

A look into the describer's head- results of the **ADDit! Project**



Describe what you see.

What do the describers see?

Where they are from?

Knowledge?

Professional background?

OVERVIEW OF THE ADDIT PROJECT

- Culture references
- Decision making proces
- Reception study

| ADDit!

CULTURE REFERENCES STUDY

- Qualitative study
- Quantitative study

Matamala and Rami (2009)	Szarkowska (2012)	Walczak and Figiel (2013)	Maszerowska and Mangiron (2014)	Chmiel and Mazur (2014)	Szarkowska and Jankowska (2015)	Szarkowska and Jankowska (2016)
	Naming	Naming	Naming	Retention	Naming	Naming
			Retention	Retention	Retention	
					Specification	
Amplification	Explicitation	Explicitation	Explicitation	Explicitation	Explicitation	Explicitation
Adaptation						
Generalisation			Generalisation	Generalisation	Generalisation	Generalisation
Omission			Omission	Omission		
	Describing without naming	Describing without naming	Description	Description	Describing without naming	Description
	Describing and naming	Describing and naming	Describing and naming	Describing and naming		
	Combination of strategies	Combination of strategies				Combination of strategies

Matamala and Rami (2009)	Szarkowska (2012)	Walczak and Figiel (2013)	Maszerowska and Mangiron (2014)	Chmiel and Mazur (2014)	Szarkowska and Jankowska (2015)	Szarkowska and Jankowska (2016)
Text on screen Emblematic places in Berlin Pioneers Commercial products Children programmes Berlin Wall Press	Geographical references	Characters Clothing Character's actions/ behaviour/ gestures Religion Sports Signs/subtitles/on-screen texts Stereotypes Laws and customs Rights and liberties	Emblems and insignia Real-life characters Popular culture Body language Food and drink Religious symbols Newspapers and press articles	Insignia Emblematic places Gestures Clothes Objects	Geographical references Ethnographic references	Geographical references Ethnographic references Socio-political references

QUANTITATIVE AND QUALITATIVE ANALYSIS

- Over 100 films analyzed.
- Polish AD to Polish and foreign films.
- Spanish AD to Spanish and foreign films.
- UK/American AD to UK/American and foreign films.

ADDit!

QUANTITATIVE AND QUALITATIVE ANALYSIS

- More AD for domestic than foreign films.
- Little ERCs.
- Even less ERCs in foreign films.

ADDit!

DECISION MAKING PROCESS STUDY

- Eyetracking study
- Think aloud protocols
- Text analysis
- Interviews

| ADDit!

DECISION MAKING PROCESS STUDY

- Eyetracking study
- Think aloud protocols & key logging
- Text analysis
- Interviews

| ADDit!

EYETRACKING STUDY

- 12 describers from Poland and Spain.
- 13 Polish and Spanish clips.

EYETRACKING STUDY

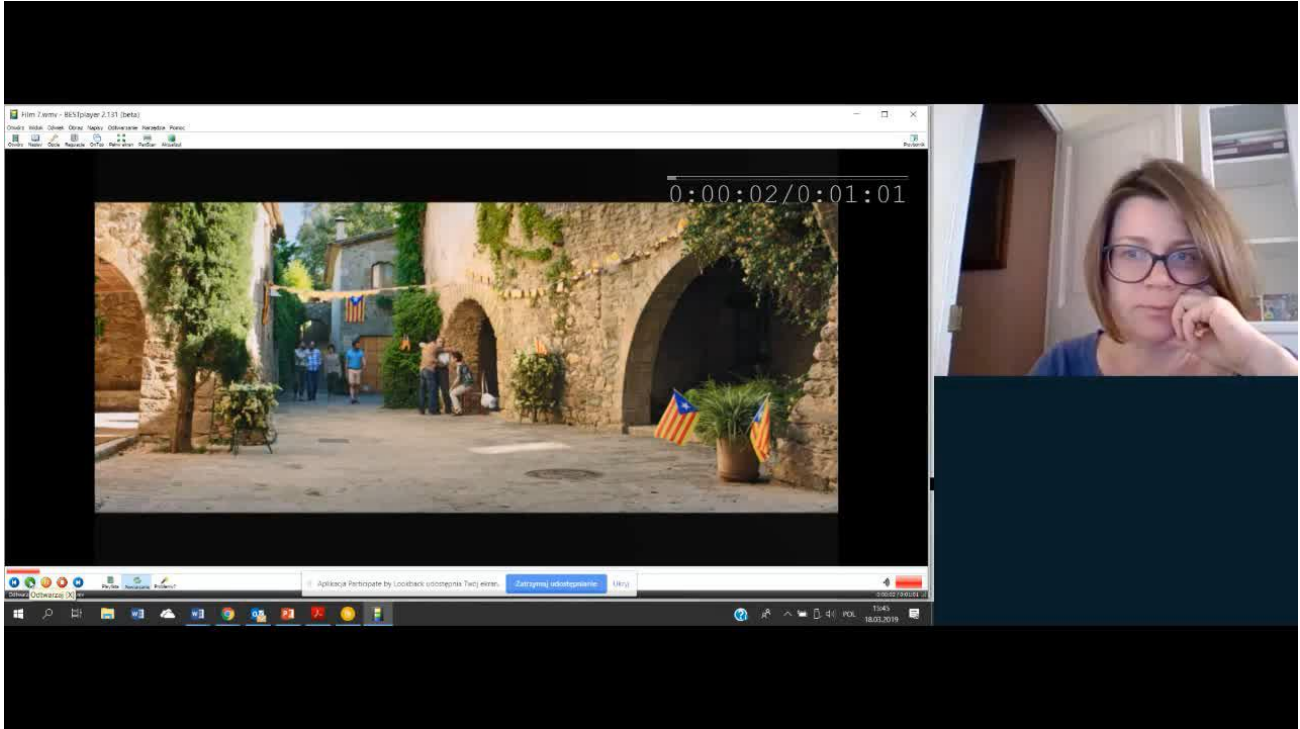
- In foreign films descriers are less likely to notice ERCs, especially if they do not know the source culture.

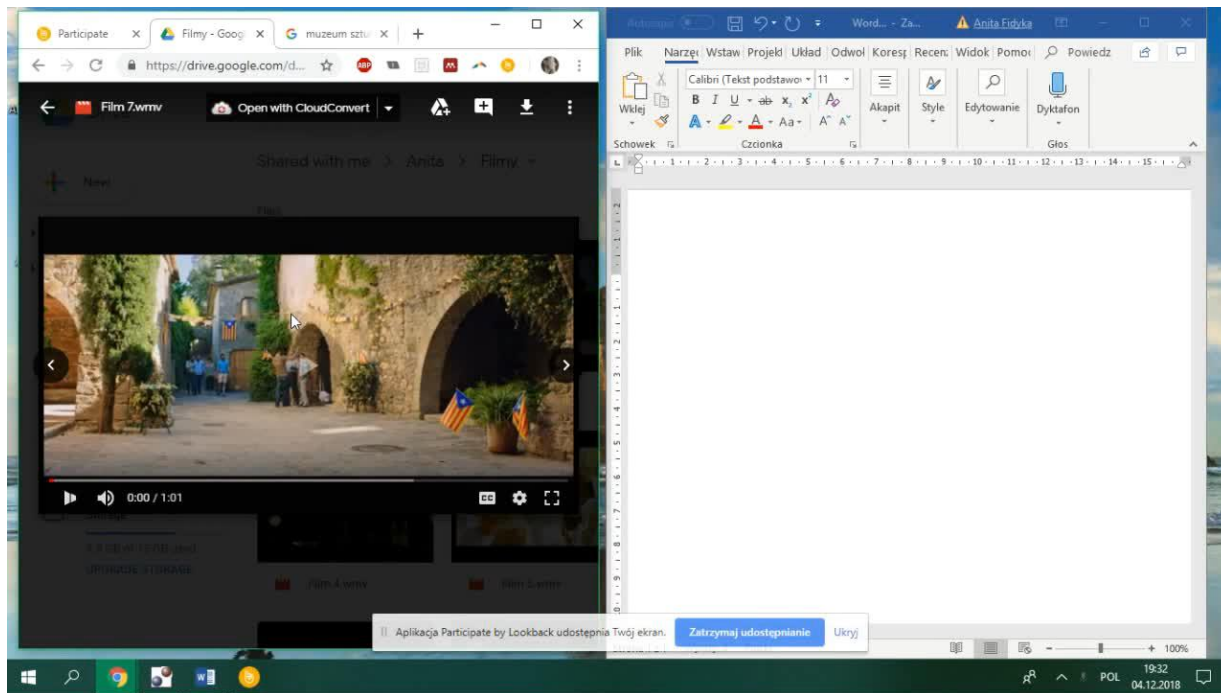
| ADDit!

THINK ALOUD PROTOCOLS

KEY LOGGING

- 12 describers from Poland and Spain.
- 13 Polish and Spanish clips.





Bez tytułu - Aegisub 3.2.2

Plik Edytuj Subtitle Timing Video Audio Automation Widok Pomoc

00:00:00.000 - 0 +0ms -500ms 38.7695

#	Start	Koniec	CPS	Styl	Tekst
1	0:00:00.00	0:00:05.00	0	Default	
2	0:00:05.00	0:00:07.00	0	Default	
3	0:00:07.00	0:00:09.00	0	Default	
4	0:00:09.00	0:00:11.00	0	Default	
5	0:00:11.00	0:00:13.00	0	Default	
6	0:00:13.00	0:00:15.00	0	Default	
7	0:00:15.00	0:00:17.00	0	Default	
8	0:00:17.00	0:00:19.00	0	Default	
9	0:00:19.00	0:00:21.00	0	Default	
10	0:00:21.00	0:00:23.00	0	Default	
11	0:00:23.00	0:00:25.00	0	Default	
12	0:00:25.00	0:00:27.00	0	Default	

Aplikacja Particpate by Lockback udostępnia Twój ekran.

WordLog_Regina_20181101092948 - Microsoft Word

Narzędzia główne Wstawianie Układ strony Odwołania Korespondencja Recenzja Widok

Calibri (Tekst podstawowy) 13

Widok

Schowek Czcionka Akapit Style

AaBbCcDd AaBbCcDd AaBbCc
 ¶ Normalny ¶ Bez odstępów Nagłówek 1 Zmień style

00:00:00 Słoneczny letni dzień. Procesja z okazji Bożego Ciała. Na tle bezchmurnego

Strona 1 z 1 Wyrzuci 12 | Polski 90%

Stop Recording

End Session

Zatrzymaj udostępnianie Ukryj

Sunny day. **Catalan flags are hanging on** the stone façades of houses in a small town.

Sunny, summer day. A street and stone houses with arcades. The walls are covered with vines.

There are **small flags of Catalonia** in the pot with flowers. Amaia, Rafa, Pau and Koldo approach.

ADDit!

On a small square. The scene is covered with Catalan flag.
Below the stage, a group of villagers **dance sardana, a national Catalan dance.**

They reach a large square. A band performs on stage.
Below it, **a men and women dance in two circles.**
A man on the ladder hangs garlands with flags in Catalan colors.

ADDit!

There are a dozen of tables. Men wearing **traditional red hats** grill **spring onions - calçots**.

A Catalan guy in a red cap puts a **handful of seaweed** on a plate.

ADDit!



SO WHAT?

ADDit!

ENGLISH AD



FOREIGN
LANGUAGE

AD CREATED
IN ENGLISH

AD IN A
FOREIGN
LANGUAGE



AD IN A
FOREIGN
LANGUAGE

AD IN
A FOREIGN
LANGUAGE



ENGLISH
TEMPLATE



AD IN
A FOREIGN
LANGUAGE

ADDit!

Anna Jankowska
Mobility Plus Research Fellow
1311/MOB/IV/2015
anna.m.jankowska@uj.edu.pl
anna.jankowska@uab.cat

UAB
Universitat Autònoma de Barcelona



Ministry of Science
and Higher Education
Republic of Poland



UNIwersYTET
JAGIELLOŃSKI
W KRAKOWIE