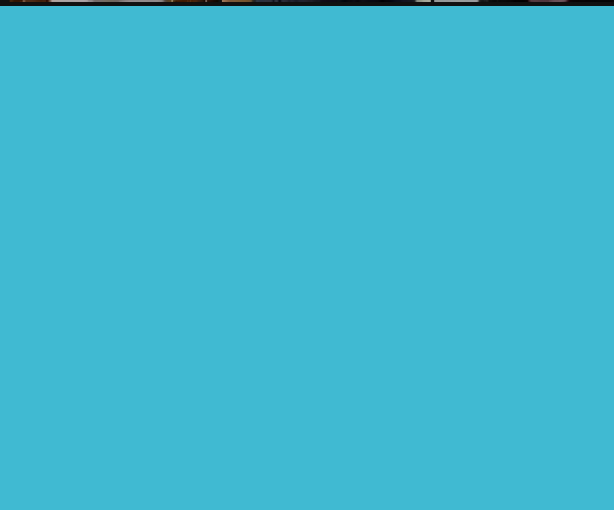


LEAD-ME Summer Training School Warsaw'21

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

#LEADMEWarsaw2021





Welcome to Warsaw and SWPS University

	5.07 Monday	6.07 Tuesday	7.07 Wednesday	8.07 Thursday	9.07 Friday
09:00 - 10:00	Keynote Paivi Majaranta <i>Vision for Augmented Humans</i>	Lecture Miroslav Vujičić and Uglješa Stankov <i>Tourism Accessibility 4.0 - A Transition of e-Accessibility in Tourism Towards a More Inclusive Future</i>	Keynote Jan-Louis Kruger <i>Audiovisual Translation as multimodal mediation</i>	Keynote Pilar Orero <i>Future of Media Accessibility and Research</i>	Lecture Christopher Hughes <i>Eye Tracking Research in Virtual Reality</i>
10:15 - 12:30	Lecture Izabela Krejtz <i>Experimental Designs in Eye Tracking Studies</i>	Workshop Krzysztof Krejtz <i>Statistical Analysis of Eye Tracking Data</i>	Lecture Breno Silva & Agnieszka Szarkowska <i>Using Linear Mixed Models to Analyse Subtitle Reading</i>	Lecture Anna Matamala <i>Qualitative Research Methods in Media Accessibility: Focus Groups and Interviews</i>	Hands-on Session <i>Students' Projects Presentations</i>
13:30 - 15:45	Workshop Adam Cellary <i>Webcam-based Eye Tracking</i>	Workshop Andrew T. Duchowski <i>Eye Tracking Data Analytic Pipeline</i>	Hands-on Session <i>Data collection & analysis</i>	Lecture Karolina Broś <i>Literature review - reading and writing eye-tracking research papers</i> Lecture Anna Jankowska <i>Using Translation Process Methods in Audiovisual Translation and Media Accessibility Research</i>	Farewell & Winter School announcement Pilar Orero, Agnieszka Szarkowska, Krzysztof Krejtz, Juanpe Rica
16:00 - 18:00	Hands-on Session <i>Ideas Creation Pitch Session Research questions & Hypotheses</i>	Hands-on Session <i>Method Design, Procedure Design, Stimuli Collection, Experimental Procedure Implementation</i>	Workshop Craig Hennessey <i>Introduction to Eye-Tracking Equipment: Setup, Recording, and Analysis</i>	Hands-on Session <i>Data analysis & report preparation</i>	

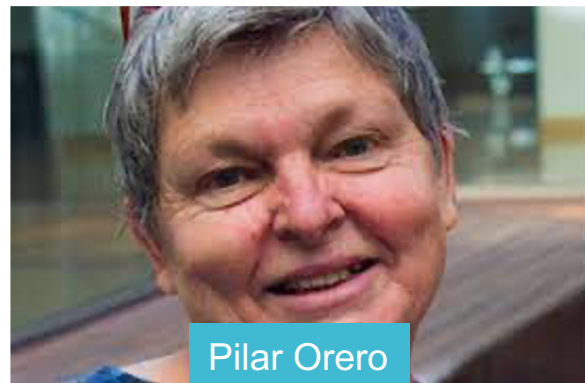
LEAD-ME Summer School Warsaw 2021

Immediate
outcome:
research
projects

Authors	Project title
Valentina Ragni, Agata Kapelańska, Yuchen Liu, Raluca Chereji	Does the presence of intralingual subtitles improve comprehension of a technical video?
Rocío Varela, Alina Karakanta, Claudia Wiesinger, Vilelmini Sosoni, Anita Kwiatkowska	Comparing raw, machine-translated subtitles and human subtitles in relation to comprehension, user experience and perception
Michał, Irene, Irena, Tomasz	The relation between focus time on food images and food preferences. Comparing the effect of affective stimuli on a memory task based on food and its preference
Katerina Gouleti, Xiaochun Zhang, Ziming Wang, Gabriele Uzzo	Serif-Non Serif Font Subtitles: Legibility and Preference
Gabriela Flis, Marija, Xinying Chen, Anna Mierzecka, María Rico Vázquez	What influences consumer's choices?
Breno Silva, Krzysztof Hanusz, ...	Can the Disgusting scale predict the level of disgust expressed by participants
Lina Abraitene, Marta Brescia, Maria Stasimioti, Anna Redel, Adrian Kabat, Alicja Zajdel	Normal subtitles and Creative subtitles: Task load and preferences
Anton, Ann, Maria	Reading test tasks
Anton, Ann, Maria	Perception of art objects
Ghanimeh, Celia, Hao, Natalia and Alexander	Machine Generated Subtitles vs. Human Subtitles. Comparing the reception of machine generated subtitles to human created subtitles



Agnieszka Szarkowska



Pilar Orero



Jan-Luis Kruger



Päivi Majaranta



Iza Krejtz

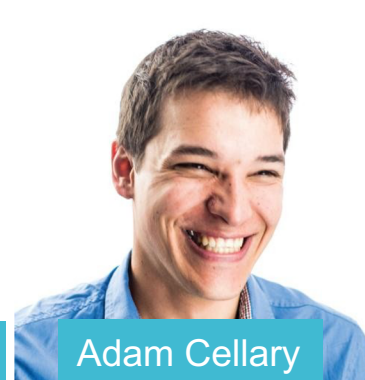
Speakers



Creig Hennessy



Karolina Broś



Adam Cellary



Andrew Duchowski



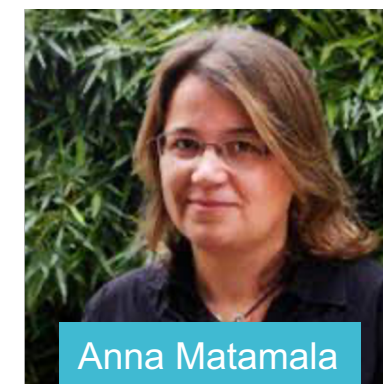
Miroslav Vujičić



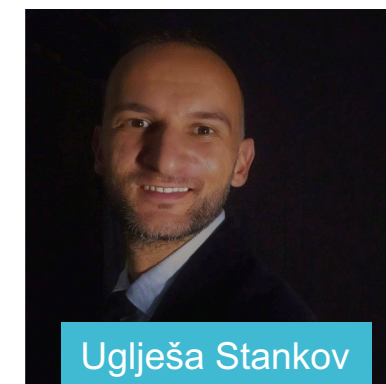
Breno Silva



Krzysztof Krejtz



Anna Matamala



Uglješa Stankov

Hand-on sessions tutors



Beata Lewandowska



Iza Krejtz



Alina Secara



Agnieszka Szarkowska



Karolina Broś



Breno Silva



Andrew Duchowski

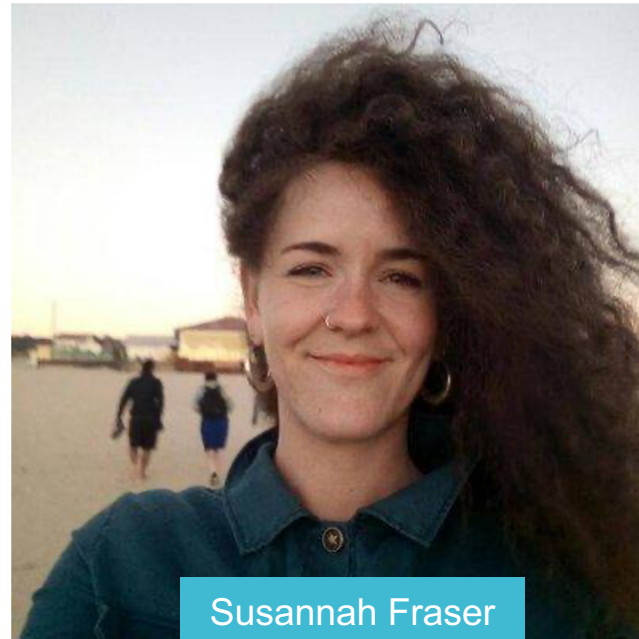


Kasia Wisiecka



Krzysztof Krejtz

Organizing team



Susannah Fraser



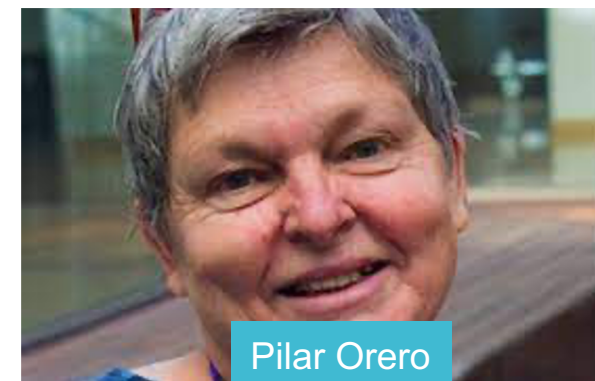
Carlos Duarte



Agnieszka Szarkowska



Krzysztof Krejtz



Pilar Orero

Students' volunteers



Share your
opinion



#LEADMEWarsaw2021

<https://forms.gle/RQMrJfsqfwvaCx2K6>

LEADME Summer Training School Warsaw 2021,
Satisfaction Survey

Dear participant of LEADME Summer Training School Warsaw 2021,

An anonymous satisfaction survey is a powerful tool to get feed-back and will help to evaluate the participant satisfaction on communication, administrative, and quality aspects.

Please evaluate your satisfaction concerning the following items on a 5 points scale, being strongly disagree and 5 strongly agree.

LEAD-ME COST action (Leading Platform for European Citizens, Industries, Academia and Policymakers in Media Accessibility). 2020-2024. CA19142.

The information received before the event was satisfactory. *

☐ Strongly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Strongly agree

LEAD-ME Winter training school in Madrid is coming

