

S051

# EVALUATING MULTIMODAL DOCUMENTS

EMPIRICAL STUDIES ON THE UNDERSTANDING OF AUDIO-VISUAL TEXTS

*Symposium | Call for Papers*

*The symposium aims at gaining empirical and theoretical insights into how readers and users understand multimodal artifacts. We seek contributions reporting on reception studies that are based on systematic empirical and corpus-based analyses and that can provide practical implications for the design of accessible audio-visual texts.*

*Organisers*

**Ielka van der Sluis**  
**Gisela Redeker**  
**Janina Wildfeuer**

*multimodality • evaluation • reception • cognition*

The symposium addresses how multimodal analyses can be used for and applied to the evaluation of multimodal communication. It aims at reviewing evaluation methods and providing practical implications for the design of accessible audio-visual texts.

While the use of multimodal resources such as pictures, texts, sound and moving images has become normal in our communication, it is not self-evident how these resources should effectively be combined to guarantee the envisioned understanding. Insights in human processing principles and empirical reception studies are needed to evaluate multimodal design and to inform the variety of theories and methods in our broad multimodal context.

The symposium concentrates on the principles that underlie successful communication by explicitly asking for results from empirical reception studies conducted with readers/users of multimodal texts. We seek contributions reporting empirical and corpus-based studies of multimodal artefacts that provide insights into how people navigate and understand them.

Featured talks by **Jana Holsanova, Lund University**, and **James Pustejovsky, Brandeis University**, will provide excellent starting points for our discussions.

## **TYPES OF PRESENTATIONS**

- *Standard presentations*

**12-20-minute presentations** with a ppt. The exact amount of time for each of these presentations is up to the symposium organizers and depends on the number of abstracts accepted.

- *Focused presentations*

In **pitches of 2-5 minutes**, speakers advertise the presentations that take place in the dedicated focused presentation space where the symposia attendants meet during lunch or drinks.

All the focused multimodal presentations include a **poster**. Additionally, these presenters will have the opportunity to upload a full 12-minute version of their paper (video/audio, ppt) to the AILA website for exposure for a full year after presenting at AILA 2020.

## **SUBMIT A PROPOSAL**

*Your submission will need to include the following:*

- Author(s) and affiliation(s)
- Title: max. 20 words
- Abstract: max. 300 words
- Summary for program: max. 50 words
- Submit your paper proposal via the "submit your paper"-link on <https://www.aila2020.nl/call-for-papers> .

## **DATES**

*Submission deadline*

**16 September 2019**

*Notification by*

**18 November 2019**

