



CSLS Workshop

Marie-Anne Morand
Universität Zürich

An Introduction to Eye Tracking and its Applications in Sociolinguistics

Wednesday, 02 March 2022

15.00 - 18.00, Unitobler F-114, University of Bern

Although eye-trackers have been around since the late 1800s, their use in research did not begin to increase until the 1970s, when scientists were no longer required to build their own eye-tracking systems. These video-based systems consist of an infrared illuminator as well as an eye video camera. The recording software is then able to estimate where a participant is looking and for how long. While many sociolinguistic studies have focused on the production of variation, eye tracking may shed light on perception and comprehension, as there is a reliable link between eye movements (fixations and saccades) and attention during speech perception, because listeners tend to fixate task-relevant objects while they are mentioned. This linking hypothesis is particularly relevant within the Visual World Paradigm. However, there are other research paradigms that are commonly used in eye tracking research.

This three-hour workshop for doctoral and advanced master's students will (1) provide an introduction to eye tracking research in general, (2) explain how it has been or could be used in sociolinguistic research, and (3) provide hands-on experience. In addition, students who are currently planning or conducting an eye tracking experiment will receive some practical advice.

Please register via email to info.csls@unibe.ch. To gear the workshop towards your experience and research needs, we kindly ask you to fill out a quick survey by 28 Feb 2022: shorturl.at/gpuU3

Dr. Marie-Anne Morand is a post doctoral researcher at the phonetics laboratory (UZH) in the SNSF-project "Phonetic features of (multi-)ethnic urban vernaculars in German-speaking Switzerland." She completed her PhD in psycho- and sociolinguistics at the CSLS in 2017.