

# Quality evaluation for audio description to a naturalist drama

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Agnieszka Walczak Universitat Autónoma de Barcelona

> Wojciech Figiel University of Warsaw

### Outline



- Hybrid Broadcast Broadband for All (HBB4ALL)
- Audio description (AD)
- Objective vs. subjective AD
- "The Mighty Angel" ("Pod Mocnym Aniołem")
- Study design
- Preliminary results

## Hybrid Broadcast Broadband for All





Connected TV Accessibility

#### **HBB4ALL CONSORTIUM**



2 Academic **Institutions** 







4 Public **Broadcasters** 











TELEVISIÓ DE CATALUNYA

2 Research **Institutes** 





4 SMEs













#### **HBB4ALL** Access Services



- Subtitling (for hearing impaired / translation)
- Audio description (for visually impaired)
- Spoken subtitles (translation for visually impaired)
- Sign language (for prelingually deaf people)
- Technology access in general (for elderly people)

## Audio description (AD)



- one of the most popular technique by which the blind and partially-sighted access visual materials
- "an additional narration that fits in the silences between dialogues and describes action, body language, facial expressions and anything that will help people with visual impairment follow what is happening on screen or stage" (Diaz-Cintas & Anderman, 2009)
- "audio description: visual made verbal" (Snyder, 2007)

## Objective vs. subjective AD (1)



- "What you see is what you say" (López Vera, 2006; Snyder, 2008)
- No personal version of what is on the screen should be conveyed (ITC 2000)
- However...

# Objective vs. subjective AD (2)

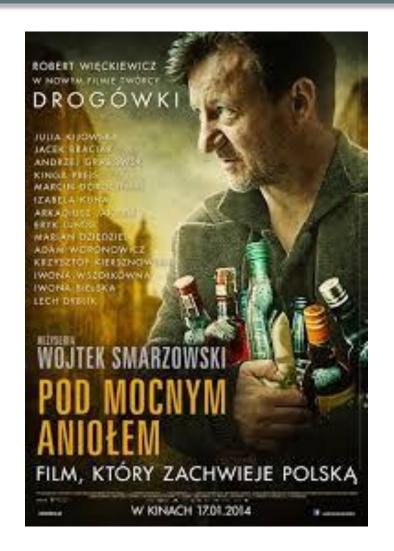


- alternative methods of audio description which depart from the "what you see is what you say" standard (e.g. Udo & Fels, 2010)
- shouldn't "film director's creative vision be incorporated into AD?" (Szarkowska, 2013)
- "the juicy and vivid descriptions gave the film a more entertaining character and enabled [the audience] to gain a better understanding of the motivations of the characters" (Szarkowska, 2013)

## "The Mighty Angel" ("Pod Mocnym Aniołem")



- directed by Wojciech Smarzowski
- based on Jerzy Pilch's novel of the same title
- powerful and naturalist drama
- "a powerful and skillfully crafted tale of alcoholism", which portrays "the Polish reality with grim, gritty, social-realism" (Larsen, 2014)



## Research hypothesis



auteur description increases target group's engagement in the film

engagement -> quality of end-user experience -> quality of audio description

## Study design: scripts



- two AD scripts
  - → "What you see is what you say" script (N)
  - script with emotive references taken from the screenplay (V)
- examples

N	V
Lies <b>drunk</b> on the bed. [Leży pijany na łóżku.]	Lies <b>stoned</b> on the bed. [Leży nawalony na łóżku.]
<b>Pees</b> into the closet. [Sika do szafy.]	<b>Takes a piss</b> into the closet. [Odlewa się do szafy.]
<b>Vomits</b> on the floor. [Wymiotuje na podłogę.]	Pukes on the floor. [Puszcza pawia na podłogę.]

## Study design: procedure



- two clips
  - → 10-minute long each
  - → each in two versions: 1N, 1V, 2N, 2V
- AD recorded by professional, male voice talent
- each of the respondents presented with randomly assigned N and V clip, preceded by a short audio introduction
- two tests administered:
  - general questionnaire (G)
  - presence questionnaire (P)
- sequence: G -> AD intro -> 1st clip -> P -> 2nd clip -> P

## Study design: questionnaires



- general questionnaire (G)
  - age, gender, type of visual impairment, disability grade, experience with AD
- presence questionnaire: ITC-Sense of Presence Inventory (Lessiter et al., 2001)
  - one of the top 5 most frequently used scales in presence research
  - four dimensions of presence: sense of physical space, engagement, ecological validity, negative effects
  - uses a 5-point Likert scale

## Preliminary results



- number of participants: 8/15
- no clear-cut results yet
  - → 3 persons for N
  - → 3 persons for V
  - → 2 persons for N/V
    - ✓ understand the idea, but not positive about the "juicy" version.
    - √ "not my register"
    - "this an imposition of emotions that affect my view of characters and situations in the film"
- preference linked to presence?



## THANK YOU!

<u>agnieszka.walczak@uab.cat</u> <u>w.figiel@uw.edu.pl</u>