

# LEAD-ME Summer Training School Warsaw'21

**Eye tracking in media accessibility research - methods,  
technologies and data analyses**

#LEADMEWarsaw2021



# Welcome to Warsaw and SWPS University

## **SWPS UNIVERSITY'S PSYCHOLOGY PROGRAM BEST IN POLAND IN SHANGHAI RANKING**



For the third time in a row, SWPS University has been included in the Shanghai Global Ranking of Academic Subjects, which presents the standing of universities from around the world...



# LEAD-ME & Summer School

The main aim and objective of LEAD-ME is to create a collaboration among all stakeholders in the field of Media Accessibility ... **fostering knowledge exchange** and development of a joint research agenda on Accessibility

The LEAD-ME Summer School “Eye tracking in media accessibility research - methods, technologies and data analyses” addresses major questions related to **harnessing the potential of eye tracking for media accessibility research**.

We will discuss fundamental concepts of eye tracking research as applied to media accessibility.

# Programme at a glance

<b>09:00- 10:00</b>	Keynotes & Lectures
<b>10:00 - 10:15</b>	Coffee break
<b>10:15 - 12:30</b>	Lectures & Workshops
<b>12:30 - 13:30</b>	Lunch break
<b>13:30 - 15:45</b>	Workshops and Hands-on sessions
<b>15:45 - 16:00</b>	Coffee break
<b>16:00 - 18:00</b>	Workshops and Hands-on sessions

**MONDAY TO FRIDAY**

from general eye tracking to specialized topics

from  
theory  
to  
practice

**MORNING TO AFTERNOON**

**EYE TRACKING**

Note the  
change to the  
schedule

**Tuesday 6th July****Time (CET)**

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09:00 - 10:00 **Keynote** - [Pilar Orero](#) , [Future of Media Accessibility and Research](#)

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**Thursday 8th July****Time (CET)**

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09:00 - 10:00 **Lecture** - [Miroslav Vujičić](#) and [Uglješa Stankov](#), [Tourism Accessibility 4.0 - A Transition of e-Accessibility in Tourism Towards a More Inclusive Future](#)

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# Keynotes highlights



**Päivi Majaranta**  
(Tampere University, Finland)

**Vision for Augmented  
Humans**



**Pilar Orero**  
(Universidad Autónoma de Barcelona, Spain)

**The Future of Media Accessibility and its Research:  
Leaving No One Behind**

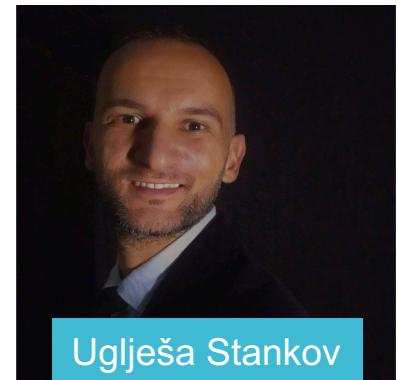
**Jan-Louis Kruger**  
(Macquarie University, Australia)

**Audiovisual Translation as multimodal mediation**





# Speakers



# Students' volunteers



Kasia Wisiecka

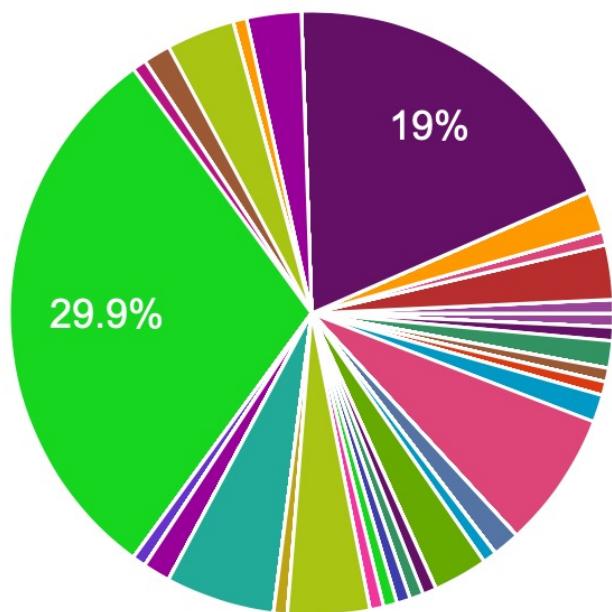


Anna Redel



Izabela Chałatkiewicz

138 attendees  
from 30  
countries



All talks will  
be recorded  
and available  
on YT



 **LEAD-ME COST Action**  
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Welcome to LEAD-ME CA19142

Pilar Orero - Chair  
Universitat Autònoma de Barcelona

0:27 / 2:33

Welcome to LEAD-ME CA19142

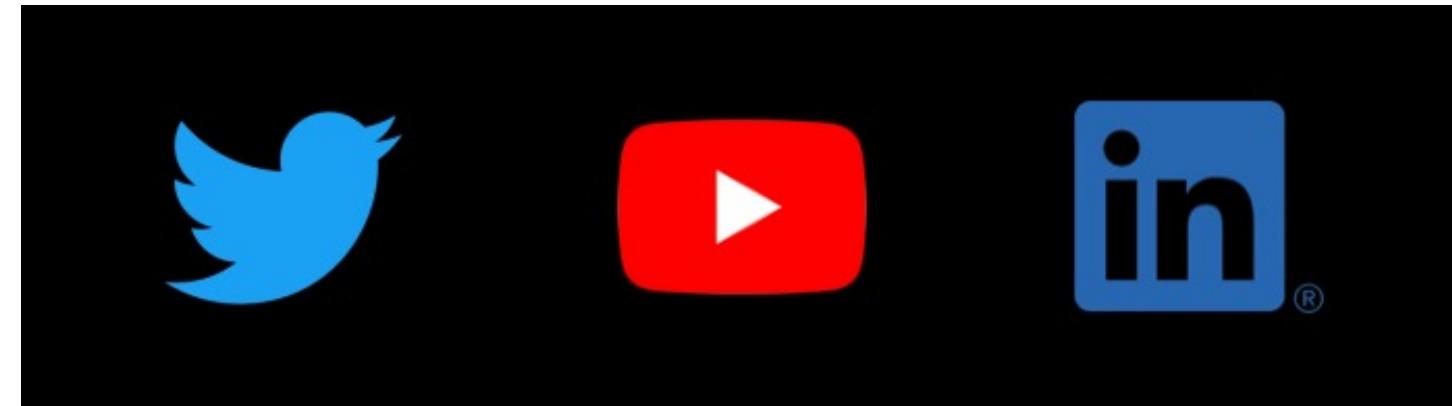
252 views • 7 months ago

LEAD-ME COST Action aims to help all stakeholders in the field of Media Accessibility and cross-cutting topics (e.g. AI and Interactive Technologies) in Europe to meet the legal milestones requested by the recently passed European legislation. Researchers, engineers, scholars as well as businesses and policy makers will be empowered by LEAD-ME with a common and unique platform which, during the next 48 months will collect, create, share, and disseminate innovative

[READ MORE](#)

# Social media

#LEADMEd Warsaw2021



# House keeping

Ask questions in the chat after each talk.

Kind reminder, to send the signed consent forms to Susannah  
Fraser (!)