

Cinema4All: Audio Description on Smartphones

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Presentation Outline

- About HBB4ALL
- Motivation behind the Test
- The Application
- Methodology
 - Sample
 - Stimuli
 - Measures
 - Procedure
- Main Results & Recommendations

HBB4ALL Consortium

2 Academic Institutions	 Universitat Autònoma de Barcelona  
4 Public Broadcasters	 RUNDFUNK BERLIN-BRANDENBURG  RADIOTELEVISÃO PORTUGUESA  Corporació Catalana de Mitjans Audiovisuals, SA 
2 Research Institutes	 Institut für Rundfunktechnik  IK4 Research Alliance
4 SMEs	  PEOPLE'S PLAYGROUND  Holken Consultants & Partners



Background Information & Aim

- the Catalan Government and TVC have developed the **ArtAccés application** which offers media access services over smartphones
- services on offer: audio description and subtitles for the deaf and hard of hearing
- UAB invited to carry out tests at the Sitges Film Festival
- aim: test secondary screen workflow with AD users assessing the usability, utility and quality of the service



The Application

- downloads, stores, and plays adapted content (subtitles and/or audio description)
- synchronizes at any time during play, through a sound stamp



Methodology: Sample

- 15 users, 7 men and 8 women, aged 30-60 ($M=47.9$, $SD=8.34$)
- 10 blind and 5 partially sighted
- 8 with acquired sight loss, 7 congenitally blind
- all using mobile phones and mobile applications on a daily basis



Methodology: Stimuli

- *Asmodexia* (2014)
- dir. by Marc Carreté
- AD prepared by the Catalan Government
- horror film
 - ➔ four days in the lives of an exorcist (Eloy Palma) and his granddaughter (Alba), working in the Barcelona area
- *Carreté has crafted an original and unique entry into the exorcism genre (IMDb)*



Methodology: Measures

- Questionnaire

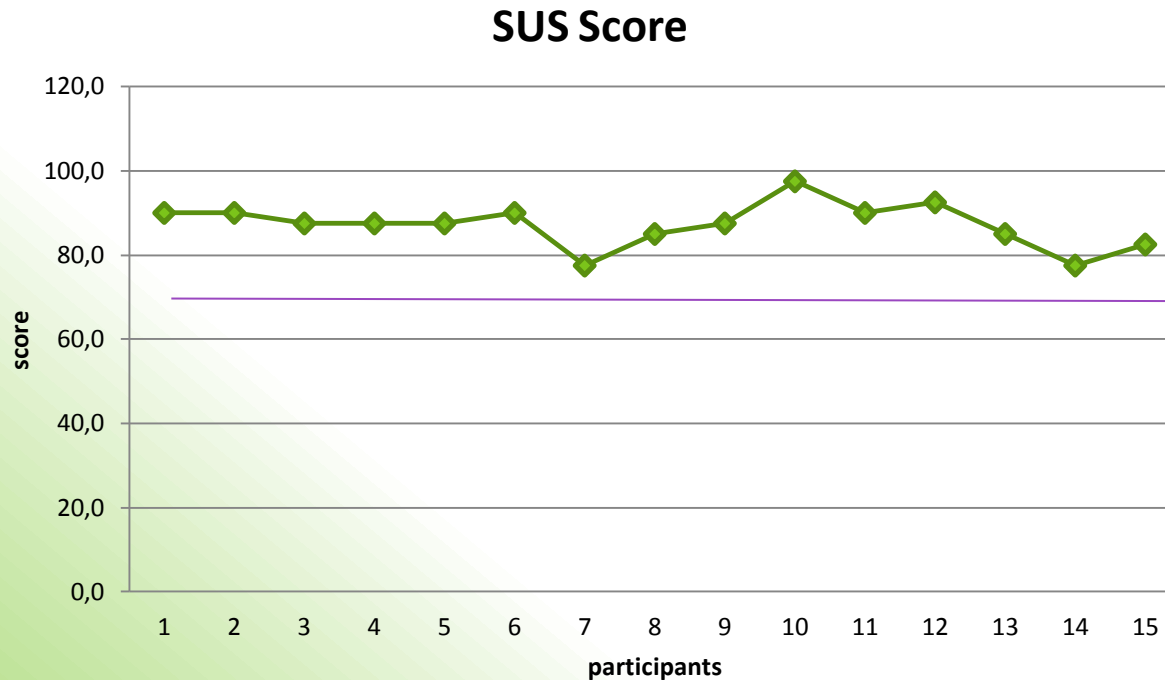
- ➔ Section A: demographic information (gender, age, type of sight loss, AD experience)
- ➔ Section B: usability, utility and quality of the service scale
 - ✓ System Usability Scale (Brooke, 1996)
 - ✓ one of the most widely used tools for assessing the perceived usability of a system or product
 - ✓ originally developed by John Brooke in 1986
 - ✓ it consists of 10 statements to which users rate their level of agreement

Methodology: Procedure

- before the screening
 - a call made to user associations (ACCAPS, FESOCA, ONCE and ACIC) to invite them to the festival
 - tickets provided by the Catalan Government
- screening
 - in a regular session during the film festival
 - participants sitting in the middle right section of the movie theatre
 - participants downloaded and used the application on their own
 - no technical support was offered nor demanded
- after the screening
 - special room booked for interviews
 - participants divided into three groups consisting of five people each and interviewed by the volunteers

Main Results & Recommendations

- main results
 - ➔ overall, the participants enthusiastic about the application
 - ➔ usability, utility and quality of service assessed positively
 - ✓ average SUS score for 15 participants: **87.2**
 - where <50 – not acceptable; 50-70 – marginal; >70 – acceptable



Main Results & Recommendations

- recommendations:
 - ➔ AD track should be put in mono, not stereo mode
 - ✓ blind and partially sighted viewers use only one earplug for listening to AD
 - ✓ they have to follow the original soundtrack
 - ➔ proper sound mix required
 - ✓ volume of AD track adjusted to this of a film soundtrack
 - ➔ language coherence: film vs AD
 - ✓ issue for bilingual countries (e.g. Catalan and Spanish)
 - ➔ interface modifications – simplicity preferred

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