

Audio description: a tool for getting immersed in culture

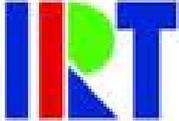
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Presentation Outline

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- Motivation behind the test
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HBB4ALL Consortium

<p>2 Academic Institutions</p>	<p> UAB Universitat Autònoma de Barcelona</p> <p> caiac</p> <p></p>
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<p>4 SMEs</p>	<p> vsonix</p> <p></p> <p>PEOPLE'S PLAYGROUND</p> <p> SCREEN SYSTEMS</p> <p> Holken Consultants & Partners</p>



Motivation behind the test

- Audio description (AD)
 - a type of access service aimed at widening accessibility to the media for people with sensory disabilities
 - present on television, in cinemas, theatres, operas, museums or during sports events
- AD beneficiaries
 - persons with low vision
 - secondary users (e.g. language learners or immigrants)
- AD and culture-bound items
 - little is known about the impact of cultural allusions and intertextual features on VIP and non-VIP AD users
 - even less about their immersion in audiovisual materials containing culture-bound elements

- Part 1
 - verify the immersion of blind and sighted **European** audiences in a Europe-based film, delivered with AD
- Part 2 (> ongoing)
 - verify the immersion of blind and sighted **non-European** audiences in a Europe-based film, delivered with AD
- Hypothesis:
 - access to cultural allusions and intertextuality is expected to increase the levels of immersion of both audiences
- Ethics:
 - all participants gave written consent
 - ethical approval for the study was given by the Universitat Autònoma de Barcelona

Methodology: Sample

two Spanish-speaking groups

- Part 1: SPAIN
 - 10 VIPs and 10 non-VIPs
- non-VIPs
 - 2 males, 8 females
 - age: 19-43 (m=28; S.D.=8.23)
- VIPs
 - 3 males, 7 females
 - age: 27-50 (m=39; S.D.=6.94)
- Part 2: ARGENTINA
 - 10 VIPs and 10 non-VIPs
- non-VIPs
 - 2 males, 8 females
 - age: 27-50 (m=39; S.D.=6.94)
- VIPs
 - tests ongoing

Methodology: Stimuli

- *The King's Speech* (2010),
dir. by Tom Hooper
- Spanish language version with
Spanish AD
- British biographical drama
 - tells the story of King George VI of
the United Kingdom of Great Britain
and Northern Ireland, his impromptu
ascension to the throne and the
speech therapist who helped the
unsure monarch become worthy of it
- won the Academy Award for:
 - Best Picture
 - Best Director
 - Best Actor
 - Best Original Screenplay



Methodology: Measures

- Questionnaire
 - Section A: demographic information (gender, age, level of blindness, type of sight loss, AD experience)
 - Section B: emotional experience & presence
 - ✓ a 5-point Likert scale (1=strongly disagree, 5=strongly agree)
 - ✓ emotional experience: the Elicited Emotion Scale (Gross and Levenson, 1995)
 - ✓ presence: short form of the ITC-SOPI questionnaire (Lessiter *et al.*, 2001)
 - one of the top 5 most frequently used scales in presence research (Rosakranse and Oh, 2014)
 - it assesses 4 dimensions of Presence: Sense of Physical Space; Engagement; Ecological Validity; Negative Effects
 - Section C: general understanding of cultural references
 - Section D: comprehension quiz on culture-bound items

- Spanish language version of the film with AD was shown to:
 - European audience: SPAIN (VIPs and non-VIPs)
 - non-European audience: ARGENTINA (VIPs and non-VIPs)
- The questionnaire after the screening
 - non-VIPs answered unaided
 - VIPs had the questions read out by volunteers

Results: Spanish Users

PRESENCE SCALES	mean for NON-VIPS	mean for VIPS
Sense of Physical Space	12.35	8.65
Engagement	9.65	11.35
Ecological Validity 	12.75	8.25
Negative Effects	10.45	10.55

the U Mann Whitney test showed a significant difference between groups with $p=0.084$

EMOTIONAL EXPERIENCE	mean for NON-VIPS	mean for VIPS
Interest	11.50	9.50
Confusion	10.20	10.80

Results: Sighted Users (1)

PRESENCE SCALES	mean for ARG: NON-VIPS	mean for ES: NON-VIPS
Sense of Physical Space	14.55	6.45
Engagement	12.20	8.80
Ecological Validity	11.30	9.70
Negative Effects	11.05	9.95

the U Mann Whitney test showed a significant difference between groups with $p = 0.002$

EMOTIONAL EXPERIENCE	mean for ARG: NON-VIPS	mean for ES: NON-VIPS
Interest	10.50	10.50
Confusion	9.90	11.10

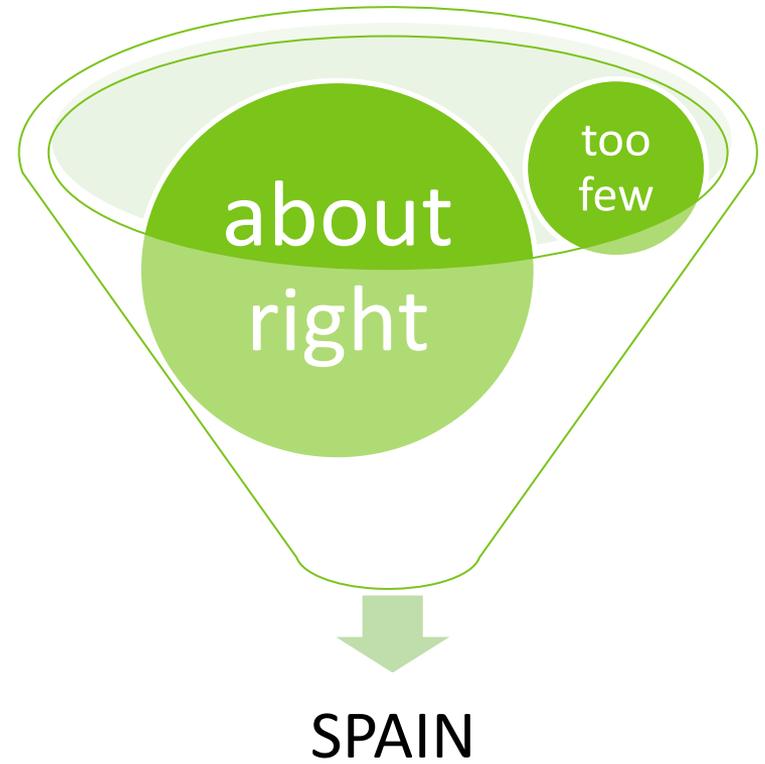
A correlation of the data revealed that Engagement and Interest were related ($r = 0.560$, $n=10$, statistical significance at $p=0.093$)

Results: Sighted Users (2)

STATEMENT RE: CULTURAL ELEMENTS	NUMBER OF PARTICIPANTS	
	ARGENTINA	SPAIN
<i>I understood everything including cultural elements</i>	9/10	10/10
<i>There were some things that weren't clear to me...</i>	2/10	3/10
<i>...but this didn't prevent me from understanding</i>	6/10	10/10
<i>The film was obviously set in England</i>	10/10	10/10
<i>In general I enjoyed the film</i>	10/10	10/10
<i>I enjoyed the film because of its English flavour</i>	3/10	3/10

Results: Sighted Users (3)

The references to English culture in AD were:



Results: Sighted Users (4)



- Conclusions

- access to cultural allusions and intertextuality influences immersion and comprehension of VIPs and non-VIPs
- AD as a tool for getting immersed in another culture

- Further Research

- testing a bigger sample
- non-VIPs without AD
 - ✓ test Spanish and Argentinian non-VIPs, but after watching the film without AD
 - ✓ compare the results with the remaining groups
- VIPs without AD
 - ✓ test Spanish and Argentinian VIPs, but after watching the film without AD
 - ✓ compare the results with the remaining groups

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