Advanced Research Seminar on Audio Description– Barcelona- 19 March

Listening to Chinese AD users: A questionnaire-based study

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arsad advanced research seminar on audio description

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1. Disability in China

1. In early China physical abnormality was not necessarily identified with negativity (Zhou, 2002).
    1. Popular deities with strange body shapes
    2. Passages from the *Zhuangzi*
2. PwD have been seen as:
    1. The result of karma (Campbell & Uren, 2011);
    2. the result of their parents' defects (Palmer, 2014);
    3. a deficient fusion between man and nature (Avery, 2016);
    4. as criminals (Zhou, 2002);
    5. as outsiders (Zhou, 2002);
    6. as racial degeneration and one of the key causes for the nation's backwardness (Zhou, 2002)

1. Disability in China

1. Nowadays disability is still framed within the Medical Model of Disability. A couple of proofs:
    1. Terminology used:
        1. 残废 (incomplete, deficient + waste)
        2. 残疾人 (incomplete, deficient + ill + person)
        3. 残障 (incomplete, deficient + barrier)
    2. Article 2 of the Chinese Law on the Protection of Persons with Disabilities (1990):

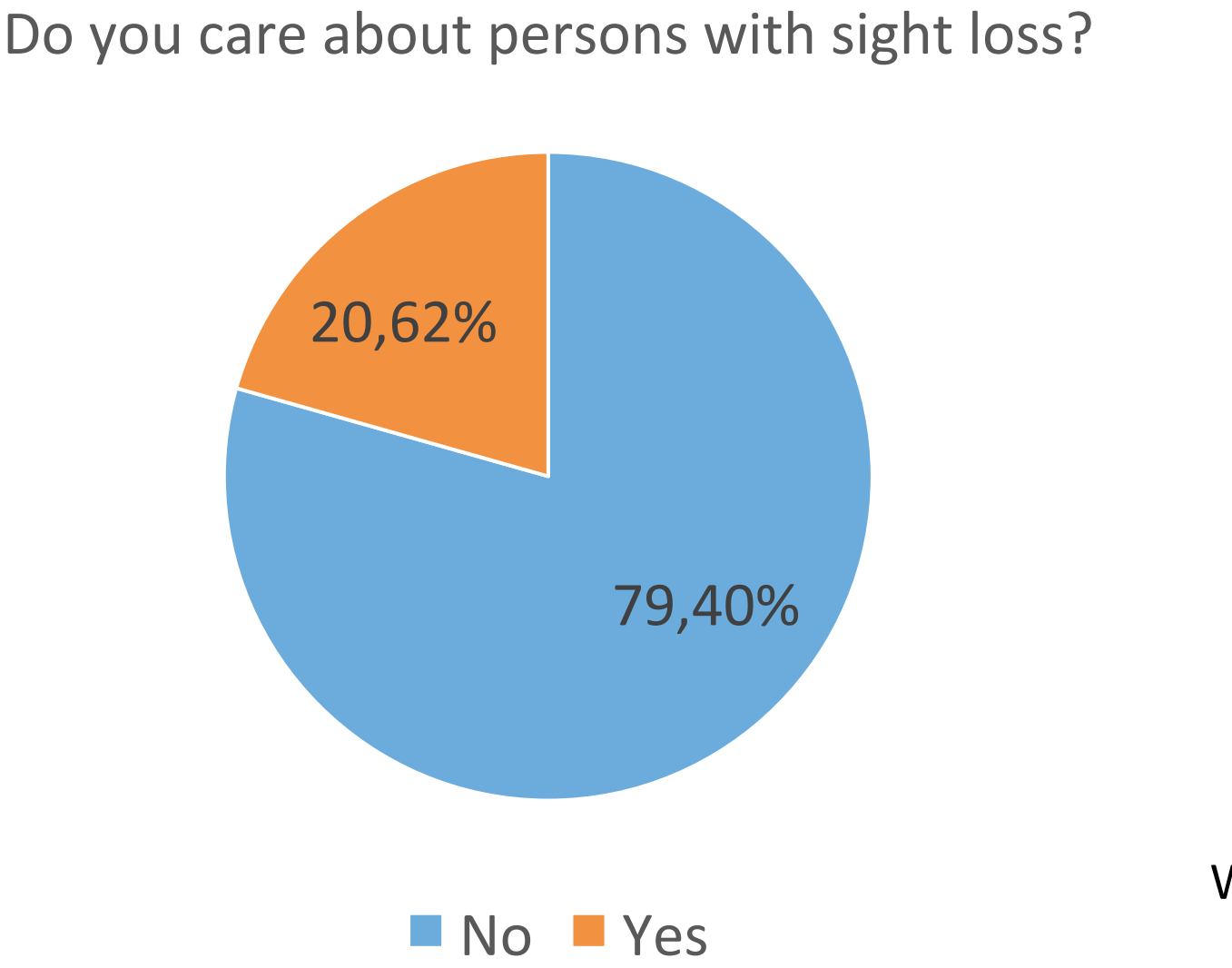
    "A person with disabilities refers to one who has **abnormalities** of loss of a certain organ or function, psychologically or physiologically, or in anatomical structure and has lost wholly or in part the ability to perform an activity **in the way considered normal**."
2. The ratification of the UNCRPD (2008) has led to some improvements, although MA still has a long way to go.

2. Research on AD in China

1. Scarcity of studies related to AD (Gambier & Jin, 2018).
2. There are even less stu

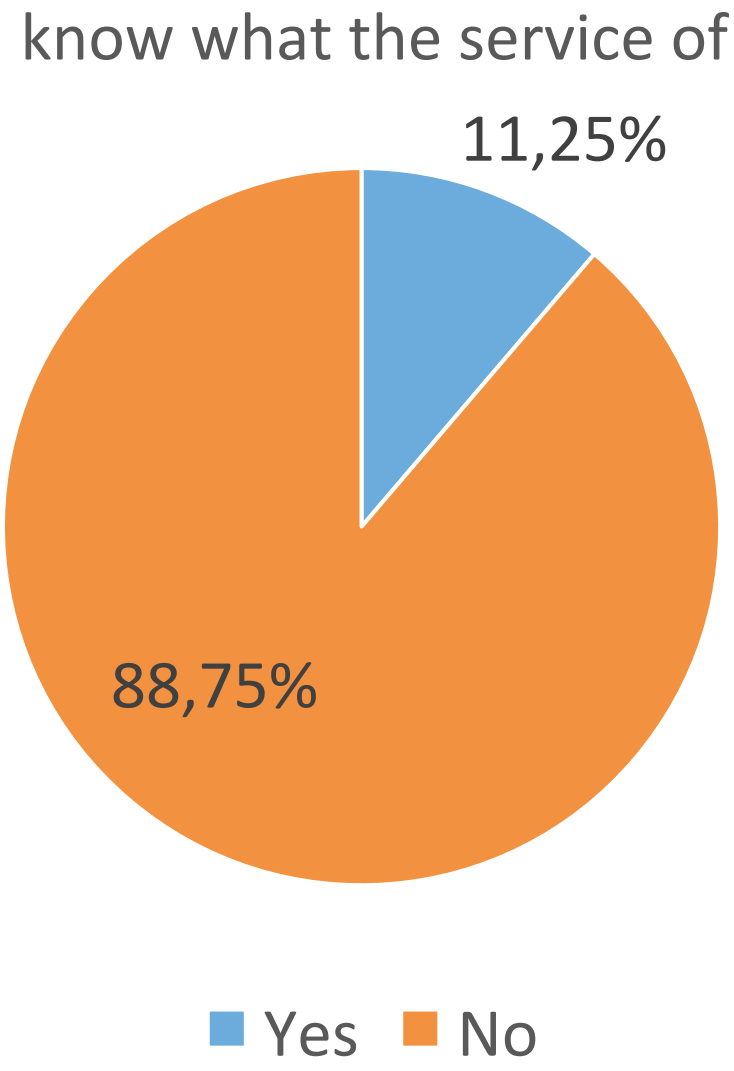
    1. **Leung (2018)**: examined the me reception and preferences of th in Hong Kong.
    2. **Chao (2002)**: communication ha
    3. **Liu (2015)**: studied the need of students with visual impairmen
    4. **Li (2013)**: media use behavior a in Zhejiang province.

2. Research on AD in China



Wu & Xie (2015)

2. Research on AD in China



Wu & Xie (2015)

3. Our research

1. State of the art of AD in China
    1. **Audio describers**
    - Tor-Carroggio, I. & Casas-Tost, H. (forthcoming). “Who Is Currently Audio Describing in China? A Study on the Profile of Chinese Audio Describers”.
    2. **Users**
    - Tor-Carroggio, I. (forthcoming). “The Customer Is Always Right. Study on Chinese Persons with Sight Loss’ Opinion on their Experience with Audio Description”.
    3. **Guidelines:** work in progress

2. Acceptance of TTS in Chinese applied to AD in films (user needs will be taken into account)

4. Objectives

1. What are the habits and needs of AD users when it comes to this accessibility service?
2. How satisfied are users towards the AD that is currently delivered?
3. Would users be interested in having TTS AD researched?

5. Methodology

1. Questionnaire based on ADLAB PRO's
    1. Had to be shortened
    2. Cultural changes: Opera [?]> Chinese opera/ Scales
2. UAB's Ethic Comission's approval
3. Questionnaire piloted at massage parlour (Shanghai)
    1. Clearer explanation of what AD was in the information sheet
    2. All the information and questions were written in a more easy-to-read way.
4. Questionnaires distributed at Cathay Cinema (Shanghai) + on line version (Web Survey Creator)
5. Statistical analysis with IBM SPSS (v.22)

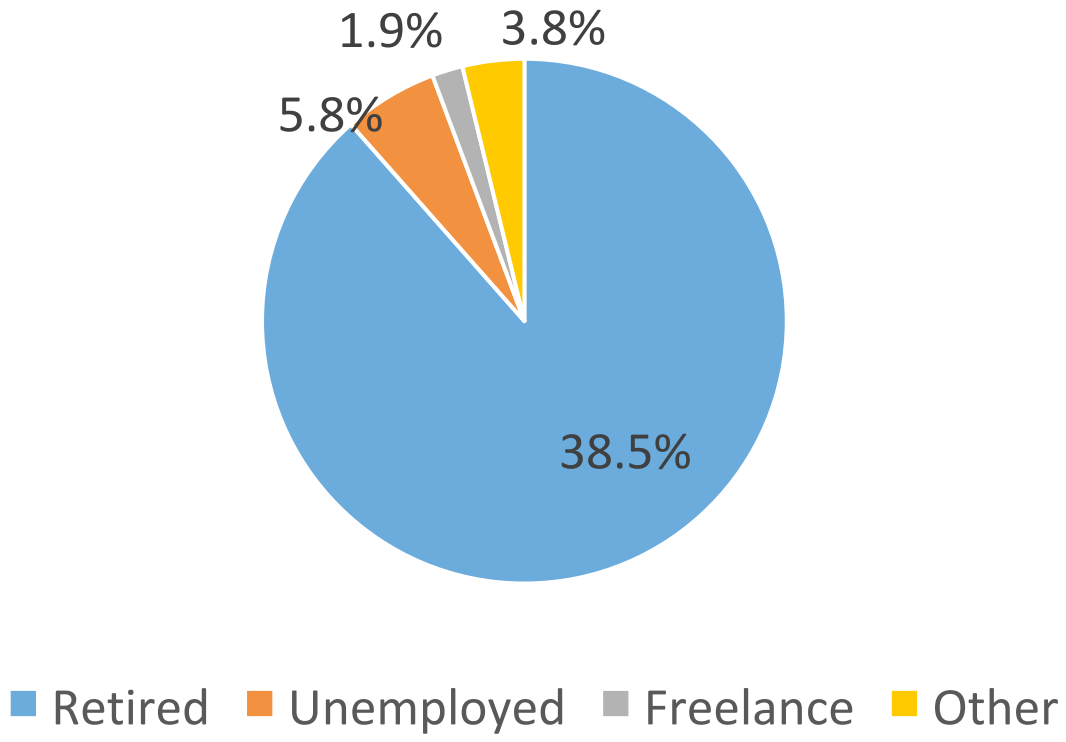
LE TOUR TRAVELER'S REST
YOUTH HOSTEL SHANGHAI
乐途静安国际青年旅舍·上海
Dorm Bed • Private Room • Studio Apartment
清·盲人按摩會館
qing·blind massage
盲人按摩会馆 Welcome

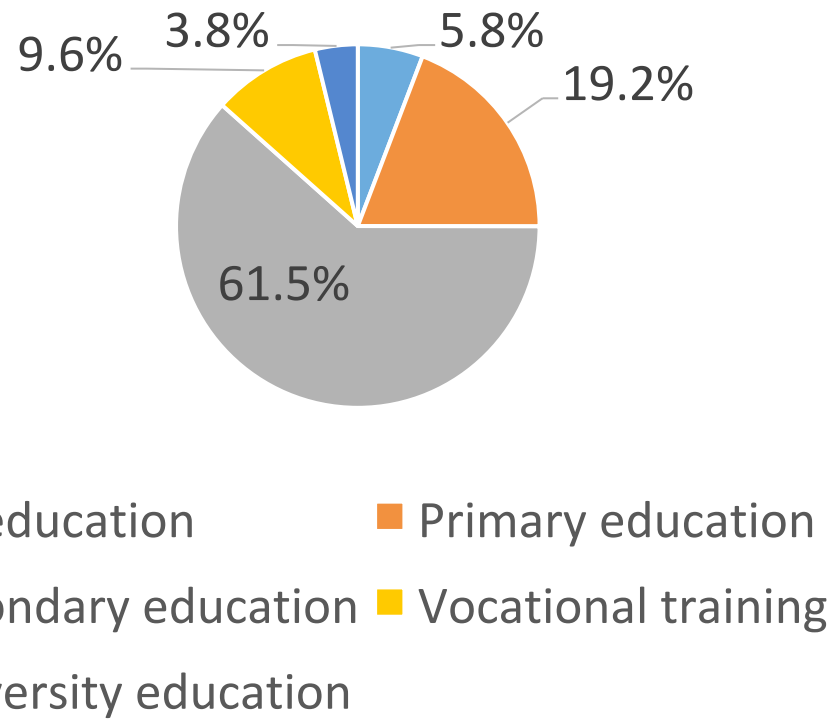
CATHAY
国泰电影院
CATHAY

6. Results

1- About our sample:

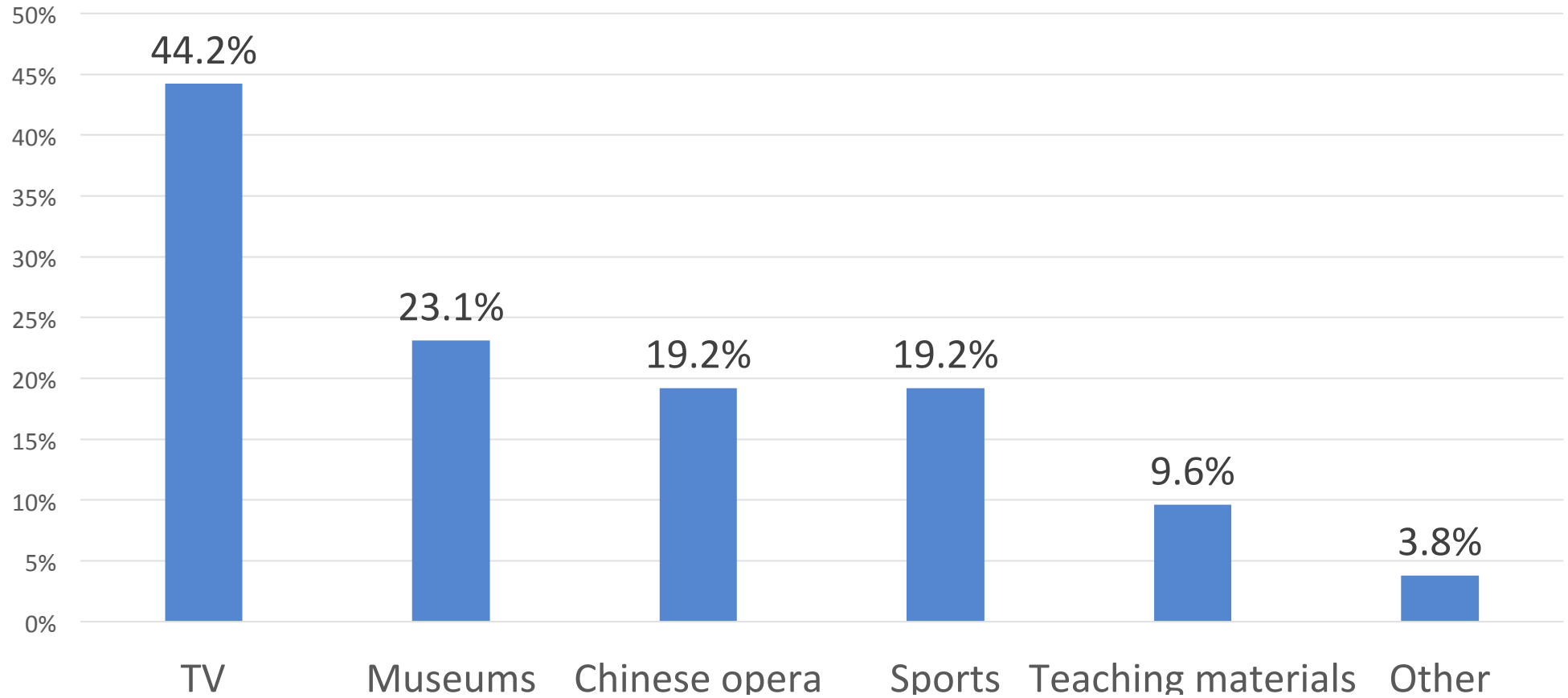
1. 52 informants with sight loss (42 from Shanghai, 10 from Beijing).
2. Average age= 63.8 years old.





6. Results

1. Informants were all consumers of AD only in films.
2. Fields in which they would like to have AD:



6. Results

3. Frequency of AD consumption: 75% frequently or very frequently.

4. Satisfaction with AD:

Statistical values	User satisfaction (quantity) (scale 0-4)	User satisfaction (quality) (scale 0-4)
Mean	3.15	3.33
Median	3.00	3.00
Mode	4	4
Standard deviation	0.92	0.73
Minimum	1	1
Maximum	4	4

6. Results: TTS AD

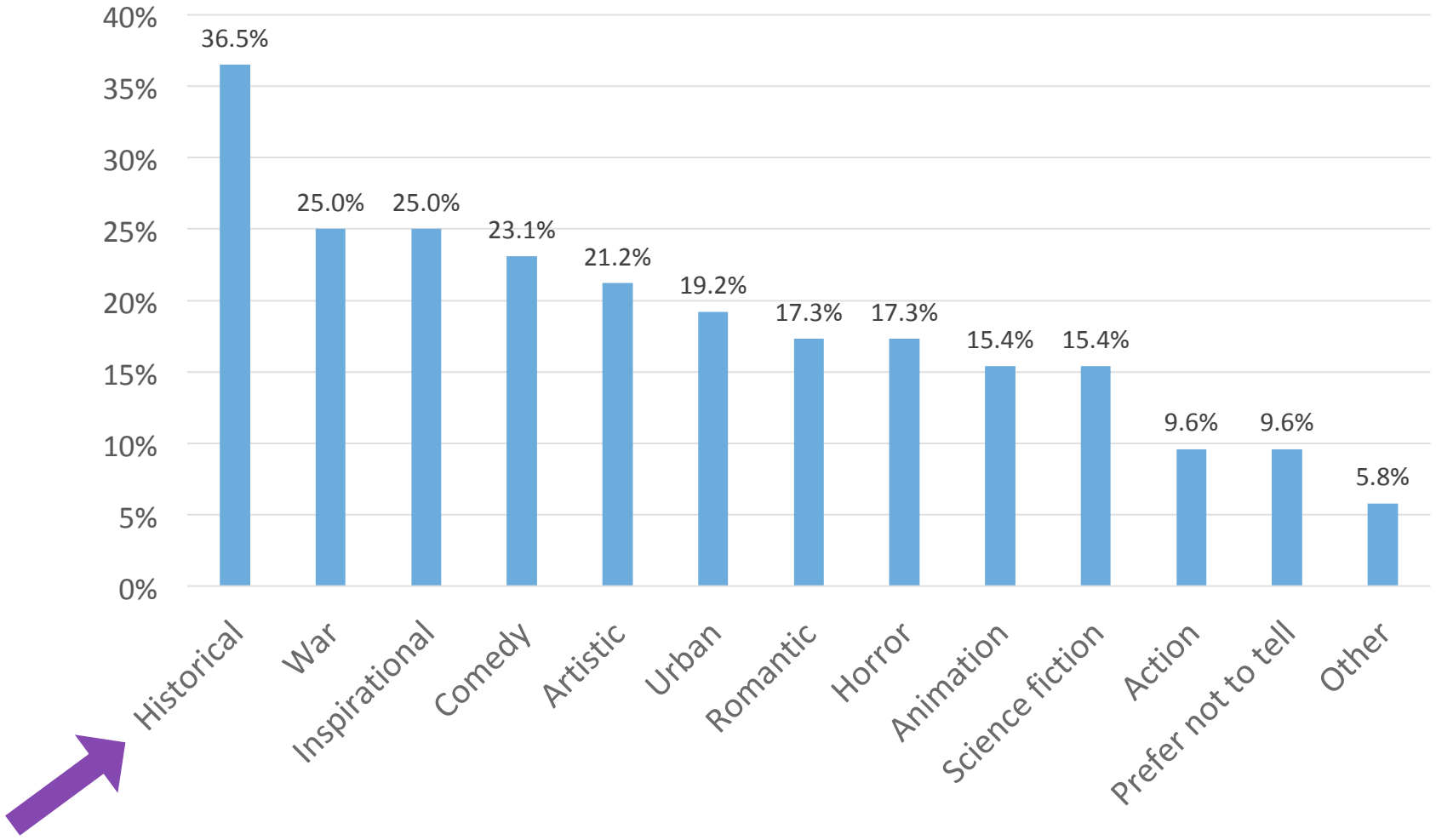
1. Around 90% of the informants did not have a preference between male and female artificial voices.

2. 63% of the informants did not use TTS.

3. Around 60% of the informants said that our research was necessary/very necessary.

6. Results: TTS AD

Movies with which to carry out research with TTS AD:



7. Conclusions

1. Old persons with little or no education and who are already retired seem to be the users that most attend AD sessions in Shanghai and Beijing.
2. Users only have access to AD in films, which they consume quite frequently mainly for entertainment purposes.
3. Users are satisfied with the service provided so far.
4. The movie genre with which initial reception studies could be carried out are historical films.
5. Further research is needed.

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Disclaimer

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