Osnabrück Meeting, Cognitive Science Dept., Osnabrück, Germany. Lecture: "*What eye movement data reveal about integration of text, pictures and graphics*"

Invited lecture at the Department of Psychology at the University of California, Santa Barbara. March 2005. Lecture: "*Tracking integration of language, pictures and graphics*"

Plenary lecture at the Malofiej Infographics Summit, Pamplona, University of Navarra, Spain, 16-18 March 2005. Lecture: "*Different design - different reading. An eye-tracking study of reading infographics*" (with Kenneth Holmqvist).

**2004** Invited lecture at *KVIT 2004*, Linköping, 6-7 May 2004. Lecture: "*Tracking everyday cognition*".

*Invited position paper at the Workshop The citizens use and comprehension of information on the Internet organized by Kerstin Severinson Eklundh and Britt-Louise Gunnarsson, Uppsala 18-19 June 2004. Paper: "Tracking multimodal*

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*interaction with new media*".

**2002** Invited lecture at the Multimodality conference in Tampere, Finland. Lecture: "*Different perspectives on multimodality. Methodological considerations*"

**1999** Invited lecture at the Department of Communication and Information Sciences and Centre for Language and Cognition in Groningen (CLCG). Lecture 1: "*Speaking of Pictures: Focusing attention and structuring spoken descriptive discourse in dialogical settings*"

Invited lecture at the Department of Communication and Information Sciences and Centre for Language and Cognition in Groningen (CLCG). Lecture 2: "*Picture Descriptions: Comparing Verbal and Visual Foci of Attention*"

**1997** Invited lecture at the Halden Reactor Project. Halden, Norway. Lecture: "*Focusing in Vision and Discourse*"

### **Conference organisation**

**2011** Workshop on *Spatial Cognition*, Hansa Institute for Advanced Study, Germany, March 2011.

Panel at the International Communication Association Conference in Boston, May 2011. Organisers: Holsanova, J. & Bucher, H-J.: *Reception and Understanding of Visuals. Empirical and Theoretical Approaches*,

Chair of the panel "*Visual Information, Presentation, and Effects*" at the International Communication Association Conference in Boston, May 2011.

Interdisciplinary workshop on *Eye tracking in Massmedia Research*, Humanities Lab, Lund university, May 2011.

**2010** A one-day workshop on "*Syntolkning*" (audio description) of theater and cinema performances for visually impaired audiences. Participants from Syntolkning.nu, Punktskriftsnämnden (Swedish Braille Authority), TÖI, LU, SRF (National federation of the visually impaired). Tolk- och översättarinstitut, Stockholm university, december 2010. Main organiser.

Two-day workshop "*Cognition and Vision. Recent advances through eye tracking methodology*". Institute for Advanced Study Delmenhorst, Germany, 22-23 February 2010. Main organiser,

5th Scandinavian Workshop on Applied Eye Tracking, Lund university. May 2010. Co-organiser.

**2009** 4th Scandinavian Workshop on Applied Eye Tracking, Stavanger university, Norway. Co-organiser.

**2008** 3th Scandinavian Workshop on Applied Eye Tracking, Lund university. Co-organiser.

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- 2007** 2nd Scandinavian Workshop on Applied Eye Tracking, Lund university. Co-organiser.
- 2006** 1st Scandinavian Workshop on Applied Eye Tracking, Lund university. Co-organiser.
- 2001** Scientific workshop "The dynamics of perception and production during text writing", Lund University, 10-12 May 2001, co-organiser

### Conference participation

- 2011** 33rd Annual Meeting of the Cognitive Science Society (COGSCI). Austin, TX: Cognitive Science Society. Poster: "*The Dispersion of Eye Movements During Visual Imagery is Related to Individual Differences in Spatial Imagery Ability*" (with Roger Johansson and Kenneth Holmqvist).
- 15th Workshop on the Semantics and Pragmatics of Dialogue (SemDial). Poster: "*Optional visual information affects conversation content*" (with Richard Andersson and Kenneth Holmqvist).
- 16<sup>th</sup> European Conference on Eye Movements (ECEM 2011), Marseille, France, August 21-15, 2011. Paper: "*Eye movements during pictorial recall have a functional role, but they are not reinstatements of those from encoding*" (with Roger Johansson and Kenneth Holmqvist).
- European Conference on Cognitive Science (EuroCogSci2011). Sofia, Bulgaria. May 21-24, 2011. Paper: "*Eye movements during visual imagery have a functional role and are related to individual differences in spatial imagery ability*" (with Roger Johansson and Kenneth Holmqvist).
- International Communication Association Conference (ICA), Boston, May 2011. Panel 'Reception and Understanding of Visuals. Empirical and Theoretical Approaches'. Organisers: Hans-Juergen Bucher & Jana Holsanova. Paper: "*Attending to different types of visuals in massmedia: Eye tracking studies on newspaper reading, netpaper reading and online advertising*" (with H. Sandberg, K. Gidlöf, and Nils Holmberg).
- Skandinavian conference on Multimodality, genre and design, Agder university, Kristiansand, Norway, June 2011. Paper: "*Reception of Multimodality in Biology and Chemistry Textbooks: An Eye Tracking Study*" (with Johan Ek and Nils Holmberg).
- Utbildningsvetenskaplig konferens, Campus Helsingborg, September 2011. Paper: "*Multimodalt lärande*".

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- 2010** International Communication Association conference, Singapore, juni 2010. Panel Visuality and Multimodality, Paper: "*Media principles and multimodality*".
- Scandinavian Workshop on Applied Eye Tracking, Lund. Poster "*Task-oriented text book reading strategies*" (with Nils Holmberg).
- Designs for Learning Conference. Stockholm, mars 2010. Paper: "*Attentional Guidance and Instructional Design*" (with Nils Holmberg).
- Multimodal learning processes: Understanding the world through eyes, ears, and touch, Eskilstuna, april 2010. Plenary lecture: "*Mental imagery in sighted and blind subjects*".
- Kunskapsdagen Lund. Kognition - Hur människan lär sig. Invited paper: "*Reflekterat lärande: Hur studier av ögonrörelser kan hjälpa oss förstå läroprocessen hos högstadielärover.*"
- 32nd Annual Meeting of the Cognitive Science Society, Portland, Oregon. August 2010. Paper: "*Eye Movements During Mental Imagery are Not Reenactments of Perception*" (with Roger Johansson and Kenneth Holmqvist)
- 5:e nationella konferensen Människa - Miljö i Samverkan. Forum vision, Göteborg: Invited paper: "*Myter och sanningar om läsning. Några tankar om tillgänglighet av multimodala texter*".
- Eye Tracker Event, Arcada, Helsinki, Finland, oktober 2010. Invited paper: "*Tracking Users' Interactions: Applied Research at the Humanities lab in Lund*".
- 2009** European conference on eye movements (ECEM), Southampton, UK. Poster: "*Individual differences in reading behaviour. Clustering eye movement data for reader types*" (with Nils Holmberg and Kenneth Holmqvist)
- European conference on eye movements (ECEM), Southampton, UK. Poster "*Visual common ground decreases perceived communicative success?*" (with Richard Andersson).
- European Association for Research on Learning and Instruction (EARLI) 13th Biennial Conference 2009, Fostering Communities of Learners, August 25-29 Amsterdam. Symposium "The Use of Eye Tracking in Uncovering Principles to Improve Instructional Design". Invited paper: "*Reading Information Graphics: The Role of Spatial Contiguity and Dual Attentional Guidance*" (with Nils Holmberg and Kenneth Holmqvist).
- Forum för textforskning 4, Södertörn och Stockholm, 8-9 maj 2009. Paper: "*Textens fragmentering och läsares meningsskapande*" (with Andreas Nord).
- International Communication Association conference ICA). Visual Communication Division, symposium "What you see is what you get? Applying eye-tracking methodology in visual communication research", Chicago, May 2009. Paper: "*Myths and Truths about Readers' Interaction with Complex Visual Documents*" (with Kenneth Holmqvist).

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International Communication Association conference (ICA). Visual Communication Division, symposium "What you see is what you get? Applying eye-tracking methodology in visual communication research", Chicago, May 2009. Paper: "*Audience Research and Multimodality: What Eye Tracking Reveals about Newspaper Reading*" (with Hans-Jürgen Bucher).

International DFG/NSF Workshop on Integrating Spatial Cognition: Building Bridges Between Navigation and Visualisation. New York. Paper: "*The Interplay of Language and Visualizations in Communication*" (with Roger Johansson).

Texten, Läsaren & Samhället, Tema: Språk & kognition i textförståelse & textproduktion, Språk- och Litteraturcentrum, Lunds universitet, 2009. Paper: "*Ögonrörelsestudier av läsning i Humanistlaboratoriet*" (with Nils Holmberg)

**2008**

"Image, Vision, Mind" conference, Chemnitz, Germany. Invited paper: "*How we focus attention in picture viewing, picture description, and during mental imagery*".

Workshop on "Spatial Cognition and Learning" funded by National Science Foundation (NSF) and Deutsche Forschungsgemeinschaft (DFG), Freiburg, Germany. Invited paper: "*The Role of Visualizations and Mental Imagery in Learning*".

Nätverket Texten, läsaren och samhället. Tema: Mediernas roll i samhället. Institutionen för journalistik och masskommunikation - JMG, Göteborgs with, 2008. Paper: "*Läsning av digitala texter: en ögonrörelsestudie*". (med Nils Holmberg).

Forum for Intermedia Studies, Växjö university, ht 2008. Invited lecture: "*Cyber, hyper och multi revisited: Läsares möte med dagens komplexa (icke-litterära) texter*".

11th International Conference of the EARLI Special Interest Group on Writing, Centre for Languages and Literature, Lund, June 11th - 13th 2008. Paper: "*Cognitive Processes in Writing are Genre Dependent: A Comparison of Picture Descriptions and Expository Texts*" (with Roger Johansson, Åsa Wengelin, Victoria Johansson and Kenneth Holmqvist).

Språkrådsdagen, Stockholm. Invited lecture: "*Att begripa text, bild och grafik. Hur vi läser multimodala texter*".

Workshop on "Eye-tracking as a method of media studies", Trier, Germany. Invited lecture: "*The Role of Attentional Guidance in Multimodal Presentations*".

Symposium *Gehirn, Geist und Psyche*, HWK Delmenhorst, 4/7 2008

Scandinavian Workshop on Applied Eye Tracking, Lund, April 2008. Paper: "*Reading styles on a newspaper spread - an eye tracking perspective*" (with Nils Holmberg and Kenneth Holmqvist).

International Conference on Multimodality and Learning, London, , 18-21 June

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2008. Paper: "*Reading Styles on a Newspaper Spread*" (with Nils Holmberg and Kenneth Holmqvist)

Workshop on "Interaction of Vision and Language in Cross-Modal Comprehension", Hamburg, Germany. Invited paper: "*Discourse, vision, and cognition*".

**2007** European association for research on learning and instruction (EARLI ): Developing Potentials for Learning. Budapest. Symposium Eye tracking as a means for detailed analyses of multimedia learning processes - Part I., Paper: "*Newspaper reading, eye tracking and multimodality*" (with Kenneth Holmqvist and Nils Holmberg).

Scandinavian Workshop on Applied Eye Tracking. Lund university Paper: "*Tracking integration of text and picture*" (with Kenneth Holmqvist and Nils Holmberg).

Workshop "Situated cognition" held in Skövde, October, 10th 2007. Paper: "*On the use of eye tracking methodology in connection to decision-making*".

Second eye tracking and multimedia workshop, Université de Bourgogne, Dijon, France, November 2007. Paper: "*Reading styles on a newspaper spread*".

**2006** European association for research on learning and instruction (EARLI), Special Interest Group on Text and Graphics Comprehension, 30th of August - 1st September 2006, University of Nottingham. Paper: "*Using eye movement measures to describe readers visual interaction with newspapers*" (with Kenneth Holmqvist and Nils Holmberg).

Workshop on *Social Cognition and Action*, Paris, Ecole Normale Supérieure, 3-4th March 2006. Paper "*The role of feedback in task-oriented dialogue*".

**2005** Workshop on Spatial Language and Dialogue in Delmenhorst, Germany, October 23-25, 2005. Poster: "*Spatial language and dialogue: A multimodal perspective*".

European Conference on Eye Movements, ECEM 13 in Bern, August 2005. Paper: "*The effect of photos and information graphics on newspaper reading*" (with Kenneth Holmqvist and Nils Holmberg).

27th Annual Conference of the Cognitive Science Society, Stresa, Italy. Paper: "*What Do Eye Movements Reveal About Mental Imagery? Evidence From Visual And Verbal Elicitations*" (with Roger Johansson and Kenneth Holmqvist).

Lund - Skövde Workshop, Cognitive Science Dept., Lund den 15:e juni 2005. Paper: "*Interaktiv problemlösning ur ett multimodalt perspektiv*" (Interactive problem-solving in a multimodal perspective).

**2004** *Conference on visual thought: Depictive space of perception* organized by Liliana Albertazzi and Roberto Poli, Mitteleuropa Foundation, Bolzano,

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Italy. June 2004. Paper: *"The Dynamics of Picture Viewing and Picture Description"*.

International conference on "Writing 2004", Geneva 2004. Paper: *"Keystroke logging and eye tracking: a successful combination"* (with Victoria Johansson, Boel Andersson, Johan Dahl, Kenneth Holmqvist, Henrik Karlsson, Sven Strömquist, Sylvia Tufvesson, and Åsa Wengelin).

Workshop The citizens use and comprehension of information on the Internet organized by Kerstin Severinson Eklundh and Britt-Louise Gunnarsson, Uppsala 18-19 June 2004. Paper: *"Tracking multimodal interaction with new media"*.

**2003** International conference Towards a science of consciousness, Prague 2003. Paper: *"Picture viewing and picture description: Two windows on the mind"*.

**2002** Workshop of the PARADYS project. Theme: Communication and Controversy. Decision-making Procedures and Plant GMOs in Europe. University of Cork, Ireland. Paper: *"Citizen participation in the Swedish permitting procedure"* (with Henrik Rahm).

**2001** European conference on eye movements (ECEM) 11, Turku. Poster: *"Comparing Foci in Picture Viewing and Picture Description"* (with Kenneth Holmqvist).

European conference on eye movements (ECEM) 11, Turku. Poster: *"Implicit Learning of Anticipatory Saccades"* (with Christian Balkenius and Kenneth Holmqvist).

International Cognitive Linguistics Conference 2001 in Santa Barbara Paper: *"Attentional Foci in Picture Viewing and Picture Description"*.

**1999** 3rd Swedish Conference in Multimodal Communication. Linköping, October 1999. Paper: *"Language and Vision from a Dynamic Perspective"*.

Intercultural Communication and Changing National Identities. Tartu University. Estonia. 1999. Paper: *"Ways of treating ethnic categories in everyday discourse"* (with Nils Jörgensen and Kenneth Holmqvist).

GLUC colloquium, Center for Language and Cognition Groningen, March 1999. Invited lecture 1: *"Speaking of Pictures: Focusing attention and structuring spoken descriptive discourse in dialogical settings"*

GLUC colloquium, Center for Language and Cognition Groningen, March 1999. Invited lecture 2: *"Picture Descriptions: Comparing Verbal and Visual Foci of Attention"*

Lund-Risø-Köpenhamn-Tokyo workshop on eye tracking methodology

**1998** Second Swedish Conference in Multimodal Communication. Lund, October 1998. Paper: *"Picture descriptions: Comparing verbal and visual areas of interest"*.

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Workshop on Descriptions, Eye Tracking and Gestures. Bielefeld, Germany.  
Paper: *"Comparing Verbal and Visual Areas of Interest in Picture Descriptions"*.

Dialoganalyse. VI. Arbeitstagung, Prag 1996. Paper: *"The Use of Quotations in Discourse about Ethnicities"*.

12th European Conference of Artificial Intelligence. Budapest, Hungary. :  
Representations and Processes between Vision and NL. Paper: *"Attention Movements in Language and Vision"*.

10-års jubileet av Kognitionsforskning i Lund (poster and oral presentation)

Lund-Risø workshop on eye tracking methodology

**1997** 9th European Conference on Eye Movements (ECEM), Ulm, Germany, September 1997. Paper: *"Visual and Verbal Focus Patterns when Describing Pictures"* (with Björn Hedberg and Nils Nilsson).

2nd Multimodal Communication Conference. Gothenburg, October.  
Paper: *"Transforming Pictures into Language"*.

AAAI 1997, Workshop on Language and Space. Providence, Rhode Island, July 1997. Paper: *"Perceiving Space and Time in Spoken Descriptions of a Complex Picture"*.

AAAI workshop Language and Space. Providence, Rhode Island, July 1997. Commentator of the paper by Eschenbach, Habel, Leßmöllmann: *"The Interpretation of Complex Spatial Relations by Integrating Frames of Reference"*.

International Cognitive Linguistics Conference. Amsterdam. Paper: *"Verbal or Visual Thinker? A study of spoken descriptions of a complex picture"*.

European Conference on Cognitive Science. Manchester 1997. Paper: *"Verbal or Visual Thinkers? Different ways of orienting in a complex picture"*.

NIC 97, Tartu, November 1997. Paper: *"Ways of treating ethnic categories in everyday discourse"* (with Nils Jörgensen).

Hamburg - Lund meeting, November 1997, Paper: *"Picture descriptions and eye movement analysis"*.

**1996** 5th International Pragmatics Conference. Mexico City. Paper: *"The Use of Reported Talk in Ethnic Discourse"* (with Nils Jörgensen).

6th International Congress of IADA - International Association for Dialog, Prague 1996. Paper: *"The Use of Quotations in Discourse about Ethnicities"*.

European Conference of Artificial Intelligence, Budapest, Hungary 1996.  
Representations and Processes between Vision and Natural Language. Paper

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*"Attention Movements in Language and Vision"*.

Svenskans beskrivning, Lund, 18-19 October 1996.

**1995** IMER conference, Lund. Paper: *"Etniska kategoriseringar och deras behandling i samtal"* (Ethnic categorizations and their treatment in conversation) (with Kenneth Holmqvist).

NordText Symposium. Nordic Research in Text and Discourse. Uppsala. Paper: *"Speaking about Social and Ethnic groups"* (with Nils Jörgensen).

XVth Scandinavian Conference of Linguistics. Oslo. Paper: *"Us and Them. Talking about Social and Ethnic Groups"* (with Nils Jörgensen).

HSFR Conference "Europe researched", Prag. Paper: *"Talking about identities in conversation"*. (with Nils Jörgensen).

International Cognitive Linguistics Conference. Paper: *"Reconstruction of Focus Movements in Spoken Discourse"*.

OFTI (Områdesgruppen för forskning om tal och interaktion). Lund 1995.

**1994** Kognitionsforskningens jubileumsdagarna, Lund 1994. Paper.

Forskning inom Europa, HSFR-workshop, Stockholm 1994. Paper.

**1993** XVIIIth International Colloquy of Functional Linguistics. Prague. Paper: *"Discoursal Aspects of Consecutive Interpreting"*

Tagung innerhalb des Projektes "Nationale Selbst und- Fremdbilder in osteuropäischen Staaten. Manifestationen im Diskurs", Bielefeld 1993. Paper.

Third International Conference in Cognitive Linguistics, Leuven 1993. Paper.

XIVth Scandinavian Conference for Linguistics, Göteborg 1993.

**1992** Speaking and Writing, Praha 1992. Paper.

Workshop on Translation and Cognition, Roskilde 1992. Paper.

**1991** 25. Linguistischen Kolloquiums Paderborn 1990. Paper: *"Zu einigen Aktivitäten des Dolmetschers in bilateralen Gesprächen"*

Funktionale Linguistik, Praha 1991. Paper.

Methodiskt seminarium i samtalsanalys (2 weeks), Bielefeld, Germany 1991. Lecture.

Workshop in Cognitive Semantics, Sostrup 1991.

**1990** Tagung der Deutschen Gesellschaft für Sprachwissenschaft: Modelle der sprachlichen Kompetenz, Saarbrücken 1990.

Linguistik und Phonetik, Prag 1990.

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Linguistisches Kolloquium, Paderborn 1990. Paper.

**1989**      Konferenz über Kommunikation, Wulkow 1989.

Workshop in Cognitive Linguistics (2 weeks), Dubrovnik 1989. Paper.

Konferenz der jungen Linguisten, Praha 1989. Paper.

Übersetzen und Dolmetschen, Praha 1989.

Text als Gegenstand der linguistischen Analyse, Praha 1989. Paper.

**1988**      Gesprochene Kommunikation und ihre Rolle in den gesellschaftlichen Prozessen, Alsovice 1988. Lecture.

**1987**      Text in der gesellschaftlichen Kommunikation, 1987.

Interdisziplinäre Konferenz über Interpretation, Praha 1987.

Konferenz der jungen Linguisten, Praha 1987. Paper.

XIVth International Congress of Linguistics. Berlin 1987, Paper: "Die Rolle des Erwachsenen bei der Aneignung des Kommunikationstyps Erzählen und Zuhören durch Vorschulkinder" (with Renata Korycanska).

**1986**      Makrostrukturen in Text und Kommunikation, Berlin 1986. Paper.

### **Public lectures**

Holsanova, J. (2011): *Reflekterat lärande: Hur studier av ögonrörelser kan hjälpa oss förstå lärprocessen hos högstadielärover. Kunskapsdagen i Lund .Tema Kognition - Hur människan lär sig.* June 2011.

Holsanova, J. (2011): *Multimodality and Vision.* Three lectures for teachers, librarians, communicators, language consultants, language therapists and interpreters in Stockholm (September 2011), Sundsvall (September 2011) and Örebro (December 2011).

Holsanova, J. (2010): *Reflekterat lärande: Hur studier av ögonrörelser kan hjälpa oss förstå lärprocessen hos högstadielärover. Kunskapsdagen i Lund .Tema Kognition - Hur människan lär sig.* June 2010.

Holsanova, J. & Johansson, R. (2010): *Image, Vision, Cognition.* Lecture at the Cognitive Semiotics Seminar, Lunds university, Nov. 18th 2010.

Holsanova, J. (2010): *Myter och sanningar om läsning.* Föreläsning på kursen Text och textdesign, Institutionen för nordiska språk, Stockholms universitet, september 2010.

Holsanova, J. & Andersson, Richard (2010): *Common ground.* Lecture at the CCL seminar (Cognition, Communication, Learning), June 2010.

Johansson, R. & Holsanova, J. (2009): *Mental imagery.* Lecture at the CCL seminar (Cognition, Communication, Learning), April 2009.

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Andersson, R. & Holsanova, J. (2009): *Language, Attention, Eye Movements*. Lecture at the CCL seminar (Cognition, Communication, Learning), November 2009.

Holsanova, J., Andren, M., Holmqvist, K. (2009): *Gesture research: theory, methodology, empirical studies*. Lecture at the CCL seminar (Cognition, Communication, Learning), October 2009.

Holsanova, J. (2009): *Det nya läsandet. Myter och sanningar*. Föreläsning på kursen Språk- och textstruktur, SmdI förskarskolan, Malmö 3/12 2009.

Holsanova, J. (2009): *Läsares interaktion med komplexa texter - på papper, på nätet, på digital läsplatta*. Föreläsning på distanskursen Texter i samhället, Växjö universitet 5/12 2009.

Holsanova, J. (2009): *Myter och sanningar kring det nya läsandet*. ESS konferens, Stockholm, September 25th, 2009.

Holsanova, J. (2009): *Läsares interaktion med komplexa texter*. Föreläsning vid Stockholms universitet. Kurs: Text och textdesign. Institutionen för nordiska språk. September, 10th 2009.

Holsanova, J. (2009): *Läsares möte med multimodala texter*. Föreläsning vid Stockholms universitet. Institutionen för nordiska språk. February, 6th 2009.

Holsanova, J. (2008): *Att visa och att berätta*. Om läsares integration av text, bild och grafik. Gleerups Utbildning, Malmö, oktober 2008.

Holsanova, J. (2008): *Multiple Windows on the Mind and Action*. Fellow lecture at the Hansa Institute for Advanced Study, Delmenhorst, March 2008.

Holsanova, J. (2007): *Läsvägar på den multimodala layouten*. Inbjuden föreläsning vid Institutionen för nordiska språk, Stockholm universitet, inom kursen Text och textdesign, 15/2 2007.

Holsanova, J. (2007): *Läsares interaktion med den multimodala layouten*, 2 föreläsningar i kursen Språk och grafisk design vid Högskolan i Helsingborg, 20/5, kl. 13-17, 4 timmar.

Holsanova, J. & Holmqvist, K. (2007): *Kognition och trafiksäkerhet*. En framtid för ögonrörelseforskning. Symposium 17 september 2007, Trafikmedicinskt Centrum, Lund.

Holsanova, J. (2006): En föreläsningsserie inom Fortbildning av journalister (JoJo), Kalmar 2006.

Holsanova, J. (2006): *Med blick på nätnyheter*. Inbjuden föreläsning vid Institutionen för nordiska språk, Stockholm universitet, 21/9 2006.

Holsanova, J. (2005): *Cognition and Technology Supported Communication*, föreläsning och handledning av grupparbete på forskarskola för doktorander inom Sverige som håller på med trådlös teknik. Snogeholms slott, 16/12 2005, 8-13, 5 timmar.

Holsanova, J. (2005): *Integration och tolkning av språk, bild och grafik*. Institutionsföreläsning, Filosofiska institutionen, Lunds universitet. 2:a maj 2005.

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Holmqvist, K. & Holsanova, J. (2004): *Ögonrörelsemätning - ett fönster mot språk och kognition*. Föreläsning i samband med invigningen av *Språk- och litteraturcentrum* vid Lunds universitet. 1 september 2004.

Holsanova, J. (2004): Presentation at the book-release symposium "*Media cultures - hybrids and transformations*" that took place on 29th October 2004 at Gamla biskopshuset in Lund.

Bodil Andersson, Kenneth Holmqvist, Jana Holsanova, Victoria Johansson, Sven Strömquist, Åsa Wengelin (2004): *Skrivforskning och ögonrörelsemätning - en pilotstudie*. ASV-seminarium 3 juni 2004, Institutionen för Lingvistik.

Holsanova, J. (2003). *Semantic interpretation of picture elicited writing*. Paper at a conference at Dept. of Cognitive Science, Lund, 19 December 2003.

Holmqvist, K., Holsanova, J. Johansson, V., Strömquist, S. and Wengelin, Åsa (2003). Joint presentation at the Workshop at the Dept. of Psychology, Florida Atlantic University, 19 February 2003.

Holsanova, J. (2001). *Quotations and Formulating Identity*. Paper on the workshop Communicating Citizenship in Decision-Making Procedures. Towards an Interdisciplinary and Cross-Cultural Perspective. Zentrum für Interdisziplinäre Forschung Bielefeld, Tyskland.

Holsanova, J. (2000). *Följer orden blicken? Om fokusering av uppmärksamhet i bildbeskrivningar och bildbetraktelser*. Föreläsning hos Societas ad Sciendum.

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Holsanova, J. (1996): Föredrag vid Sociologiska institutionen, Lund 1996.

Holsanova, J. & Jørgensen, N. (1995). Föredrag i Filologiska sällskapet, februari 1995.

Jørgensen, N. & Holsanova, J. (1995). *Att definiera sin identitet i samtal*. Föredrag på Humanistdagarna, Lund, April 1995.

Jørgensen, N. & Holsanova, J. (1995). *Categorization in Swedish Conversation*. Presentation vid högre seminariet, Inst. för nordiska språk, Lund 1995.

Holsanova, J. (1993). *Was dolmetscht der Dolmetscher, wenn er ein Gespräch dolmetscht?* Lund University Cognitive Science, Lund.

## Media presentations

- Filmed interview, produced by Torbjörn Lindgren from Dyslexiförbundet about my new book (autumn 2010). Fyra avsnitt publicerade på YouTube (Swedish):

Om den multimodala texten: <http://www.fungerandemedier.se/node/82>

Om tidningsläsning: <http://www.youtube.com/watch?v=6HwZDaoxkow>

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Några råd för webbutveckling: <http://www.youtube.com/watch?v=ZfTOSw2UBfQ>

Om text, bild och animation: <http://www.youtube.com/watch?v=YHVMVX651nc8>

- Filmed interview about our research on mental imagery, published on YouTube university channel (February 2011):  
<http://www.youtube.com/lunduniversity#p/c/7439DE669A0B72B3/30/DOLO0TmdhnQ>
- Broadcast of my lecture *Att begripa text, bild och grafik. Hur vi läser multimodala texter* by Swedish Television, SVT 2 and SVT 24, on May 13th, 2008.
- Interview Helsingborgs Dagblad, artikel 070115
- Interview Lokaltidningen (Lund), artikel *Ögonen speglar bilder i vårt inre*, 4/4 2007, p. 1 and 6.
- Interview Skånska Dagbladet, article 070109
- Interview Studentradion 070115
- TV Interview Sydnytt, broadcasting 070115, Rapport 070115
- Presentation at the book-release symposium "*Media cultures – hybrids and transformations*" 29th October 2004 at Gamla Biskopshuset in Lund.
- Lecture *Ögonrörelsemätning - ett fönster mot språk och kognition*. during the inauguration of *Språk- och litteraturcentrum*, Lund university. september 2004.
- Presentation of interdisciplinary research for senator (riksdagsman) Göran Lenmarker, *Centrum för Europaforskning*, 12/3 2003.
- Presentation during the inauguration ceremony, Betalabbet, Lund university, ht 2002.
- Interview Studenttidskriften (2001)
- Lecture *Societas ad Sciendum: Följer orden blicken? Om fokusering av uppmärksamhet i bildbeskrivningar och bildbetraktelser*. September 2000.
- Demonstration of equipment and research results for press, university guests and industry
- Presentation of methodological questions for ABB Corporate Research, Ideon 1996. (EMT lab Lund), Lund 1998.
- Lecture *Humanistdagarna*, Lunds universitet 1995.
- Lecture *Filologiska sällskapet*, Lunds universitet, 1995.
- Interview *Lunds Universitet Meddelar* (LUM) 13/1995

## **Corporate research**

IKEA Barn, Älmhult

Talboks- och punktskriftsbiblioteket, Enskede

Tidningsutgivarna

Associate Professor Jana Holsanova, Cognitive Science Dept., Lund University  
Norrköpings tidningar  
Sydsvenska Dagbladet

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