

Seeing the unforeseen: eye-tracking and multimodal analysis

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Reading paths in hypertext

reading paths

- Do users read what designers want them to read?
- How can reading patterns be influenced?
- **salience**
- **vectors**

Outline

- Saliency / vectors / reading paths
- Eye-tracking
- Previous study (2006)
- Current study (2014)
- Conclusions

Kress & van Leeuwen (1996: 218ff.)

- salience
"... reading paths begin with the most salient element, from there move to the next most salient, and so on."



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- >> [Resort towns and villages in the region](#)
- >> [Sports & Fun](#)
- >> [Culture & Tradition](#)
 - > [Winter Highlights](#)
 - > [Culinary delights](#)
 - > [Wellness](#)
 - > [How to get here](#)
 - > [Partners](#)

WINTER ENCHANTMENT in the

FERIENREGION



5672 Ferienregion Nationalpark Hohe Tauern Z 100
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The imposing mountains of the Hohe Tauern range provide a splendid backdrop for a truly enchanting winter vacation. Located just outside the park's boundaries are 8 fantastic ski areas - 799 kilometers of slopes, with access provided by 27 cable lifts, 94 chair lifts and 133 T-bar tows.

They are marked by broad diversity, on occasion very gentle in nature, yet at other times

providing challenging experiences. Even fans of "alternative" winter sports will find a perfect refuge: snowboarding, cross-country skiing, tobogganing, winter hiking ... it's all possible! Cautious interaction with nature's treasures is deeply rooted in the region. The free ski shuttles provide comfortable, convenient transportation to, from and between the ski lifts.



[Link to National Park Headquarters](#)

CURRENT INFO

Discover nature with
nationalpark rangers
July 8- Oct. 2002



www.hohetauern.at

INTERNATIONAL YEAR OF MOUNTAINS



Enjoy music in total
harmony with nature..

www.tauernklang.at

WEATHER



Kress & van Leeuwen (2006)

- vectors
 - replace verbal processes in images
 - not much information about guiding function

A NEW BREED OF GOLD-DIGGERS

And West's young women have taken up a new language that the girls who were coming to school

More than 100 years after the first publication of *The Waste Book* in 1890, the book's small, handwritten entries remain as relevant as ever. In the *Waste Book*, the author, a young woman, records her daily life, from the food she ate to the clothes she wore, and the book is a testament to the power of the written word to capture the details of our lives.

As the students' questions about the "new" curriculum faded, the conversation turned to the "old" curriculum. "What do you think about the old curriculum?" asked one of the students. "I like it," replied another student. "I like the old curriculum because it was more interesting to me than the new curriculum."

[illegible]

The authors in this paper have used a novel data set from the Department of Commerce that has not been used in existing research on the investment sector.

The New Mexico state oil field located in the heart of the state is one of the largest in the world, and it is the largest in the state. The state is the largest in the world, and it is the largest in the state.

Working 12 hours a day in a highly competitive market, a small, one-man, one-woman unit, he has been able to stay afloat through the leanest of times because

Q I'm not sure you should call me "mommy." There's a girl like me.

[illegible]

With such good reason, American leaders should worry on the long run. When the degree of the epidemic, when reaching such a level, becomes widespread, the government will give:

Shocking, unbridgeable, cruel, bloody and barbaric justice that

That is, the β -function is the same as the β -function of the ϕ^4 theory in $d = 4$ dimensions. This is the same as the β -function of the ϕ^4 theory in $d = 4$ dimensions. This is the same as the β -function of the ϕ^4 theory in $d = 4$ dimensions.

There are other things that can be done to help the environment. For example, you can use public transport or car-pooling to reduce the number of cars on the road. You can also use energy-saving light bulbs and turn off the lights when you leave a room. These are all things that you can do to help the environment.

100

But just inside the
house you get to
glance down the
steep, illuminated
ramp the girls
passed into the
dark when you get
to the end.

David H. Rosenfeld, Jr., is a nationally known trial lawyer and author of *How to Win Your Case*. He has written for *Lawyer* magazine and *Lawyer's Weekly*.

...and the community, by the same standards, may require any further support (perhaps) only strictly necessary. Nevertheless, the present results do not clearly justify such a policy. It is likely that the community will pursue its strategy.

When you're young, though, it's a lot harder to get a job. I was 19 when I started working for my father's company, and I was the only one in the office who didn't have a college degree. I was the only one who didn't have a job. I was the only one who didn't have a job.

2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2031 2032 2033 2034 2035 2036 2037 2038 2039 2040 2041 2042 2043 2044 2045 2046 2047 2048 2049 2050 2051 2052 2053 2054 2055 2056 2057 2058 2059 2060 2061 2062 2063 2064 2065 2066 2067 2068 2069 2070 2071 2072 2073 2074 2075 2076 2077 2078 2079 2080 2081 2082 2083 2084 2085 2086 2087 2088 2089 2090 2091 2092 2093 2094 2095 2096 2097 2098 2099 2100 2101 2102 2103 2104 2105 2106 2107 2108 2109 2110 2111 2112 2113 2114 2115 2116 2117 2118 2119 2120 2121 2122 2123 2124 2125 2126 2127 2128 2129 2130 2131 2132 2133 2134 2135 2136 2137 2138 2139 2140 2141 2142 2143 2144 2145 2146 2147 2148 2149 2150 2151 2152 2153 2154 2155 2156 2157 2158 2159 2160 2161 2162 2163 2164 2165 2166 2167 2168 2169 2170 2171 2172 2173 2174 2175 2176 2177 2178 2179 2180 2181 2182 2183 2184 2185 2186 2187 2188 2189 2190 2191 2192 2193 2194 2195 2196 2197 2198 2199 2200 2201 2202 2203 2204 2205 2206 2207 2208 2209 2210 2211 2212 2213 2214 2215 2216 2217 2218 2219 2220 2221 2222 2223 2224 2225 2226 2227 2228 2229 2230 2231 2232 2233 2234 2235 2236 2237 2238 2239 2240 2241 2242 2243 2244 2245 2246 2247 2248 2249 2250 2251 2252 2253 2254 2255 2256 2257 2258 2259 2260 2261 2262 2263 2264 2265 2266 2267 2268 2269 2270 2271 2272 2273 2274 2275 2276 2277 2278 2279 2280 2281 2282 2283 2284 2285 2286 2287 2288 2289 2290 2291 2292 2293 2294 2295 2296 2297 2298 2299 2300 2301 2302 2303 2304 2305 2306 2307 2308 2309 2310 2311 2312 2313 2314 2315 2316 2317 2318 2319 2320 2321 2322 2323 2324 2325 2326 2327 2328 2329 2330 2331 2332 2333 2334 2335 2336 2337 2338 2339 2340 2341 2342 2343 2344 2345 2346 2347 2348 2349 2350 2351 2352 2353 2354 2355 2356 2357 2358 2359 2360 2361 2362 2363 2364 2365 2366 2367 2368 2369 2370 2371 2372 2373 2374 2375 2376 2377 2378 2379 2380 2381 2382 2383 2384 2385 2386 2387 2388 2389 2390 2391 2392 2393 2394 2395 2396 2397 2398 2399 2400 2401 2402 2403 2404 2405 2406 2407 2408 2409 2410 2411 2412 2413 2414 2415 2416 2417 2418 2419 2420 2421 2422 2423 2424 2425 2426 2427 2428 2429 2430 2431 2432 2433 2434 2435 2436 2437 2438 2439 2440 2441 2442 2443 2444 2445 2446 2447 2448 2449 2450 2451 2452 2453 2454 2455 2456 2457 2458 2459 2460 2461 2462 2463 2464 2465 2466 2467 2468 2469 2470 2471 2472 2473 2474 2475 2476 2477 2478 2479 2480 2481 2482 2483 2484 2485 2486 2487 2488 2489 2490 2491 2492 2493 2494 2495 2496 2497 2498 2499 2500 2501 2502 2503 2504 2505 2506 2507 2508 2509 2510 2511 2512 2513 2514 2515 2516 2517 2518 2519 2520 2521 2522 2523 2524 2525 2526 2527 2528 2529 2530 2531 2532 2533 2534 2535 2536 2537 2538 2539 2540 2541 2542 2543 2544 2545 2546 2547 2548 2549 2550 2551 2552 2553 2554 2555 2556 2557 2558 2559 2560 2561 2562 2563 2564 2565 2566 2567 2568 2569 2570 2571 2572 2573 2574 2575 2576 2577 2578 2579 2580 2581 2582 2583 2584 2585 2586 2587 2588 2589 2590 2591 2592 2593 2594 2595 2596 2597 2598 2599 2600 2601 2602 2603 2604 2605 2606 2607 2608 2609 2610 2611 2612 2613 2614 2615 2616 2617 2618 2619 2620 2621 2622 2623 2624 2625 2626 2627 2628 2629 2630 2631 2632 2633 2634 2635 2636 2637 2638 2639 2640 2641 2642 2643 2644 2645 2646 2647 2648 2649 2650 2651 2652 2653 2654 2655 2656 2657 2658 2659 2660 2661 2662 2663 2664 2665 2666 2667 2668 2669 2670 2671 2672 2673 2674 2675 2676 2677 2678 2679 2680 2681 2682 2683 2684 2685 2686 2687 2688 2689 2690 2691 2692 2693 2694 2695 2696 2697 2698 2699 2700 2701 2702 2703 2704 2705 2706 2707 2708 2709 2710 2711 2712 2713 2714 2715 2716 2717 2718 2719 2720 2721 2722 2723 2724 2725 2726 2727 2728 2729 2730 2731 2732 2733 2734 2735 2736 2737 2738 2739 2740 2741 2742 2743 2744 2745 2746 2747 2748 2749 2750 2751 2752 2753 2754 2755 2756 2757 2758 2759 2760 2761 2762 2763 2764 2765 2766 2767 2768 2769 2770 2771 2772 2773 2774 2775 2776 2777 2778 2779 2780 2781 2782 2783 2784 2785 2786 2787 2788 2789 2790 2791 2792 2793 2794 2795 2796 2797 2798 2799 2800 2801 2802 2803 2804 2805 2806 2807 2808 2809 2810 2811 2812 2813 2814 2815 2816 2817 2818 2819 2820 2821 2822 2823 2824 2825 2826

[illegible]

After their marriage, the couple left the job. The money was low and unimpressive," said Light. "It's expensive, but not having Tracy's father's name stuck to his name and your brother-in-law on the way of the child."

More parents are attaching the warning label, though. Of 1,000 12- to 17-year-olds surveyed, 40% said they had a cell phone.

It's not wrong, necessarily, to be a little bit of a cynic. But it's not wrong to be a little bit of a dreamer, either. And it's not wrong to be a little bit of a realist. And it's not wrong to be a little bit of a romantic. And it's not wrong to be a little bit of a idealist. And it's not wrong to be a little bit of a visionary. And it's not wrong to be a little bit of a visionary.

to the public good of our fair country, to them."

"That's their perception," he says.

Though many studies by such men as Albert Einstein have led to the theory that space is actually a continuous distortion of matter, there

the United States, boundaries of the market increasingly national and even regional in scope and focus the US economy. During the 1980s, changes in domestic manufacturing

These answers go into the *Journal of the American Medical Association*, the most important medical journal in the country. And I submitted my answers to the *Journal of the American Medical Association*. And I submitted my answers to the *Journal of the American Medical Association*.

Kress & van Leeuwen (2006: 180)

- vectors

"... the photograph on the left is tilted to form a vector that leads the eyes to the photograph on the right ..."

A NEW BREED OF GOLD-DIGGERS

And those young women have taken up a new language that old girls who were sitting in class

More than 100,000 people will gather for the annual "One World, 2008" festival, held over several months, and more millions at the National Mall, which opened a shopping center there last March. Regulators believe that the Mall's expansion

As the last paragraph says, "You got some people saying today that I didn't know this. I'd never heard that and was surprised at the way they said it."

The manuscript of this story in the journal which Stephen Smith has submitted to Atlantic Writing, is, I thought, one of the most powerful and most original I have ever read. It is a masterpiece of the genre.

It is a good idea to ask your doctor about the best way to use your inhaler. Some people use a spacer device, which is a small tube that you breathe into. This helps to deliver the medicine more effectively to your lungs.

The plant is the result of a cross between two different strains of the same species. It is a hybrid.

Wendy Byrnes says that the book and the Internet have helped to silence "the 1 percent" consisting of the wealthy, well-known, often male, members of the media. — www.nytimes.com

The New Jersey state trial court's decision, known as *Montgomery*, was based on the fact that the state government is the owner of the bridge. The law requires the state to keep the bridge open to traffic. The court ruled that the state has a duty to keep the bridge open to traffic. The court also ruled that the state has a duty to keep the bridge safe. The court found that the state had failed to do both of these things. The court ordered the state to pay the plaintiffs' attorneys' fees and costs.

Although I believe a step in the right direction, the bill is not perfect. The bill would not allow states to sue for the federal government's failure to enforce the law. It would also not allow the federal government to sue for a state's failure to enforce the law. The bill would also not allow the federal government to sue for a state's failure to enforce the law.

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specific, binding responses. These data are not yet sufficient to suggest that the observed effects of *Phragmites* removal on the growth and recruitment of *Spartina patens* are due to the removal of the physical barrier to seed dispersal. The observed effects may be due to the removal of the physical barrier to seed dispersal, or to the removal of the physical barrier to seed dispersal, or to the removal of the physical barrier to seed dispersal.

With much good news, however, comes the bad news on the steps connecting them: the closing of the program, which involved work in an industrial facility, the summer of 1991.

Therapeutic approaches with antidepressants and anxiolytics are primarily based on the fact that these drugs inhibit the reuptake of neurotransmitters such as serotonin and norepinephrine, leading to an increase in their levels in the synaptic cleft and thus a stronger effect on the postsynaptic receptors.

That is the thinking behind the program, which provides any child, at any time, with an adult to talk to.

That 100 mg/kg of 1,4-bis(4-chlorophenyl)-2,2,6,6-tetramethylpiperidine-1-oxide (CMPO) was administered orally to rats (Figure 1) showed that the dose of 100 mg/kg was the most appropriate for a pilot study.

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[illegible]

Received: 15 June 2007; Accepted: 15 July 2007; Published: 16 July 2007

Received 22 November 1999; accepted 12 March 2000

After a few minutes I decided to see whether or not I was "in the zone."

¹⁰ The English translation of this text is not unproblematic. For example, the word *gōshōdō* (literally, "the way of the great teacher") is used in the text to refer to the way of the Buddha, although the latter is not named.

¹ "Theater and the American West," *Journal of American Studies*, 36 (2002), 1, 1.



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David Rosenberg, 66, and Steven Rosenberg, 59, serve as the defendants' leading counsel from the Bronx and Manhattan.

As a result, the authors conclude that the quality of the data is insufficient to permit any meaningful analysis of the data.

"It's important, but not having Hays's complete control allows us to create and grow emerging talent on the basis of the talent."

Thompson said he is a geologist, not a geographer. He goes around looking at things, not maps. He said he was in the mountains of Colorado, and he was looking at a map of the state. He said he was looking at a map of the state, and he was looking at a map of the state.

These authors are extending the following text through 12/1/2014. If you are a subscriber, please contact your account manager for more information.

Downloaded At: 11:53 11 September 2009

Teacher: Explain this and tell how it should have brought a response and how they've let it follow the good work.

Office hours: 10:00 a.m. to 4:00 p.m. (M-F)
 10:00 a.m. to 3:00 p.m. (S-S)
 10:00 a.m. to 3:00 p.m. (M-F)
 10:00 a.m. to 3:00 p.m. (S-S)

Miss Marybeth Ferguson, executive director, said, "We're going to be making steps, many steps, to make sure we have a safe place for women."

1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 26

I interpreted them as signals of human intention, thus giving a degree of subjectivity, a sort of truth that each one of us has.

Source: <http://www.fishbase.org>

study of 1,000 randomly selected students in the institution. They are April, May, September, and the corresponding semester. And the correspondence between the data collection and

Though many studies suggest that children are being born at a higher birth weight, the data in the paper show that 5 percent of newborns are born at a weight that is 10 percent above the average.

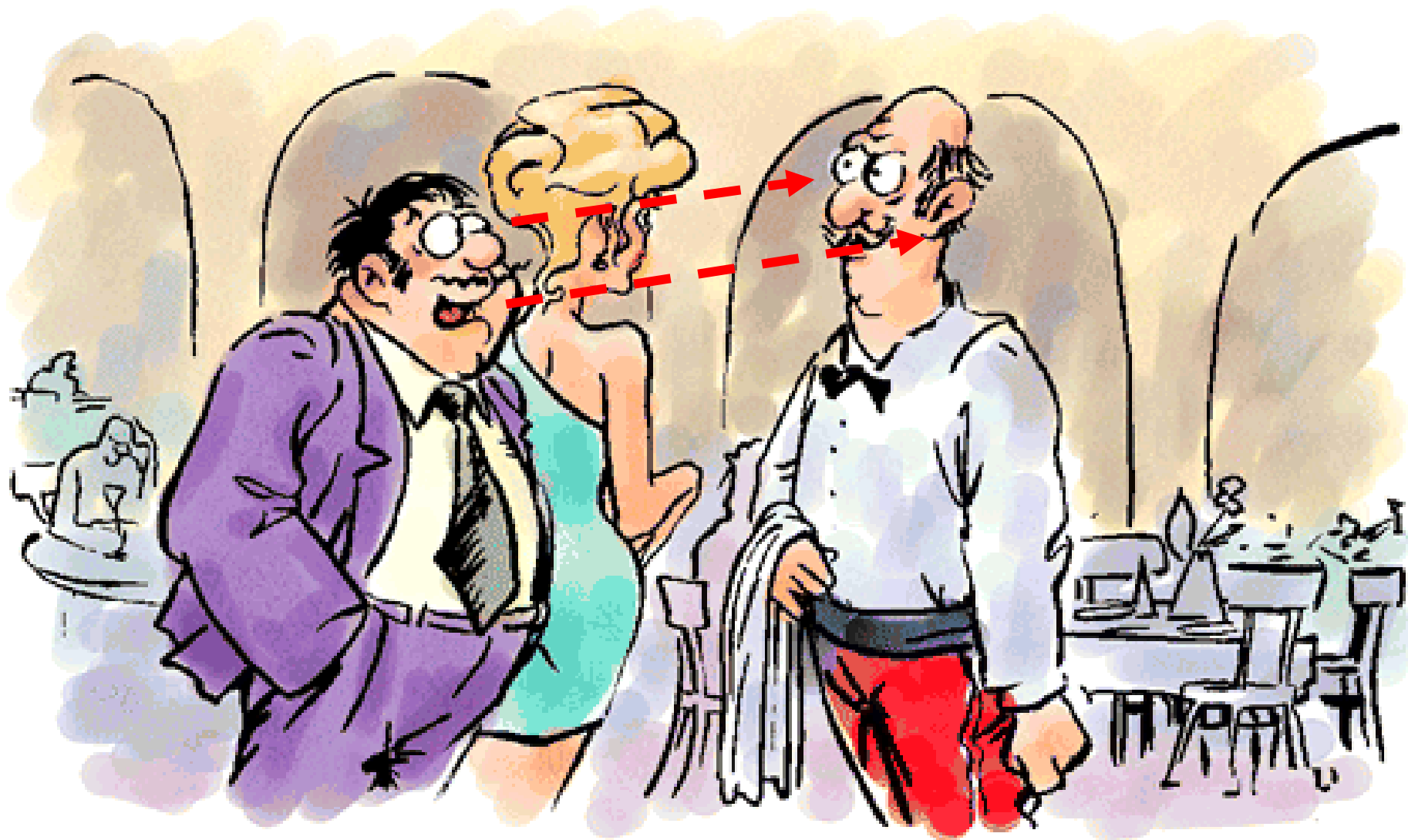
The issue of who, therefore, sets the regulatory standards for political parties remains an open question that has attracted varying but divergent responses in previous research.

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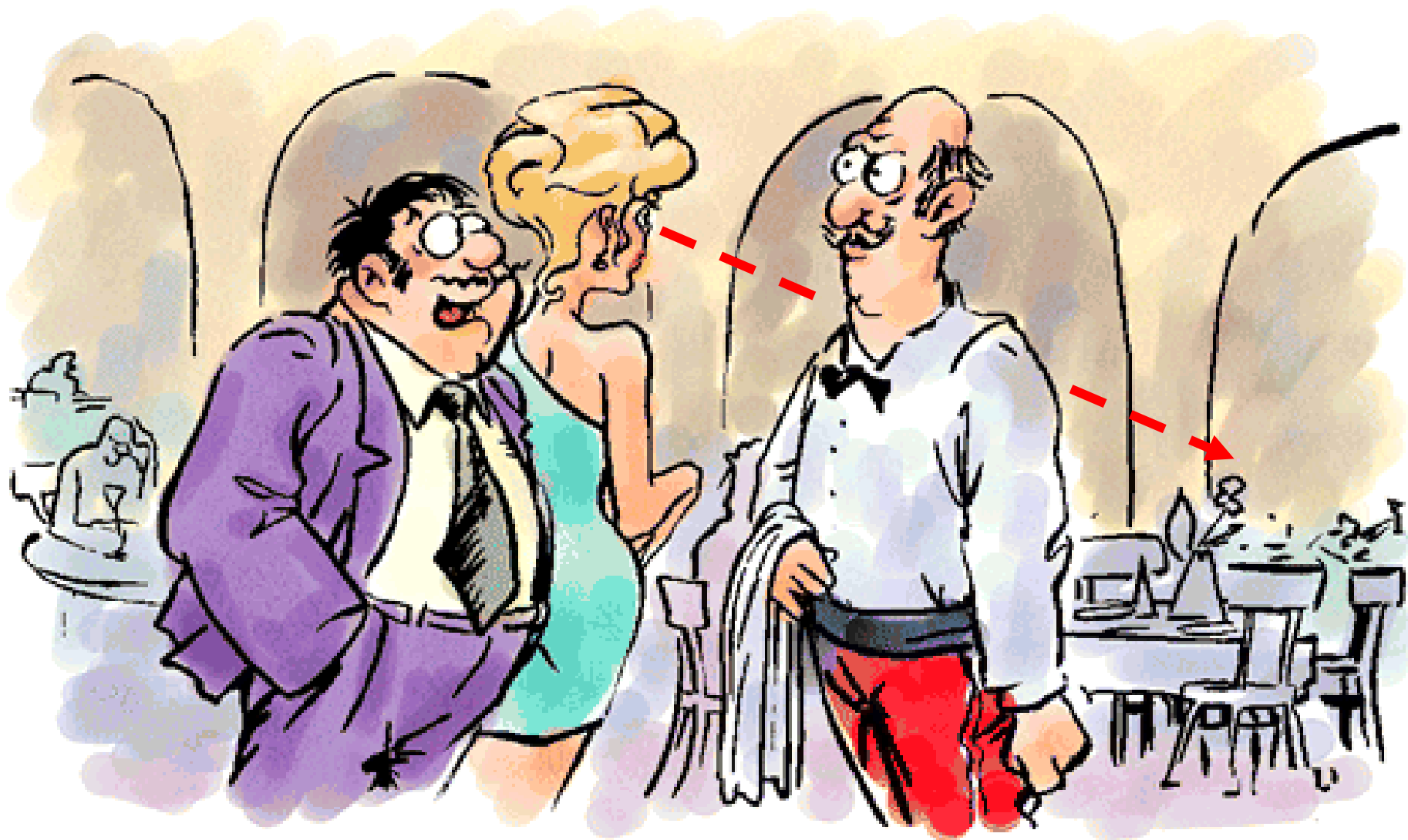
These studies go into further detail about the other changes caused by the very significant and sustained loss of

Model: $\text{P}(\text{value}) = \frac{1}{1 + e^{-(\text{logit})}}$

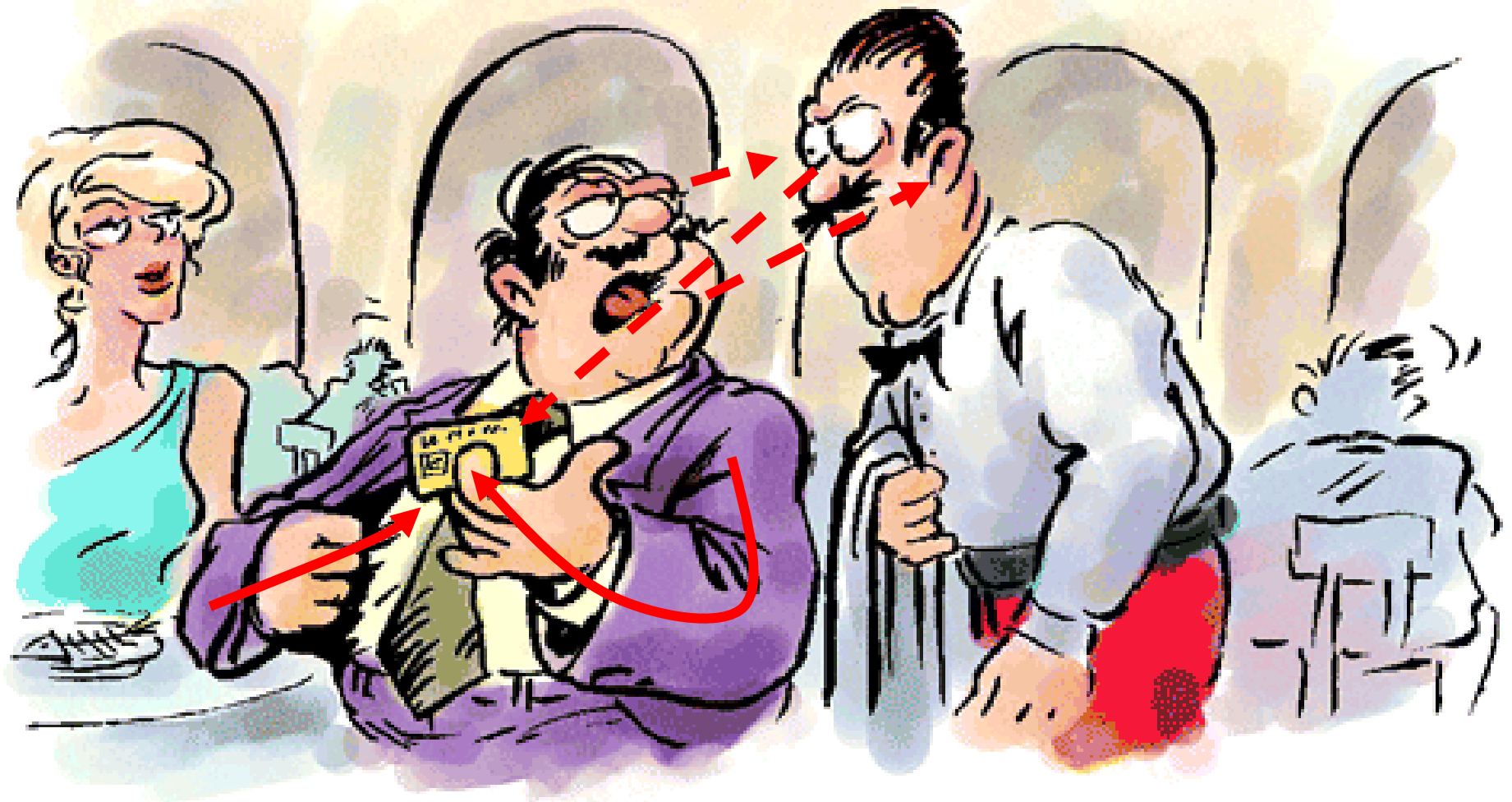
Könnten wir bitte einen Tisch im Raucherteil haben?
Could we have a table in the smoking area?



Könnten wir bitte einen Tisch im Raucherteil haben?
Could we have a table in the smoking area?



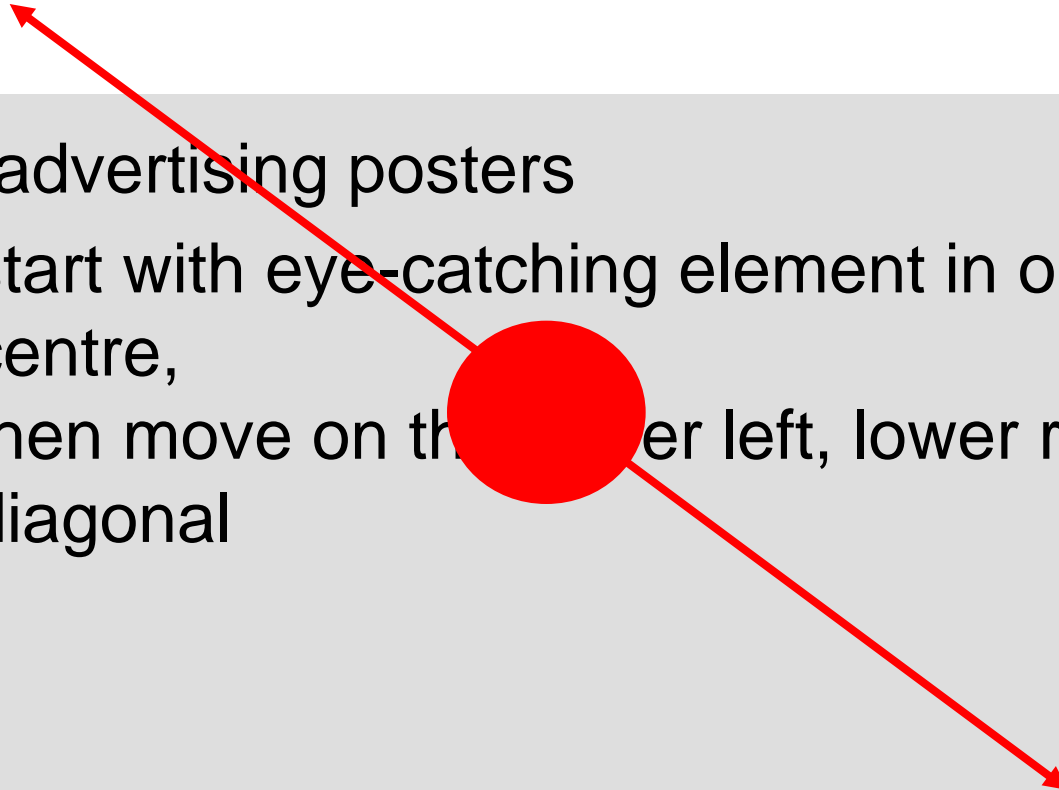
Kann man mit Kreditkarte bezahlen?
Do you take credit cards?



Vestergaard & Schrøder (1985)

on advertising posters

- start with eye-catching element in optical centre,
then move on the upper left, lower right diagonal



Sandig (2000)

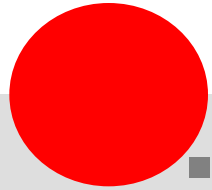
text-picture combinations in advertising

- from top left

to the center

and bottom right

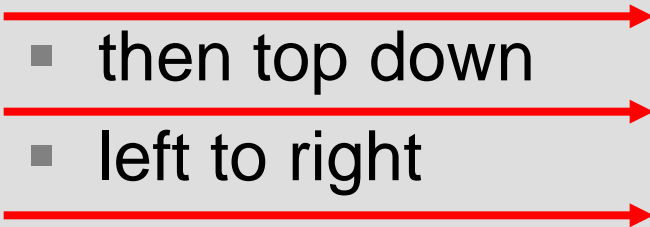
Kok (2004)



- focal point will attract reader's attention

- then top down

- left to right



Method

- Heuristic interpretation
(Baldry & Thibault 2006)
- Introspection
- Retrospective protocols
(Kress & van Leeuwen 2006)

Eyetracking

from speculation to empiricism

- state of the art eye movement recording is @ 1000 sampling rate, i.e., 1 picture every millisecond
- binocular/ monocular recording of fixations, saccades
- fixation & saccade reports
- real-time video recording of events

Typical recording situation

- Display monitor

- Host monitor



Pilot study

- 10 students from Salzburg
- 2 male, 8 female; age 22-27
- English C1/C2
- 7 stimuli (webpages as screenshots)
- read / view what you find interesting

The data

- three versions of *Salzburger Land Information* webpage:
Winter Enchantment in the Nationalpark Hohe Tauern (2002 – 2003 – 2005)
- four pages from
The British Museum Children's Compass
Baldry & Thibault (2006: ch. 3)
- 20 seconds per stimulus

Results

Pilot study



- >> [Hohe Tauern National Park](#)
- >> [Resort towns and villages in the region](#)
- >> [Sports & Fun](#)
- >> [Culture & Tradition](#)
 - > [Winter Highlights](#)
 - > [Culinary delights](#)
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WINTER ENCHANTMENT in the



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The imposing mountains of the Hohe Tauern range provide a splendid backdrop for a truly enchanting winter vacation. Located just outside the park's boundaries are 8 fantastic ski areas - 799 kilometers of slopes, with access provided by 27 cable lifts, 94 chair lifts and 133 T-bar tows.

They are marked by broad diversity, on occasion very gentle in nature, yet at other times

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[Link to National Park Headquarters](#)

CURRENT INFO

Discover nature with
nationalpark rangers
July 8- Oct. 2002



www.hohetauern.at

INTERNATIONAL YEAR OF MOUNTAINS



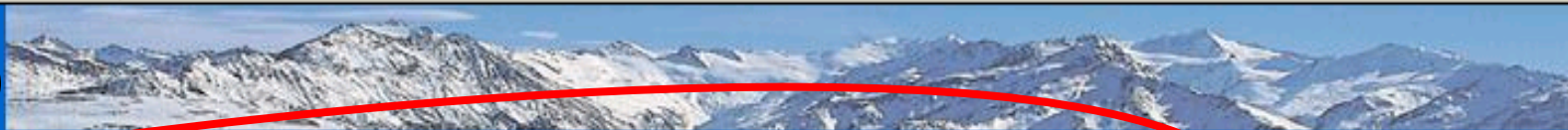
Enjoy music in total
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www.tauernklang.at

WEATHER



not seen



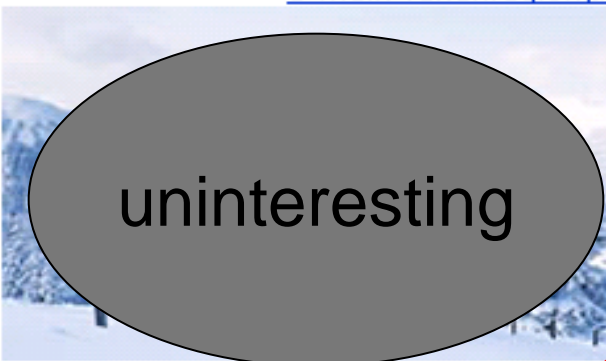
Summer | Accomodations | Sports & Fun | Snow Report | Map & Resorts | Events | Travel Info

- >> Hohe Tauern National Park
- >> Resort towns and villages in the region
- >> Sports & Fun
- >> > Culture & Tradition
 - > winter Highlights
 - > Culinary delights
 - > Wellness
 - > How to get here
 - > Partners

1
WINTER ENCHANTMENT in the



? / 2
5612 Ferienregion Nationalpark Hohe Tauern Z 100
Tel. +43/6546/40122, Fax +43/6546/40122-20
[e-mail: ferienregion@nationalpark.at](mailto:ferienregion@nationalpark.at)



uninteresting

4
The imposing mountains of the Hohe Tauern range provide a splendid backdrop for a truly enchanting winter vacation. Located just outside the park's boundaries are 4 fantastic ski areas - 799 kilometers of slopes, with access provided by 27 cable lifts, 34 chair lifts and 128 T-bar tows.

5
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▶ Ski Packages

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▶ 5-star Quality

▶ Trail Network

▶ Winter's Gentler Side

▶ Winter Hiking

▶ Tobogganing

▶ Ski Touring

▶ Culture and Sights

▶ in the Hohe Tauern National Park

▶ Experience Nature

▶ Wellness

▶ Culinary Delights

▶ Directions

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1

Heaven on Earth

The art of life

A world of motion

**Ferienregion
Nationalpark Hohe Tauern**



Dream winters are made of this!

Located at the fringes of the National Park are 8 fantastic ski areas - boasting some 800 kilometres of superb ski slopes! And fans of alternative winter sports will also discover their own perfect refuge: cross-country skiing, tobogganing, snowshoe hikes, igloo building, horse-drawn sleigh rides, ice climbing, and so much more.

...absolutely nothing stands in the way of an unforgettable winter vacation!

The Region's Towns

- ▶ Bad Gastein
- ▶ Bramberg
- ▶ Bruck
- ▶ Embach/Lend
- ▶ Fusch
- ▶ Grossarl
- ▶ Hollersbach
- ▶ Huttschlag
- ▶ Kaprun
- ▶ Krimml
- ▶ Mittersill
- ▶ Muhr
- ▶ Neukirchen
- ▶ Wiedersill
- ▶ Piesendorf
- ▶ Rauris
- ▶ Stuhlfelden
- ▶ Taxenbach
- ▶ Uttendorf
- ▶ Wald/Königsleiten

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Tour



Michelangelo

Competition winners noticeboard



The Pegasus Vase



Wooden mask

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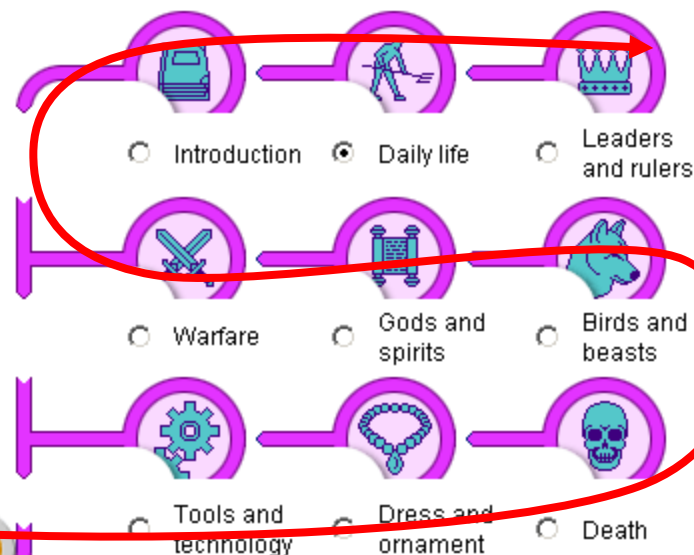
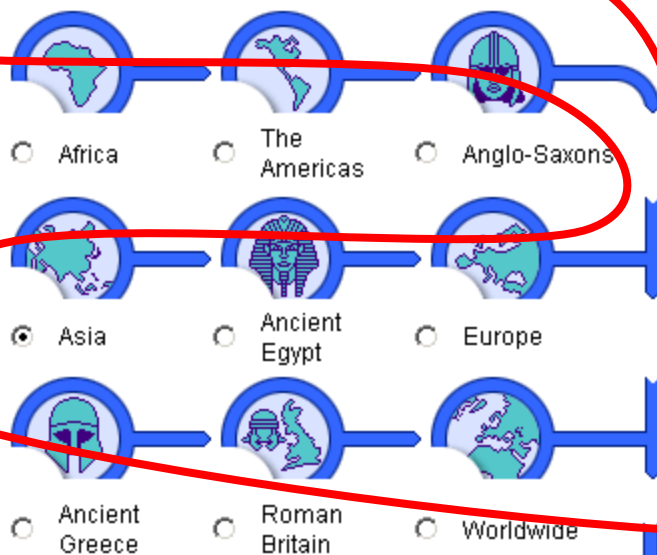
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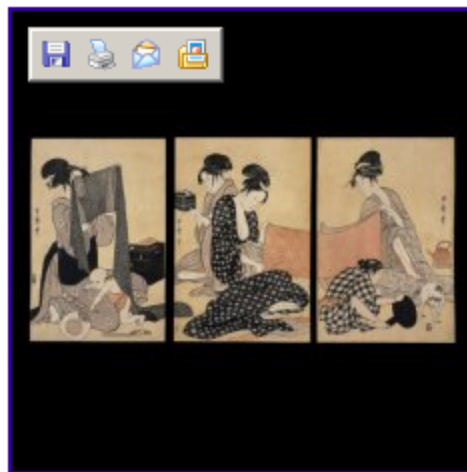
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*Stall for the sale of
painted figures*



Hsun-oh

Women sewing, a print

From: **Japan**

Date: **Edo period, about AD 1795-96**



Say it

Sewing was done by Japanese women, who often spent their time apart from the men of the family. This print shows three women working together on their sewing on a hot summer's day. On the right, two of them stretch and fold a red silk sash with a tie-dyed pattern of white starfishes. On the left, one woman is holding up a sash, maybe to check the repair she has just made.

Look for other members of the family - a teenage girl peering into a small cage, which holds her pet insect; a little boy teasing a cat with its reflection in a mirror; and a baby playing with its mother's fan.

Height: 370 mm (each approx.)

Width: 245 mm (each approx.)

JA 1912.4-16.0220

Department of Japanese Antiquities (study collection)

Verbal text

- *Sewing was done by Japanese women, who often spent their time apart from the men of the family. **This print shows three women working together on their sewing on a hot summer's day. On the right, two of them stretch and fold a red silk sash with a tie-dyed pattern of white starfishes. On the left, one woman is holding up a sash, maybe to check the repair she has just made.***
- **Look for** other members of the family - [1] **a teenage girl peering into a small cage**, which holds her pet insect; [2] **a little boy teasing a cat with its reflection in a mirror;** [3] **and a baby playing with its mother's fan.**



← Back to: [Asia: Daily life](#)

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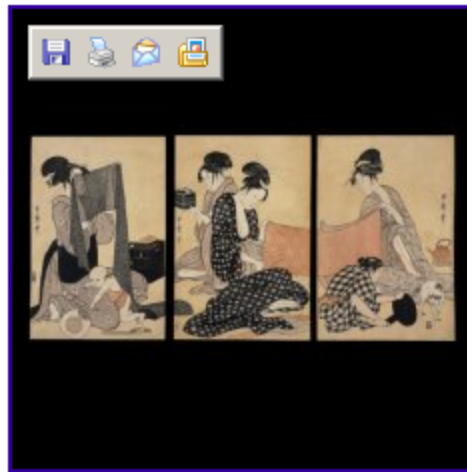
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Hsun-oh

thematic relations / covariate ties

- cothematic ties: image and verbal description correspond
- coactional ties: enforce reader action onto represented items
 - *look for other members of the family*

Back to: [Asia: Daily life](#)

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Hsun-oh

Conclusions



- thematic / co-actional ties not observed
- salience ???
- equal distribution of modalities makes them equally salient → visual type, text type
- students are readers not viewers

Follow-up study (August 2014)

1. non academic test-persons

- 5 janitors from University of Salzburg
- English A1/A2

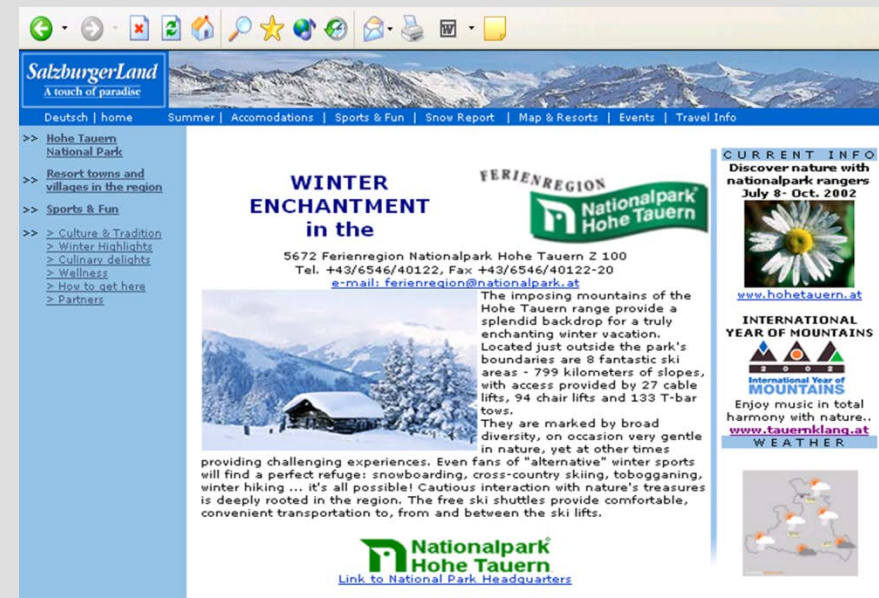
2. academic test-persons

- 6 faculty from University of Salzburg
- English C2
- asked to
"study the webpages and answer content-related questions"

Follow-up study (August 2014)

1. janitors' results

- scanning instead of reading
- pictures
- logo





- >> Hohe Tauern National Park
- >> Resort towns and villages in the region
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- >> > Culture & Tradition
- >> > Winter Highlights
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- >> > Partners

WINTER ENCHANTMENT in the



5672 Ferienregion Nationalpark Hohe Tauern Z 100
Tel. +43 6546/40122 Fax +43 6546/40122-20
e-mail: ferienregion@nationalpark.at



The imposing mountains of the Hohe Tauern range provide a splendid backdrop for a truly enchanting winter vacation. Located just outside the park's boundaries are 8 fantastic ski areas - 799 kilometers of slopes, 155 chairlifts and 133 T-bar lifts. They are marked by broad diversity, on occasion very gentle in nature, yet at other times

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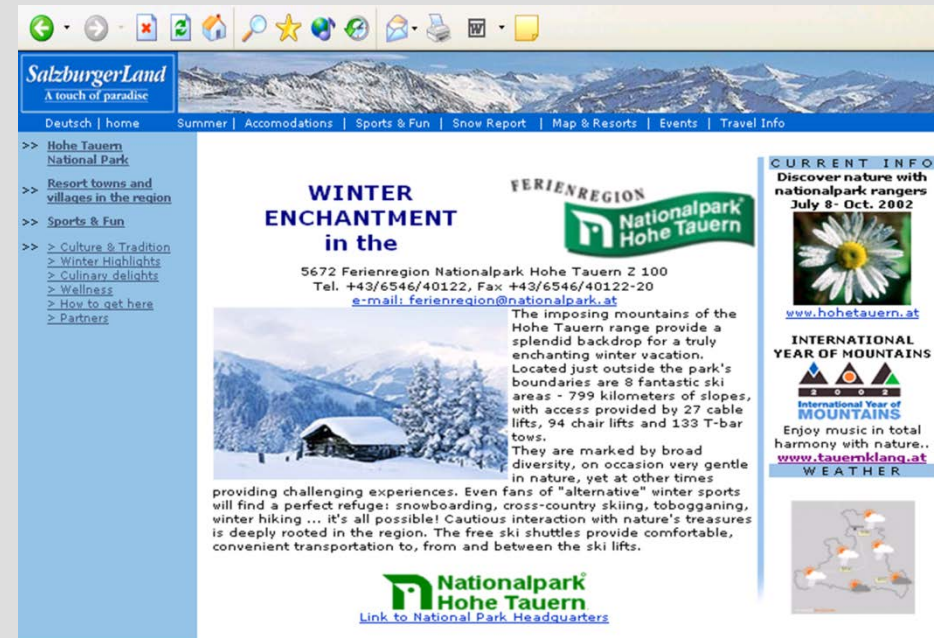
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Follow-up study (August 2014)

2. academics' results

- studying → considerably more time
- salient picture still not much attention
- logo recognized



Salzburger Land

A touch of paradise

Deutsch | home | Summer | Accomodations | Sports & Fun | Snow Report | Map & Resorts | Events | Travel Info

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- >> [Resort towns and villages in the region](#)
- >> [Sports & Fun](#)
- >> [Culture & Tradition](#)
- > [Winter Highlights](#)
- > [Culinary delights](#)
- > [Wellness](#)
- > [How to get here](#)
- > [Partners](#)

WINTER ENCHANTMENT in the



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Tel: +43 6546/40122-20 Fax: +43 6546/40122-20
e-mail: ferienregion.nationalpark.at



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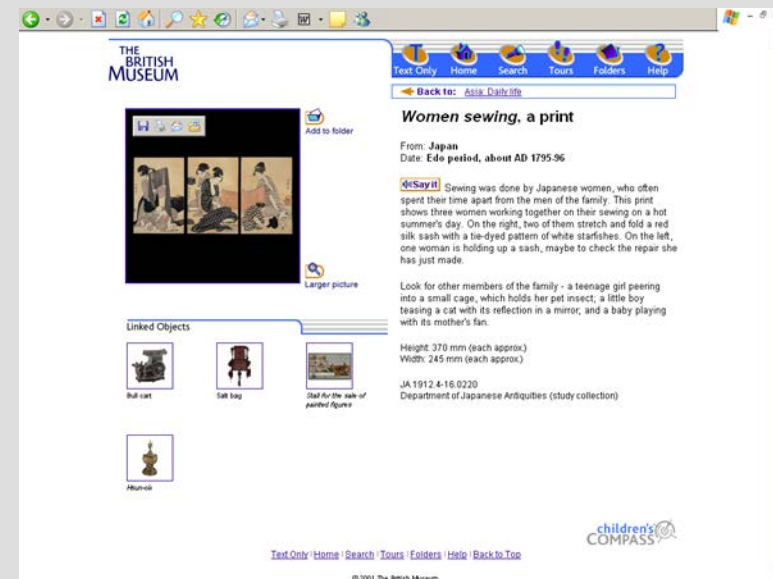
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Follow-up study (August 2014)

2. academics' results

- cothematic ties recognized
 - several cothematic, intermodal saccades
-
- TP24 Trial7



Conclusions

- Eye-tracking + Multimodal theory
→ mutual benefit

Advantages of Eye-tracking

- enormous potential for testing / showing effects of semiotic modalities
- professional webdesign
- support / refute / improve heuristic methods / introspection
- help detect phenomena unrecognized by multimodal theory (covert vectors)

Disadvantages of Eye-tracking

- costs
- time
- nerd needed
- Observer's paradox (Labov)