

Associate Professor Jana Holsanova, PhD., Cognitive Science Department, Lund University, Sweden

Publications

Monographs

Holsanova, J. (2010): *Myter och sanningar om läsning*. Om samspelet mellan språk och bild i olika medier. Norstedts. ISBN 978-91-1-302841-5.

Holsanova, J. (2008): *Discourse, vision, and cognition*. John Benjamins Publishing Company: Amsterdam/Philadelphia. ISBN 978 90 272 23777.

Holsanova, J. (2001): *Picture Viewing and Picture Description: Two Windows on the Mind*. Doctoral dissertation. Lund University Cognitive Studies 83. ISSN 1101-8453. ISBN 91-856843-76. Review: Jasna Sledrova, Slovo a slovesnost 65, 2004, pp. 145-152.

Holsanova, J. (1999). *På tal om bilder. Om fokusering av uppmärksamhet i och strukturering av talad beskrivande diskurs*. Licentiate dissertation. Lund University Cognitive Studies 78. ISSN 1101-8453.

Holsanova, J. (1986). *Was ist Erzählen? Versuche zur Rekonstruktion des Alltagsbegriffs von Erzählen*. Master thesis, Humboldt-Universität zu Berlin, 200 S. Supervisor: Prof. Katharina Meng.

Edited issues

Holsanova, J. (ed) (2012): *Methodologies for multimodal research*, Visual communication 2012, Special issue, Vol. 11(3), Sage.

Book chapters

Holsanova, J. (forthc.): What matters in visual communication? Taking a recipient perspective. In Machin, D. (Ed.) *Handbook of Visual communication*, Mouton - De Gruyter.

Holsanova, J. (forthc.): Reception of multimodality: Applying eye tracking methodology in multimodal research. In: Carey Jewitt (Ed.), *Routledge Handbook of Multimodal Analysis*.

Holsanova, Jana, Nyström, Marcus & Holmqvist, Kenneth (forthc.): Visualiseringar av ögonrörelser som stöd för motivation, metakognition och lärande. I: Persson, Anders & Johansson, Roger (red.), *Forskarperspektiv på kunskap, utbildning och skola - utbildningsvetenskaplig forskning vid Lunds universitet*. Lund: Institutionen för utbildningsvetenskap, Lunds universitet.

Johansson, V., Wengelin, Å., Holsanova, J. & Johansson, R. (forthc.): Tala, läsa, skriva. I: Johansson, V., Carling, G. & Holmer, A. (red.) *Språket, människan och världen*. Lärobok för gymnasiekursen Människan och språket, Studentlitteratur.

Johansson, R., Holsanova, J. & Holmqvist, K. (2013): Using Eye Tracking Methodology as a Window to Inner Space. In: Paradis, C., Hudson, J. & Magnusson, U.: *Conceptual Spaces and the Construal of Spatial Meaning*. Empirical evidence from human communication. Oxford University Press, pp. 9–28.

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Holsanova, J. (2011): How we focus attention in picture viewing, picture description, and during mental imagery. In: Sachs-Hombach, K. & Totzke, R. (eds.) *Bilder, Sehen, Denken*. Herbert von Halem Verlag: Köln, 291 - 313.

Holsanova, J. & Nord, A. (2010): Multimodal design: Media structures, media principles and users' meaning-making in printed and digital media. In Hans-Juergen Bucher, Thomas Gloning, Katrin Lehnen (eds): *Neue Medie - neue Formate*. Ausdifferenzierung und Konvergenz in der Medienkommunikation. Campus: Frankfurt/New York, pp. 81–103. ISBN: 978-3-593-39209-7.

Holsanova, J. & Nord, A. (2010): Textens fragmentering och läsares meningsskapande. I: Byrman, G., Gustafsson, A. & Rahm, H. (red.), *Svensson och svenskan: med sinnen känsliga för språk*, s. 110-123. Lund: Författarna. ISBN 978-91-633-5684-1.

Holsanova, J., Johansson, R. & Holmqvist, K. (2008): To tell and to show: the interplay of language and visualisations in communication. In: Gärdenfors, P. & Wallin, A. (eds.), *A Smorgasbord of Cognitive Science*, 215-229. Nya Doxa.

Gärdenfors, P. & Holsanova, J. (2008): Communication, cognition and technology. In: Gärdenfors, P. & Wallin, A. (eds.), *A Smorgasbord of Cognitive Science*, 231-247. Nya Doxa.

Scheiter, K., Wiebe, E. & Holsanova, J. (2008): Theoretical and Instructional Aspects of Learning with Visualizations. Chapter V. In: R. Zheng, *Cognitive Effects of Multimedia Learning*, 67- 88. Hershey, PA: IGI Global, USA. 978-1-60566-158-2.

Gärdenfors, P. & Holsanova, J. (2008): Att kommunicera med och utan teknik. I: Domeij, R.: *Tekniken bakom språket*, 25-48. Nordstedts.

Holsanova J., Holmqvist, K. & Holmberg, N. (2008): Läsning i gamla och nya medier. /Reading in old and new media/ I: Domeij, R.: *Tekniken bakom språket*, 144-167. Nordstedts.

Holmqvist, K. & Holsanova, J. (2007): Embodied Communication and Gestural Contrast. In Ahlsen, E., Henrichsen, P. J., Hirsch, R., Nivre, J., Abelin, Å., Strömquist, S., Nicholson, S., Dorriots, B.: *Communication - Action - Meaning*. A Festschrift to Jens Allwood. Göteborg University. ISBN 978-91-975752-9-45.

Holsanova, J. (2007): Användares interaktion med multimodala texter. /Users' interaction with multimodal texts/ I: Gunnarsson, B.-L. & Karlsson, A.-M. (utg.) *Ett vidgat textbegrepp*. TeFa rapport 46, s. 41-58. Uppsala universitet: Uppsala. ISSN 1102-9633.

Holmqvist, K., Holmberg, N., Holsanova, J., Tärning, J. & Engwall, B. (2006): Reading Information Graphics - Eyetracking studies with Experimental Conditions (J. Errea, ed.) *Malofiej Yearbook of Infographics*, Society for News Design (SND-E). Navarra University, Pamplona, Spain, pp. 54-61.

Holsanova, J. (2006): Dynamics of picture viewing and picture description. In: Albertazzi L. (ed.), *Visual thought. The depictive space of the mind*. Part Three: Bridging perception and depiction of visual spaces. *Advances in Consciousness Research*. Benjamins, 233-254. ISBN 90 272 5203 3.

Andersson, B., Dahl, J., Holmqvist, K., Holsanova, J., Johansson, V., Karlsson, H., Strömquist, S., Tufvesson, S., and Wengelin, Å. (2006): Combining keystroke logging with

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eye tracking. In: Luuk Van Waes, Marielle Leiten & Chris Neuwirth (eds.) *Writing and Digital Media*, Elsevier BV (North Holland), 166-172. ISBN: 0-08-044863-1.

Holsanova, J. (2006): Quotations as a vehicle for social positioning. In Hausendorf, H. & Bora, A. (Eds.) *Analysing Citizenship Talk Discourse Approaches to Politics, Society and Culture*. Benjamins, 251-275. ISBN: 90 272 2709 8. /Book Review: Petr Kaderka, *Discourse Studies* 2008 10: 695-697/.

Holsanova, J. & Holmqvist, K. (2004): Med blick på nätnyheter. Ögonrörelsestudier av läsning i nätbaserade tidningar. /Looking at the net news. Eye tracking study of net paper reading/ In: Holmberg, Claes-Göran & Svensson, Jan (red.), *Mediekulturer, Hybrider och Förvandlingar*. Carlsson förlag, 216-248. ISBN: 91 7203 630 3.

Holmqvist, K., Holsanova, J., Johansson V. & S. Strömqvist (2004): Perceiving and Producing the Frog Story In: *Perspectives on language and language development*. Essays in honor of Ruth A. Berman edited by Dorit Ravid and Hava Bat-Zeev Shyldkrot, pp. 293-306. Kluwer Academic Press. ISBN: 1-4020-7903-6.

Holmqvist, K., Holsanova, J., Barthelson, M. & Lundqvist, D. (2003): Reading or scanning? A study of newspaper and net paper reading. In Hyönä, J. R., and Deubel, H. (Eds.), *The mind's eye: cognitive and applied aspects of eye movement research* (pp. 657-670). Elsevier Science Ltd. ISBN 0-444-51020-6.

Holsanova, J., Rahm, H. & Holmqvist, K. (2003): Tidningarna och läsbarheten. /Newspapers and readability/ I: Delsing, L.-O., Falk, C., Josefsson, G. & Sigurdsson H. A. *Grammatik i fokus*, volym I. (pp. 55-66). Institutionen för nordiska språk, Lunds universitet. ISBN: 91-631-4570-7

Holsanova, J. (1999). Olika perspektiv på språk, bild och deras samspel. Metodologiska reflexioner. /Different perspectives on multimodality. Methodological considerations/ In: Inger Haskå & Carin Sandqvist (eds.): *Alla tiders språk*. Lundastudier i nordisk språkvetenskap A 55. (pp. 117 - 126). Lund University Press, Lund. ISSN: 0347-8971, ISBN: 91-630-8712-X .

Holsanova, J. , Hedberg, B. & Nilsson, N. (1999): Visual and Verbal Focus Patterns when Describing Pictures. In: Becker, W., Deubel, H. & Mergner, T. (eds.), *Current Oculomotor Research: Physiological and Psychological Aspects*. Kluwer Academic & Plenum Publishers: New York. ISBN 0-306-46049-1.

Holmqvist, K. & Holsanova, J. (1997). Reconstruction of Focus Movements in Spoken Discourse. In: Liebert, W., Redeker, G., Waugh, L. *Discourse and Perspective in Cognitive Linguistics*. (pp. 223-246). Benjamins: Amsterdam. ISBN: 90 272 3655 0.

Holsanova, J. (1996). När säger en bild mer än tusen ord? Om samspelet mellan text och bild i gränssnitt. In: Löwgren, J. (red.) *Teman i människa-datorinteraktion*. (pp. 65-76). Institution för Informatik, Lunds universitet.

Jørgensen, N. & Holsanova, J. (1996). Att avgränsa sin identitet i samtal. In: Blomqvist, J., Teleman, U.(eds.) *Det gränslösa samtalet*. (pp. 73-81). Lund University Press: Lund. ISBN: 91-7966-353-2.

Holsanova, J. & Nekvapil, J. (1995). Menschen "fünfter Klasse": Reden über Abwesende in der Alltagskommunikation am Beispiel tschechisch-sprachiger Daten. In: *Nationale Selbst-*

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und Fremdbilder im Gespräch. Kommunikative Prozesse nach der Wiedervereinigung Deutschlands und dem Systemwandel in Ostmitteleuropa. (pp. 145-179). Westdeutscher Verlag: Opladen. ISBN: 3-531-12605-9

Holsanova, J., Nekvapil, J. & Soltys, O. (1989). Von der Textanalyse und -interpretation zum Persönlichkeitsbild des Autors, In: Zdenek Hlavsa/Dieter Viehweger (Hrsg.), *Makrostrukturen im Text und im Gespräch*. Berlin: Akademie der Wissenschaften der DDR (Linguistische Studien 191, Reihe A). (pp. 194-202).

Meng, K. & Holsanova, J. (1989). Was ist Erzählen? Versuche zur Rekonstruktion alltäglichen Kommunikationstypwissens. In: Zdenek Hlavsa & Dieter Viehweger (Hrsg.), *Makrostrukturen im Text und im Gespräch*. Berlin: Akademie der Wissenschaften der DDR (Linguistische Studien 191, Reihe A). (pp. 125-149).

Holsanova, J. (1989). Dialogische Aspekte des Erzählens in der Alltagskommunikation". In: Korensky, J. & Hartung, W. (Hrsg.) *Gesprochene und geschriebene Kommunikation*. Linguistica XVIII. Ustav pro jazyk cesky Praha. (pp. 65-80).

Meng, K., Holsanova, J., Mandziewska, K. & Szpingier, R. (1988). Rasskazyvanije i slusanie u trjochletnich detej (Erzählen und Zuhören bei den Dreijährigen) In: *Semantika v recevoj dejatel'nosti (na materiale ontogeneza}*. Moskva, Institut jazykoznanija, (pp. 77-89)

Journal articles

Andersson, R., Holsanova, J. & Holmqvist, K. (submitted). Opinion prediction as communicative success, and the role of visual information in conversations.

Andersson, R., Holsanova, J. & Holmqvist, K. (submitted). Referring to optional visual information in unrestricted dialogue.

Holsanova, Jana (2012): New Methods for Studying Visual Communication and Multimodal Integration. *Visual communication* (2012): 11 (3), pp. 251–257.

Boeriis, M. & Holsanova, J. (2012): Tracking visual segmentation. Connecting semiotic and cognitive perspectives. *Visual communication*, 11 (3), 259–281, Sage.

Johansson, R., Holsanova, J., Dewhurst, R., & Holmqvist K. (2012). Eye movements during scene recollection have a functional role, but they are not reinstatements of those produced during encoding. *Journal of Experimental Psychology: Human Perception and Performance* Vol 38(5), Oct 2012, 1289-1314. doi: [10.1037/a0026585](https://doi.org/10.1037/a0026585).

Holsanova, J., Andersson, R., Johansson, R., Holmqvist, K. & Strömqvist, S. (2010): Lund Eye Tracking Studies in Research on Language and Cognition. *Slovo a slovesnost* 71 (2010), pp. 317–328, Prague.

Holsanova, J., Holmqvist, K. & Holmberg, N. (2008): Reading information graphics: The Role of Spatial Proximity and Dual Attentional Guidance. *Applied Cognitive Psychology* (2008). Published online in Wiley InterScience (www.interscience.wiley.com) DOI: 10.1002/acp.1525.

Johansson, R., Holsanova, J. & Holmqvist, K. (2006): Pictures and spoken descriptions elicit similar eye movements during mental imagery, both in light and in complete darkness. *Cognitive Science* 30:6 (pp. 1053-1079). Lawrence Erlbaum.

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Holsanova, J., Rahm, H. & Holmqvist, K. (2006): Entry points and reading paths on the newspaper spread: Comparing semiotic analysis with eye-tracking measurements. In: *Visual communication* 5 (1), 65-93. Sage publications. ISSN 1470-3572

Wästerfors, D. & Holsanova, J. (2005): Examples as crucial rhetorical tools in discourse on 'others'. In: *Text* 25(4), pp. 519-554. Mouton de Gruyter: Berlin, New York. ISSN 0165-4888

Adelswärd, V., Holsanova, J. & Wibeck, V. (2002): Virtual talk as a communicative resource. Explorations in the field of gene technology. I: *Sprachtheorie und germanistische Linguistik* 12.1 (2002). (pp. 3-26). ISSN 1218-5736.

Holsanova, J. (1998): Att byta röst och rädda ansiktet. Citatanvändning i smatal om 'de andra'. *Språk och stil*, 8, 105-133.

Holsanova, J. (1992). Vychova k produkci a interpretaci textu/komunikatu na svedskych skolach. *Casopis pro moderni filologii*. 74/2. (pp. 99 - 104). (Die Ausbildung der Textproduktion und -interpretation in den schwedischen Schulen). ISSN 0862-8459.

Nekvapil, J. & Holsanova, J. (1992). Kritische Überlegungen zur Entwicklung der Sprachwissenschaft seit 1970. *Linguistica*.

Müllerova, O. & Holsanova, J. (1992). Jeste ke spolupraci svedskych a nemeckych lingvistu, *Slovo a slovesnost*. LII-1992. (pp. 56-64). (Über die Zusammenarbeit der schwedischen und der deutschen Linguisten). ISSN 0037 7031.

Cmejrkova, S. & Holsanova, J. (1992): Contrastive pragmatics, Ed. W. Oleksy, *Journal of Pragmatics*. (pp. 274-280). ISSN 0378-2166.

Cmejrkova, S. & Holsanova, J. (1991). Pokus o kontrastovani v oblasti pragmatiky. *Casopis pro moderni filologii* 2. (pp. 103 - 112). (Ein Versuch der Kontrastierung auf dem Gebiet der Pragmatik). ISSN 0862-8459.

Nekvapil, J. & Holsanova, J. (1991). Kritische Überlegungen zur Entwicklung der Sprachwissenschaft seit 1970. *Linguistica Pragensia* 34/1/1991. Academia: Praha. (pp. 27-39). ISSN 0862-8432.

Holsanova, J. (1991). Novy pristup k teorii tlumoceni. *Slovo a slovesnost* 2/LI. (pp. 140-145). (A new approach towards the theory of interpretation). ISSN 0037 7031.

Holsanova, J. (1991). Nedorozumeni v tlumocnych rozhovorech. *Slovo a slovesnost* 4/LII. (pp. 273-279). (Misunderstanding in Interpreter-Mediated Talks)

Holsanova, J. (1990). K nekterym aspektum konsekutivniho tlumoceni. *Jazykovedne aktuality* XXVII/1a2. (pp. 64-66). (What should be known about consecutive interpreting)

Holsanova, J. (1989). Simultanni tlumoceni v centru lingvistickeho zajmu, *Ceskoslovenska rusistika* 5. (pp. 282-288).

Nekvapil, J. & Holsanova, J. (1988). Sprachliche Kommunikation unter dem Gesichtspunkt der Ontogenese. *Philologica Pragensia* 70/31,3. (pp. 168-170).

Peer reviewed papers in conference proceedings

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Holsanova, J., Holmberg, N. & Ek, J. (2012): Method for tracking reflected reading and multimodal learning of pupils with various abilities. Proceedings of the 3rd international conference Design for learning 2012, Exploring learning environments, April 25–27, Copenhagen, Denmark, pp. 92–94.

Johansson, R. Holsanova, J., Johansson, M., Dewhurst, R. & Holmqvist, K. (2012): Eye movements play an active role when visuospatial information is recalled from memory. *Journal of Vision* 12 (9).

Holsanova, J. & Holmberg, N. (2011): Functional segmentation of pupil's multimodal task solving: Aligning eye movements and cued retrospective protocols. In: Vitu, F., Castet, E., & Goffart, L. (Eds.) (2011). Abstracts of the 16th European Conference on Eye Movements, Marseille, 21 - 25 August 2011. *Journal of Eye Movement Research*, 4(3), p. 129.

Johansson, R., Holsanova, J., & Holmqvist, K. (2011). Eye movements during visual imagery have a functional role and are related to individual differences in spatial imagery ability. In B. Kokinov, A. Karmiloff-Smith, & N. J. Nersessian (Eds.), *European perspectives on cognitive science: Proceedings of the European conference on cognitive science EuroCogSci 2011*. Sofia: New Bulgarian University Press.

Johansson, R., Holsanova, J., & Holmqvist, K. (2011). The Dispersion of Eye Movements During Visual Imagery is Related to Individual Differences in Spatial Imagery Ability. In L. Carlson, C. Hölscher, & T. Shipley (Eds.), *Proceedings of the 33rd Annual Meeting of the Cognitive Science Society*. Austin, TX: Cognitive Science Society.

Johansson, R., Holsanova, J., Dewhurst, R. & Holmqvist, K. (2011). Eye movements during pictorial recall have a functional role, but they are not reinstatements of those from encoding. *Journal of Eye Movement Research* 4 (3).

Andersson, R., Holsanova, J. & Holmqvist, K. (2011). Optional visual information affects conversation content. In Artstein, R., Core, M., DeVault, D., Georgila, K., Kaiser, E. & Stent, A. (Eds.) *SemDial 2011: Proceedings of the 15th Workshop on the Semantics and Pragmatics of Dialogue*, pp. 194–195. ICT.

Holsanova, J., Sandberg, H., Gidlöf, K. & Holmberg, N. (2011): Attending to different types of visuals in massmedia: Eye tracking studies on newspaper reading, netpaper reading and online advertising. Panel on *Reception and Understanding of Visuals*. Empirical and Theoretical Approaches' (Organisers: Hans-Juergen Bucher & Jana Holsanova). International Communication Association Conference (ICA), Boston, May 2011.

Johansson, R., Holsanova, J. & Holmqvist, K. (2010): Eye Movements During Mental Imagery are Not Reenactments of Perception. In: Ohlsson, Stellan & Catrambone, Richard (eds.), *Cognition in Flux. Proceedings of the 32nd Annual Meeting of the Cognitive Science Society*. Portland, Oregon, August 11-14, 2010, pp. 1968–1973.

Andersson, R. & Holsanova J. (2009): Visual common ground decreases perceived communicative success. Poster at the *European Conference on Eye Movements* conference in Southampton, UK, August 2009.

Holmberg, N., Holsanova, J. & Holmqvist, K. (2009): Individual differences in reading behaviour. Clustering eye movement data for reader types. Poster at the *European Conference on Eye Movements* in Southampton, UK, August 2009.

Holsanova, J. & Johansson, R. (2009): The Interplay of Language and Visualizations in

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Communication. International DFG/NSF Workshop on *Integrating Spatial Cognition: Building Bridges Between Navigation and Visualisation*. July 7-10th 2009, New York.

Holmberg, Nils, Holsanova, Jana, Holmqvist, Kenneth (2006): Using eye movement measures to describe readers' visual interaction with newspapers. *European Association for Research on Learning and Instruction SIG 2, Text and Graphics Comprehension*, 30th of August - 1st September 2006, University of Nottingham.

Johansson, R., Holsanova, J. & Holmqvist, K. (2005): Spatial frames of reference in an interactive setting. In: Tenbrink, Bateman & Coventry (ed.) *Proceedings of the Workshop on Spatial Language and Dialogue*, Hanse-Wissenschaftskolleg Delmenhorst, Germany October 23-25, 2005. [Poster]

Johansson, R., Holsanova, J. & Holmqvist, K. (2005): What Do Eye Movements Reveal About Mental Imagery? Evidence From Visual And Verbal Elicitations. In Bara, B. G., Barsalou, L., Bucciarelli, M. (Eds.), *Proceedings of the 27th Annual Conference of the Cognitive Science Society*, pp. 1054-1059. Mahwah, NJ: Erlbaum. [Poster][PDF] Abstract »

Holsanova, J. (2004): Tracking multimodal interaction with new media. 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.

Holsanova, J., Jørgensen, N. & Holmqvist, K. (1999). Ways of treating ethnic categories in everyday discourse. In: *Intercultural Communication and Changing National Identities*. Marju Lauristin & Leen Rahn (eds.) (pp. 118-127). Tartu University Press. Tartu. Estonia. ISBN: 9985-4-0069-0.

Holsanova, J. (1998). The Use of Quotations in Discourse about Ethnicities. In: Cmejrkova, Hoffmannova, Mullerova, Svetla (eds.). *Dialoganalyse VI*. Referate der 6. Arbeitstagung in Prag 1996. Teil 2. (pp. 253 - 260). Niemeyer: Tübingen. Abstract »

Holsanova, J. (1997). Verbal or Visual Thinkers? Different ways of orienting in a complex picture. In: *Proceedings of the European Conference on Cognitive Science*. Manchester. (pp. 32-37). [PDF] Abstract »

Holsanova, J. (1996). Attention Movements in Language and Vision, In: *Representations and Processes between Vision and NL*. *Proceedings of the 12th European Conference of Artificial Intelligence*. Budapest, Hungary. (pp. 81-83).

Holsanova, J. (1997). Verbal or Visual Thinkers? Different ways of orienting in a complex picture. In: *Proceedings of the European Conference on Cognitive Science*. Manchester. (pp. 32-37).

Holsanova, J. (1996). Attention Movements in Language and Vision, In: *Representations and Processes between Vision and NL*. *Proceedings of the 12th European Conference of Artificial Intelligence*. Budapest, Hungary. (pp. 81-83). Abstract »

Jørgensen, N. & Holsanova, J. (1995). Us and Them. Talking about Social and Ethnic Groups. In: Moen, I. / Simonsen, / G. Lædrup, H. (eds.), *Papers from The XVth Scandinavian Conference of Linguistics*. Oslo. (pp. 264-268). ISBN: 82-91298-02-5

Holsanova, J. (1991). Zu einigen Aktivitäten des Dolmetschers in bilateralen Gesprächen. *Neue Fragen der Linguistik. Akten des 25. Linguistischen Kolloquiums Paderborn 1990*. Band

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1. (Hrsg. Elisabeth Feldbusch, Reiner Pogarell & Cornelia Weiß), Max Niemeyer Verlag Tübingen. (pp. 415-422).

Holsanova, J. & Korycanska, R. (1987). Die Rolle des Erwachsenen bei der Aneignung des Kommunikationstyps Erzählen und Zuhören durch Vorschulkinder. In: Werner Bahner/ Joachim Schildt/ Dieter Viehweger (Hrsg.). *Proceedings of the XIVth International Congress of Linguistics*. B. 2, Akademie-Verlag: Berlin, (pp. 1802-1805).

Refereed conference papers

Holsanova, J. (2012): In the eye of the interpreter ... Studying perception and interpretation of films for visually impaired audiences. Invited talk at the workshop on "*Experimental and cognitive semiotic approaches to film*". Pufendorf institute for advanced study, Lund, Nov 30th 2012.

Johansson, R., Holsanova, J., & Holmqvist, K. (2011). Eye movements during pictorial recall have a functional role, but they are not reinstatements of those from encoding. 16th *European Conference on Eye Movements (ECEM 2011)*, Marseille, France, August 21-15, 2011.

Johansson, R., Holsanova, J., & Holmqvist, K. (2011). Eye movements during visual imagery have a functional role and are related to individual differences in spatial imagery ability. *European Conference on Cognitive Science (EuroCogSci2011)*. Sofia, Bulgaria. May 21-24, 2011.

Holsanova, J. (2011): Multimodalt lärande. *Utbildningsvetenskaplig konferens*, Campus Helsingborg, September 2011.

Holsanova, J. & Holmberg, N. (2011): Functional segmentation of task-solving process: Aligning eye movements and cued retrospective protocols. Invited talk at the symposium Symposium Interacting with electronic and mobile media: Oculomotor and cognitive effects. Organizer: Pascal Wurtz, *European Conference on Eye Movements*, August 2011, Marseille, France.

Holsanova, J., Sandberg, H., Gidlöf, K., & Holmberg, N. (2011): Attending to different types of visuals in massmedia: Eye tracking studies on newspaper reading, netpaper reading and online advertising. Paper at the panel 'Reception and Understanding of Visuals. Empirical and Theoretical Approaches'. Organisers: Hans-Juergen Bucher & Jana Holsanova. *International Communication Association Conference (ICA)*, Boston, May 2011.

Holsanova, J., Ek, J. & Holmberg, N. (2011): Reception of Multimodality in Biology and Chemistry Textbooks: An Eye Tracking Study. *Skandinavian conference Multimodalitet, sjanger og design*. Agder university, Kristiansand, Norway, June 2011.

Holsanova, J. (2010): Media principles and multimodality. Presentation within the panel Visuality and Multimodality, *International Communication Association conference*, Singapore, juni 2010.

Holmberg, N. & Holsanova, J. (2010): Task-oriented text book reading strategies, poster presentation, *Scandinavian Workshop on Applied Eye Tracking*, Lund.

Holsanova, J. & Holmberg, N. (2010): Attentional Guidance and Instructional Design.

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didaktik-konferens *Designs for learning*. Stockholm, mars 2010.

Holsanova, J., Holmberg, N. & Holmqvist, K. (2009): Reading Information Graphics: The Role of Spatial Contiguity and Dual Attentional Guidance. Invited paper at the symposium "The Use of Eye Tracking in Uncovering Principles to Improve Instructional Design". *European Association for Research on Learning and Instruction 13th Biennial Conference 2009, Fostering Communities of Learners*, August 25-29 Amsterdam.

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