Understanding User Responses to Live Closed Captioning in Canada

Phase 1 Meeting
January 12, 2017
Presented by Christie Christelis

Overview

Research Questions and Steering Committee Feedback
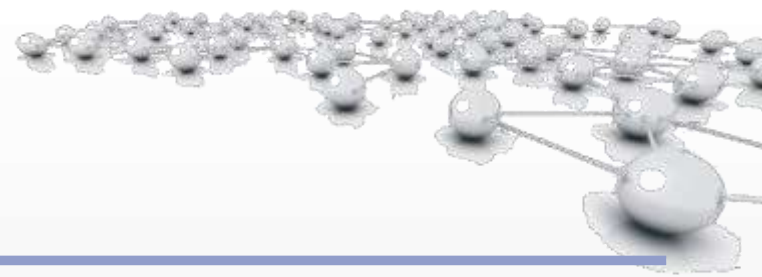
Where we are in the project

Dissemination Plan

Research Framework and Terms of Reference

Next steps

Research Questions

Project Rationale

To date there has been no reliable research conducted on consumers' subjective reactions to, and preference for, different forms of live captioning in Canada, and this is limiting the ability to achieve progress on improving accessibility to broadcasting.

The mutual aim of broadcasters, caption providers, and the Captioning Consumer Advocacy Alliance (CCAA) organizations is to provide the best captioning possible; progress toward that goal will be aided greatly by a better understanding of how consumers evaluate captioning

Project Objectives

Primary Objective:

to better understand <u>subjective live captioning preferences</u> across demographic profiles for cross-sector (i.e. different closed captioning user classes), in Canadian content to inform the development of products and services, thereby improving accessibility in broadcasting

Some High-Level Research Questions

- What are users' general opinions about the quality and effectiveness of live captioning in Canada?

- What are the subjective user preferences for live closed-captioning, by user segments?

- How do users' subjective preferences for live-captioned programming vary, by user segment?

- How do users' assessments of live-captioned programming vary, by user segment?

- How does caption usage influence users' assessments and user preferences?

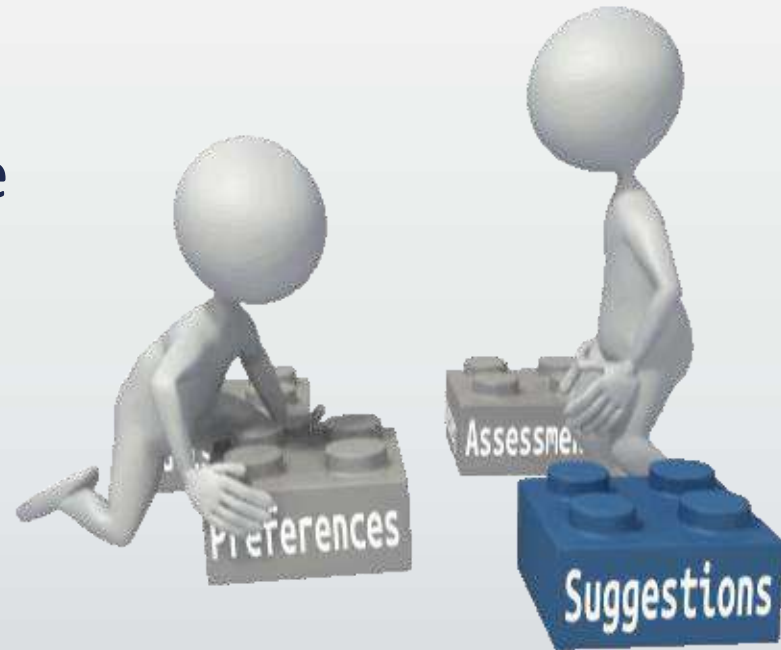- What is the impact of genre on users' assessments by different segments?
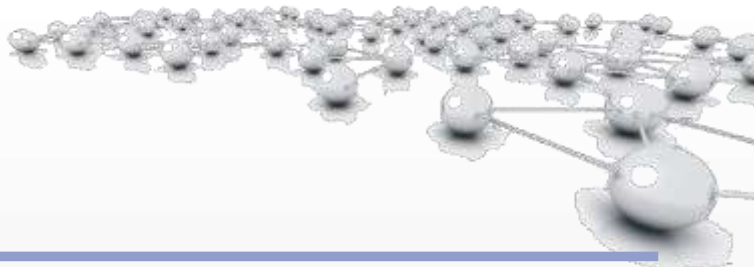
Feedback from the Steering Committee

- How is your organization or stakeholder group likely to use the findings of this research project?

- What will you do with the research?

Where we are in the Project

Project Schedule

Understanding User Responses to Live Closed Captioning in Canada
Project Schedule

	2016		2017					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Phase 1: Qualitative Research	████	████						
Phase 2: Quantitative Research			████	████	████			
Phase 3: Final Report						████	████	████

Project Approach

Phase 1: Qualitative Research

Literature Review

Research design and Terms of Reference for Research Supplier

Phase 2: Quantitative Research

Quantitative Research

Report of Research Findings

Phase 3: Final Report Preparation and Dissemination

Final Report Preparation

Presentation and Dissemination

Phase 1

Project Team is a group of international experts in this area
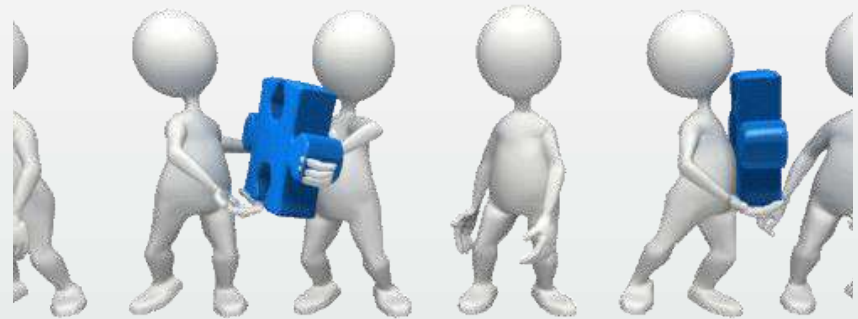
Drew on research from
- USA
- UK
- Spain
- Canada
- Germany
- Denmark
- And other jurisdictions (e.g. EU)

Consulted extensively with the team on how to frame this research and which attributes to consider in the research design

This presentation is largely a result of those efforts
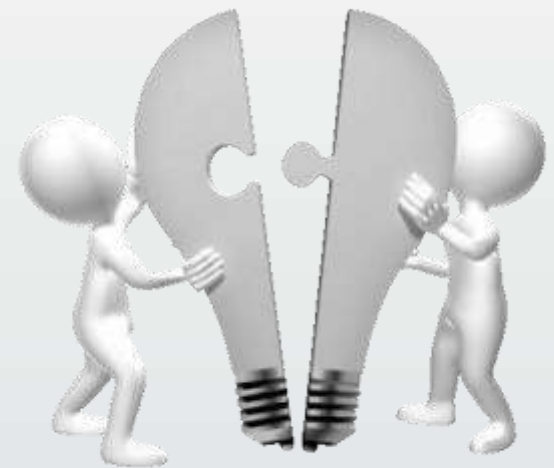
Dissemination Plan

Communications and Dissemination Plan

Why disseminate the findings of the research?

To allow organizations to build on this research in order to advance the objective of developing an effective closed captioning quality system for Canada

To provide feedback to stakeholders on the findings of the research

To allow the research to contribute to the body of knowledge on this specific aspect of broadcasting accessibility

Communications and Dissemination Plan

What will be disseminated?

Approved Final Report

Project Charter (without financial information)

Datasets – controlled distribution

News releases (through Steering Committee Members and Stakeholder Organizations)

Communications and Dissemination Plan

To whom?

NGO's and interest groups

Broadcasters

Captioners

Research and Academia (local and international)

Media

Social Media

Communications and Dissemination Plan

How will it be disseminated?

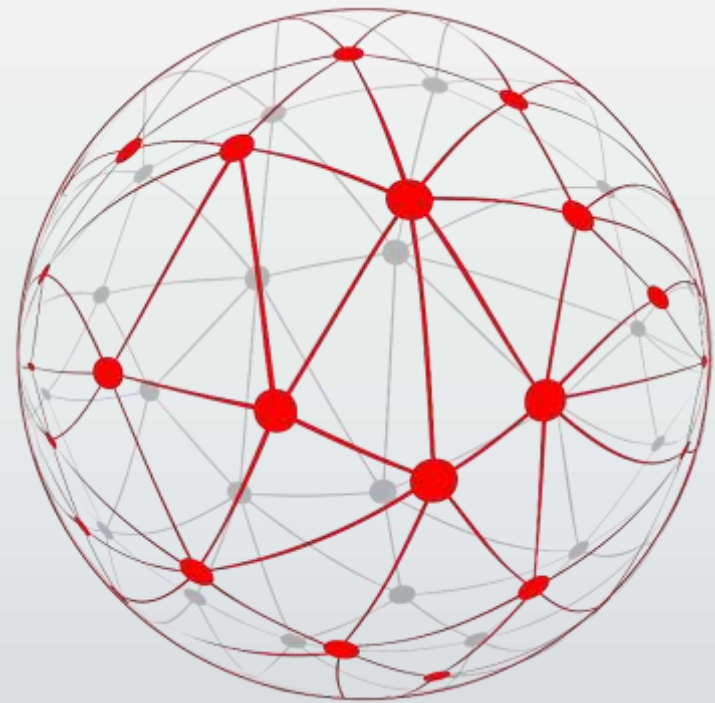Steering Committee Members

Project Team

Project Sponsor

Though various channels:

- Publications
- Media
- Social media
- Website(s)
- Personal networks

Communications and Dissemination Plan

When will it be disseminated?

After the final report has been approved

Preliminary information – upon request, through the Project Manager or Steering Committee


Accessibility Culture and Training
January 9 at 12:50pm · 🌐

Want to know about 'Live Close Captioning'?
A new project in Canada is looking at user responses to better understand its utility.
#access4culture #inclusion #translation

New Project on Understanding User Responses to Live Closed Captioning in Canada

he mutual aim of broadcasters, caption providers, and the Captioning Consumer Advocacy Alliance (CCAA) organizations is to provide the best captioning…

ACTPROJECT.EU

Research Framework and Terms of Reference
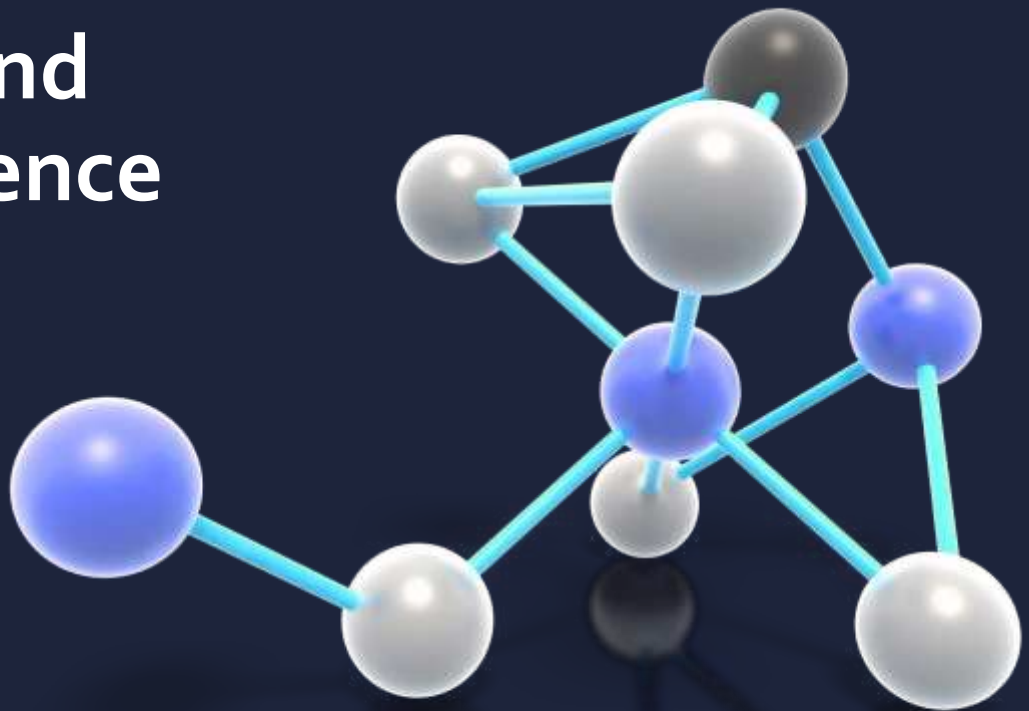
Key Research Parameters

Online Survey

Respondent Groups
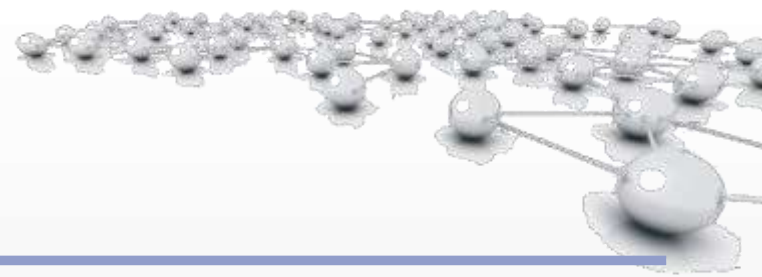- Deaf
- Deafened
- Hard of hearing
- Hearing

Respondents recruited through stakeholder groups (including the EBG) and panels – aiming for 200 respondents for hard to reach groups

Questionnaires in English and ASL

Respondents view a set of captioned live TV segments and provide ratings

30 minute survey

English and ASL Translation

A short description of each value is provided in brackets beneath it.

	Embraced	Disregarded	Violated	Don't know
BALANCE (finding balance between conflicting needs)				
ACHIEVEMENT (results-orientation, bias for action, being successful)				
LEARNING (pursuing knowledge, encouraging learning)				
DIVERSITY (inclusiveness, respect for the views and needs of others)				

Pregunta 1: ¿Qué ve Trevor en la actualidad? ¿Con qué compara su visión?

a) Un túnel oscuro	b) Un cubo de nieve	c) Un cuenco de cereales	d) No lo sé
A	B	C	D

Questionnaire Structure

Screening and Routing Questions

Viewing behaviour

Importance of specific criteria to user segments

User sees one of three captioned Live TV segments
- One segment based on genre preference
- Two segments randomly selected (from different genres)
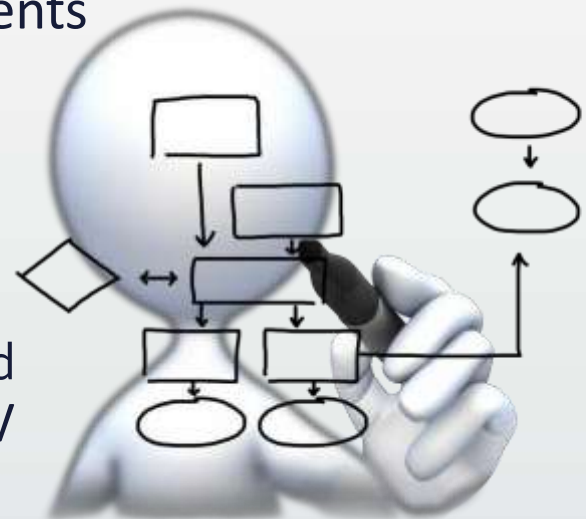- Each segment has a different caption method

User assessments of three captioned Live TV segments
- Comprehension questions
- Assessments against specific criteria
- Open-ended question

Additional Demographics

Captioned Live TV Program Segments

Each segment should be 2 to 4 mins long

Live TV Programming Genres to be included:
- News
- Sports news
- Live sports coverage
- Panel discussions/talks shows
- **Emergency broadcasts (need to discuss)**

Each segment should be captioned in three ways:
- Verbatim
- Moderate edition
- Severe edition

Image, sound and caption presentation quality should be consistent across all captioned material

Screening/Routing Questions

Landing Page
   Primary routing to English or ASL questionnaire

Age

Gender

Country of residence

Province of residence

Hearing Status
   Hearing
   Deaf
   Deafened
   Hard of hearing

Language capability and preference

For those who are deaf or hard of hearing:
   Ability to lip read English
   Use of hearing aids or assistive devices
   Means of communicating with hearing people?

Vision status
   Difficulties seeing images on the TV screen or seeing captions, wear glasses/contact lenses

Viewing Behaviour

Preferred genres of live TV

Viewing frequency and duration

Reasons for Use of captions for live TV:
- They help me understand what is going on
- They are the only way I have to access the dialogue
- They help me to learn English
- Other (please specify)

Reasons for Use of captions by live TV genre

Importance of live captions by live TV genre

Viewing environment for using captions for live TV viewing (reasons for using captions)

Viewing situation (alone, with others who are hearing, hard of hearing, deafened, Deaf)

Usage of different devices to watch live TV programs (by genre)

Attitudes and Preferences

Overall how effective do you feel that closed captioning is in conveying what is being said on live TV programs in Canada?

Overall, how satisfied are you with the quality of live closed captioning in Canada?

Attribute Importance Rating for closed captioning of live TV?

Spelling and grammar errors
Changes in meaning
Completeness
Delay
Speed
Speaker identification
Display mode: scroll-up and pop-on
Obscuring / blocking important info
Legibility of captions
Mood or tone
Indications of content omission
Music
Sound effects

Not respondent-friendly, so questions will be framed appropriately

Attitudes and Preferences – Some wording

How important are each of the following to you with regard to the closed captioning of live TV?

- The spelling and grammar used in captions should be correct
- The meaning of what was said or portrayed should not be altered (added to, changed, or omitted)
- Every word said should be captioned
- There should be little or no delay between what is said on screen and the captions appearing
- Speed of captions should be presented so that they are easily readable
- Captions should show who the speaker is in situations where there are multiple speakers
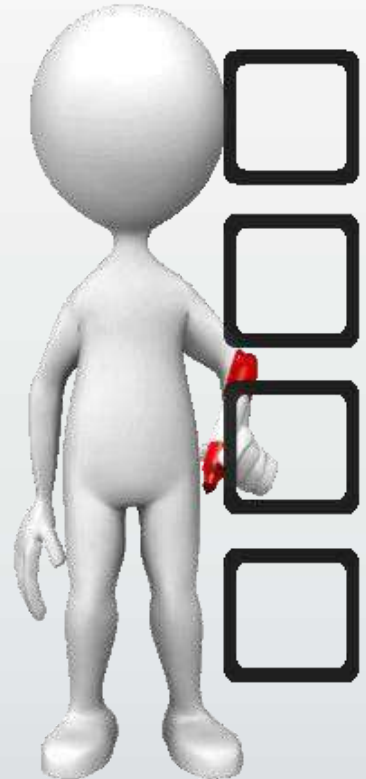
Attitudes and Preferences – Some wording

How important are each of the following to you with regard to the closed captioning of live TV?

- Captions should be shown word-by-word on the screen (scrolling up)
- Captions should be shown in blocks of phrases (pop on)
- Captions should not block or obscure any important information on the TV screen
- Captions should be clearly legible
- Captions should reflect the mood (e.g. excited, angry) and tone (shouting, whispering, loud, soft) of what is said on live TV programs
- Captions should provide an indication if any words spoken on the program was omitted
- Captions should provide an indication of whether music is playing
- Captions should provide an indication of any sound effects

Speed
Accuracy
Legibility
Completeness
Speaker ID

Preferences – Other Types of Variables

How should captioners deal with words (names, locations, technical terms) that they are unaware of in a live captioning situation? Which would be the least disruptive?

- Edit it out
- Substitute something generic
- Make a best attempt at getting it right
- Use phonetic spelling
- Other

What is the user's preference for overlapping dialogue on discussion panels?

- Selectively edit out dialogue that may be difficult to hear and focus on the primary speaker
- Explanatory caption (e.g. saying that multiple speakers are speaking over one another)
  - What kinds of explanatory captions?

Preferences – Other Types of Variables

Preferences for the use of different types of explanatory captions for

- Music, where the lyrics are not known
- Description of music genre
- Other types of descriptions that might provide context

How often should explanatory notes (e.g. 'Speaking French', or music notes) be repeated?

Would omitting text during certain visually enhanced sections be preferred to captioning text in situations where the visuals speak for themselves?

Which location is preferred for captions?

Preferences for display mode (word-by-word – scrolling vs. blocks)

Ratings of Different Captioned Live TV Segments

Hidden Question: Which Live TV segments will the respondent see?

- Select one live TV segment from preferred genre and two randomly
- Select one from each caption method
  - Verbatim
  - Moderate edition
  - Severe edition

Respondent views a segment (once only)

Two simple comprehension questions tailored to the content of each segment

How effective do you feel that closed captioning was at conveying what was said on this live TV segment?

Overall, how satisfied are you with the quality of closed captioning in in this TV segment?

Ratings of Different Captioned Live TV Segments

Please rate the captioned live TV segment that you have just watched against each of the following attributes?

- Spelling and grammar errors
- Changes in meaning
- Completeness
- Delay
- Speed
- Speaker identification
- Display mode: scroll-up and pop-on
- Obscuring / blocking important info
- Legibility of captions
- Mood or tone
- Indications of content omission
- Music
- Sound effects

Open-ended question

Not respondent-friendly, so questions will be framed appropriately

Not all attributes will be relevant to all TV segments shown, and hence the list presented to the respondent will be contextualized.

About you: Additional Demographics

Income

Education

Employment status

Occupation

Marital status

Lifestage

Adopter status

Country of birth

First language

Urban/rural

Household characteristics

Any additional questions or comments about the approach to research?

Next Steps

Next Steps

Finalize list of variables to be assessed

Get captioned live TV segments prepared in the required format

Engage with research suppliers
- Full-service
- Unbundled

Call for Proposals and Supplier Selection

Survey Translation, Programming and Testing

Respondent outreach campaign

Soft launch

Complete fieldwork

Data tabulation and analysis and descriptive report

Any additional questions or comments about the next steps?

THANK YOU

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