

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. Andrén, M. & Wadensjö, C. (eds.) (2016): *Syntolkning – forskning och praktik*. Lund University Cognitive Studies 166/ Myndigheten för tillgängliga medier, rapport nr. 4, s. 13–15. ISBN: 978-91-981060-9-1.

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

### ***Book chapters***

Holsanova J. (2016): Kognitiva och kommunikativa aspekter av syntolkning. I: Holsanova, J. Andrén, M. & Wadensjö, C. (eds.): *Syntolkning – forskning och praktik*. Lund University Cognitive Studies 166/ Myndigheten för tillgängliga medier, rapport nr. 4, s. 17–27. ISBN: 978-91-981060-9-1.

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Holsanova, Jana (2015): Cognitive approach to audio description. In: Matamala, A. & Orero, P. (eds.): *Researching audio description: New approaches*. London: Palgrave Macmillan, pp. 49–73. ISBN 978-1-137-56916-5.

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Holsanova, J., Hildén, A., Salmson, M., & Kesen Tundell, V. (2015): *Syntolkning och uppläst text*. En studie om hur användarna vill ha det med riktlinjer för audiovisuella medier. Stockholm: Tundell & Salmson. ISBN: 978-91-7607-093-2.

Gärdenfors, P. & Holsanova, J. (2015): Communication, cognition, and technology. In: Lukowski, P., Gemel, A. & Zukowski, B. (eds.): *Cognition, Meaning, and Action*. Jagiellonian University Press, pp. 110-122. ISBN 9788323339205.

Holsanova, J., Johansson, R. & Holmqvist, K. (2015): To tell and to show: the interplay of language and visualizations in communication. In: Lukowski, P., Gemel, A. & Zukowski, B. (eds.): *Cognition, Meaning, and Action*. Jagiellonian University Press, ISBN 9788323339205

Holsanova, J., Nyström, M. & Holmqvist, K. (2014): Visualisering av ögonrörelser som stöd för motivation, metakognition och lärande. I: Anders Persson & Roger Johansson (red.), *Vetenskapliga perspektiv på lärande, undervisning och utbildning i olika institutionella sammanhang*. Utbildningsvetenskaplig forskning vid Lunds universitet, s. 369–380.

Holsanova, J. (2014b): In the eye of the beholder: Visual communication from a recipient perspective. In: David Machin (Ed.): *Visual Communication*. Handbooks of Communication Science [HoCS]. Chapter 14, pp. 331–355. De Gruyter.

Holsanova, J. (2014a): Reception of multimodality: Applying eye tracking methodology in multimodal research. In: Carey Jewitt (Ed.), *Routledge Handbook of Multimodal Analysis*. Second edition. Chapter 20, pp. 285–296. London: Routledge.

Johansson, R., Holsanova, J., & Holmqvist, K. (2013). Using Eye Movements and Spoken Discourse as Windows to Inner Space. In C. Paradis, J. Hudson, & U. Magnusson. (Eds.). *The Construal of Spatial Meaning: Windows into Conceptual Space*, Oxford: Oxford University Press, pp 9-28.

Johansson, V., Wengelin, Å., Holsanova, J. & Johansson, R. (2013). Tala, läsa, skriva. In Johansson, V., Carling, G., & Holmer, A. (Eds.) *Språket, människan och världen*. Studentlitteratur, s. 53-72, ISBN 978-91-44-08339-1.

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.

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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.

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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.

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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.

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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.

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

Holsanova, J. & Holmberg, N. (2010). Attentional Guidance and Instructional Design. *Designs for learning*. Stockholm, mars 2010.

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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.

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

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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. (2015): Theoretical and methodological approaches to audio description. Oral presentation at ARSAD, 5th Advanced Research Seminar on Audio Description, Barcelona, March 19-20, 2015.

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. 16<sup>th</sup> *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.

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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 textbook reading strategies, poster presentation, *Scandinavian Workshop on Applied Eye Tracking*, Lund.

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

Holsanova, J. & Johansson, R. (2009): The Interplay of Language and Visualizations in Communication. International DFG/NSF Workshop on *Integrating Spatial Cognition: Building Bridges Between Navigation and Visualisation*. July 7-10th 2009, New York.

Holsanova, J. & Nord, Anders (2009): Textens fragmentering och läsares meningsskapande. *Forum för textforskning 4*, Södertörn och Stockholm, 8-9 maj 2009.

Holsanova, J. & Holmqvist, K. (2009): Myths and Truths about Readers' Interaction with Complex Visual Documents. Refereed paper at the International Communication Association conference 2009, Visual Communication Division, symposium "What you see is what you get? Applying eye-tracking methodology in visual communication research", Chicago, May 2009.

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

Holsanova, Jana, Holmberg, Nils & Holmqvist, Kenneth (2008): Reading Styles on a Newspaper Spread. Paper at the *International Conference on Multimodality and Learning*, London, 18-21 June 2008.

Johansson, Roger, Holsanova, Jana, Wengelin, Åsa, Johansson Victoria & Holmqvist, Kenneth (2008): Cognitive Processes in Writing are Genre Dependent: A Comparison of Picture Descriptions and Expository Texts. Paper at the 11th *European Association for Research on Learning and Instruction* conference, Special Interest Group on Writing, Centre for Languages and Literature, Lund, Sweden, June 11th - 13th 2008.

Holsanova, J., Holmberg, N., Holmqvist, K. (2008): Reading styles on a newspaper spread - an eye tracking perspective. Paper at the *Scandinavian Workshop on Applied Eye Tracking*, Lund, April 2008.

Holsanova, Jana, Holmqvist, Kenneth & Holmberg, Nils (2007): Newspaper reading, eye tracking and multimodality. Peer reviewed paper at the symposium Eye tracking as a means for detailed analyses of multimedia learning processes - Part I, *European Association for*

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*Research on Learning and Instruction 2007: Developing Potentials for Learning*. Budapest.

Holsanova, J., Holmberg, N., Holmqvist, K. (2007): Tracking integration of text and picture. *Scandinavian Workshop on Applied Eye Tracking*. Lund university.

Holsanova, J. (2006): The role of feedback in task-oriented dialogue. Workshop on *Social Cognition and Action*, Paris, Ecole Normale Supérieure, 3-4th March 2006.

Holsanova, J. (2005): Spatial language and dialogue: A multimodal perspective. Workshop on *Spatial Language and Dialogue* in Delmenhorst, Germany, October 2005. PDF »

Holmqvist, K., Holsanova, J. & Holmberg, N. (2005): The effect of photos and information graphics on newspaper reading. Paper at the *European Conference on Eye Movements 13* in Bern, August 2005.

Holsanova, J.: The Dynamics of Picture Viewing and Picture Description. Paper at the international conference *Depictive space of perception*. A conference on visual thought organized by Liliana Albertazzi and Roberto Poli, Mitteleuropa Foundation, Bolzano, Italy. June 2004.

Johansson, V., Andersson, B., Dahl, J., Holmqvist K., Holsanova, J., Karlsson, H., Strömquist, S., Tufvesson, S., and Wengelin, Å. (2004): Keystroke logging and eye tracking: a successful combination. Paper at the international conference "*Writing 2004*", Geneva 2004.

Holsanova, J. (2003). Picture viewing and picture description: Two windows on the mind. Paper at the international conference "*Towards a science of consciousness*", Prag.

Balkenius, C., Holmqvist, K. & Holsanova, J. (2001) Implicit Learning of Anticipatory Saccades. Poster presented at the *European Conference on Eye Movements 11*, Turku. Abstract »

Holsanova, J. (2001). Attentional Foci in Picture Viewing and Picture Description. Paper presented at the *International Cognitive Linguistics Conference 2001* in Santa Barbara.

Holsanova, J. & Holmqvist, K. (2001). Comparing Foci in Picture Viewing and Picture Description. Poster presented at the *European Conference on Eye Movements 11*, Turku.

Holsanova, J. (1999). Language and Vision from a Dynamic Perspective. Presentation at the *3rd Swedish Conference in Multimodal Communication*. Linköping, October 1999.

Holsanova, J. (1998). Picture descriptions: Comparing verbal and visual Areas of interest. Presentation at the *Second Swedish Conference in Multimodal Communication*. Lund, October 1998.

Holsanova, J. (1998). Comparing Verbal and Visual Areas of Interest in Picture Descriptions. Paper at the Workshop *Descriptions, Eye Tracking and Gestures*. Bielefeld, Germany.

Holsanova, J., Hedberg, B. & Nilsson, N. (1997). Visual and Verbal Focus Patterns when Describing Pictures. Poster at the 9th *European Conference on Eye Movements (ECEM 9)*. Ulm, Germany.

Holsanova, J. (1997). Transforming Pictures into Language. Presentation at the *Multimodal Communication Conference*. Gothenburg.

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Holsanova, J. (1997). Perceiving Space and Time in Spoken Descriptions of a Complex Picture. Statement of interest. AAAI 1997, *Workshop on Language and Space*. Providence, Rhode Island.

Holsanova, J. (1997). Verbal or Visual Thinker? A study of spoken descriptions of a complex picture. Poster at the *International Cognitive Linguistics Conference*. Amsterdam.

Holsanova, J. & Jörgensen, N. (1996). The Use of Reported Talk in Ethnic Discourse. Presentation at *5th International Pragmatics Conference*. Mexico City.

Holmqvist, K. & Holsanova, J. (1995). Etniska kategoriseringar och deras behandling i samtal. (Ethnic categorizations and their treatment in conversation). Paper presented at *IMER konferensen* i Lund.

Jörgensen, N. & Holsanova, J. (1995). Speaking about Social and Ethnic groups. Paper at NordText Symposium. *Nordic Research in Text and Discourse*. Uppsala.

Holsanova, J. (1993). Discoursal Aspects of Consecutive Interpreting. Acta of the XVIIIth *International Colloquy of Functional Linguistics*. Prague.

### ***Lund University Cognitive Studies***

Holsanova, J., Holmberg, N. & Holmqvist, K. (2006). Tracing Integration of Text and Pictures in Newspaper Reading. *Lund University Cognitive Studies 125*. Lund university. ISSN 1101-8453 ISRN LUHFDA/HFKO-5042--SE

de Leon, D. & Holsanova, J. (1997). Revealing user behaviour on the world-wide web. *Lund University Cognitive Studies 60*. Lund university. ISSN 1101-8453 ISRN LUHFDA/HFKO-5042--SE

Holsanova, J. (1997). Bildbeskrivning ur ett kommunikativt och kognitivt perspektiv. *Lund University Cognitive Studies Minor 6*. Lund University.

Holmqvist, K. & Holsanova, J. (1996). Focus Movements and the Internal Images of Spoken Discourse, *Lund University Cognitive Studies 50*. Lund. ISSN 1101-8453 ISRN LUHFDA/HFKO-5035--SE

Holmqvist, K. & Holsanova, J. (1995). Jag längtar efter svensk kvalitet och svenskt tänkande. Hur vi använder kategoriseringar i samtalet. (I long for Swedish quality and Swedish thinking - How we speak about ourselves and the others) *Lund University Cognitive Studies 49*. ISSN 1101-8453 ISRN LUHFDA/HFKO-5034--SE

### ***Project reports***

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Holsanova (2008): Final report of the HWK fellowship Cognitive Processes underlying Mental Imagery and Problem Solving.

Holsanova (2008): Vetenskaplig slutredogörelse. Forskarassistenttjänst i språk och kognition. Vetenskapsrådet. Ämnesområde för Humaniora och Samhällsvetenskap.

Holsanova (2008): Final report of the HWK fellowship Multiple windows on the mind and action.

Baier, M., Holsanova, J., Rahm, H. & Hyden, H. (2007): Country report Sweden. European commission.

Holsanova, J. & Wästerfors, D. (2004): Could you be more specific? Examples as crucial rhetorical tools in discourse on 'others'. In: *Working papers 26*. Center for Europe Research Lund university. ISSN: 1403-6754

Holsanova, J. (2002): Participation and the Dynamics of Social Positioning Ð The Case of Biotechnology. Scientific Report of the PARADYS project (12 months) sent to the EU commission. June 2002.

Holsanova, J., Rahm, H. (2002): Country-specific characteristics of the data: Case Sweden. Periodic progress report sent to the EU commission. Sept. 2002.

Holsanova, J. (2001). Deliberate release of GMOs: Swedish procedures and citizen participation. Workpackages 4 and 5: Report of the PARADYS project. Send to the project coordinator and to the EU commission in Brussels.

Holsanova, J. (2001). Description of the collected data: Information about quantity and quality of the data collected. Periodic progress report of the PARADYS project (6-9 months) sent to the EU commission.

Holsanova, J. (2001): Description of cases to be studied: Draft information about procedures on deliberate release of GMOs in Sweden. Periodic progress report of the PARADYS project (3-5 months) sent to the EU commission.

Holsanova, J. & Nekvapil, J. (1993). Wie redet man Über Ethnien in der Alltagskommunikation - am Beispiel tschechischsprachiger Daten. *Skriftserie der Forschungsgruppe Nationale Selbst- und Fremdbilder in osteuropäischen Staaten - Manifestationen im Diskurs*. Zentrum für interdisziplinäre Forschung Bielefeld.

### ***Review articles***

Holsanova, J. (1988). Pragmatika, teorie textu, analyza mluvene komunikace v edici *Linguistica*. *Jazykovedne aktuality XXV/1 a 2*. (pp. 57-60). (Pragmatik, Texttheorie, Analyse der mündlichen Kommunikation in der Reihe *Linguistica*)

Hoffmannova, J. & Holsanova, J. (1987). Mezinarodni konference o makrostrukturach v textu a komunikaci. *Slovo a slovesnost 4/XLIX*. (pp. 328-333). (Internationale Konferenz über Makrostrukturen im Text und in der Kommunikation). ISSN 0037 7031.

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Nekvapil, J. & Holsanova, J. (1992). Nad knihou G. Helbiga Vyvoj jazykovedy po roce 1970. *Jazykovedny casopis* 42/2. (pp. 130-135). (Überlegungen zu G. Helbig's Entwicklung der Sprachwissenschaft seit 1970)

Holsanova, J. (1992). Lingvisticke kolokvium v Paderbornu. *Slovo a slovesnost* 4/LII. (pp. 319-320). (Linguistisches Kolloquium in Paderborn). ISSN 0037 7031.

### ***Translation***

G. Helbig: "*Entwicklung der Sprachwissenschaft seit 1970*" from German to Czech (together with J. Nekvapil). Anfertigung vom Nachwort, Namen- und Sachregister, von Anmerkungen sowie vom deutschtschechischen Wörterbuch der linguistischen Termini.

### ***D-uppsats***

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

### ***Review of my work***

Sledrova, Jasna (2004): Picture Viewing and Picture Description: Two Windows on the Mind. In: *Slovo a slovesnost* 65, 2004, pp. 145-152. ISSN 0037 7031.

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