

1. Record Nr.	UNINA9910828786803321
Titolo	Eye tracking and multidisciplinary studies on translation // edited by Callum Walker, Federico M. Federici
Pubbl/distr/stampa	Amsterdam ; ; Philadelphia : , : John Benjamins Publishing Company, , [2018] ©2018
ISBN	90-272-6332-9
Descrizione fisica	1 online resource (303 pages)
Collana	Benjamins Translation Library ; ; Volume 143
Disciplina	418.02
Soggetti	Translating and interpreting Eye tracking
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction / Callum Walker -- A mapping exercise: eye tracking and translation / Federico M. Federici and Callum Walker -- Overcoming methodological challenges of eye tracking in the translation workplace / Carlos S. C. Teixeira and Sharon O'Brien -- Eye tracking as a measure of cognitive effort for post-editing of machine translation / Joss Moorkens -- Analysing variable relationships and time-course data in eye-tracking studies of translation processes and products / Stephen Doherty -- Recognition and characterization of translator attributes using sequences of fixations and keystrokes / Pascual Martinez-Gomez, Dan Han, Michael Carl and Akiko Aizawa -- Problem solving in the translation of linguistic metaphors from Chinese into Portuguese: an empirical-experimental study / Marcia Schmaltz -- Working styles of student translators in self-revision, other-revision and post-editing / Jin Huang -- Visual attention distribution in intralingual respeaking: an eye-tracking study / Agnieszka Szarkowska, Lukasz Dutka, Anna Szychowska and Olga Pilipczuk -- Subtitling of British stand-up comedy into Italian: a questionnaire and eye-tracking study on the audience's perspective / Teresa Filizzola -- Towards a quantitative measurement of equivalent effect and a tentative conceptualisation of cognitive equivalence / Callum Walker -- The impact of AVT mode on audience reception / Olga Labendowicz.

"Through cohesive yet wide-ranging contributions focused on the rapidly growing area of eye tracking in Translation Studies, this volume provides readers with an insightful cross-section of the state of the art in this multidisciplinary field. Showcasing the great potential and challenges of this still nascent paradigm, it offers novel, practical methods and approaches to conduct ambitious, experimental studies. Through a variety of methodologically-oriented chapters and case studies, categorised into three key areas - 'Method', 'Process' and 'Product' -, the book presents some of the most up-to-date eye-tracking methods and results in Translation Studies, including experiment design, statistical and analytical approaches, the translation process, audience and reader response, and audiovisual translation. The reproducible research protocols, re-iterative approaches and ambitious triangulations of data included in this volume seek to inspire new research using eye tracking in Translation Studies by providing the necessary methodological support and ideas for new avenues of inquiry"--

---