



Audio description in Hong Kong: end user's needs and preferences

Dawning Leung

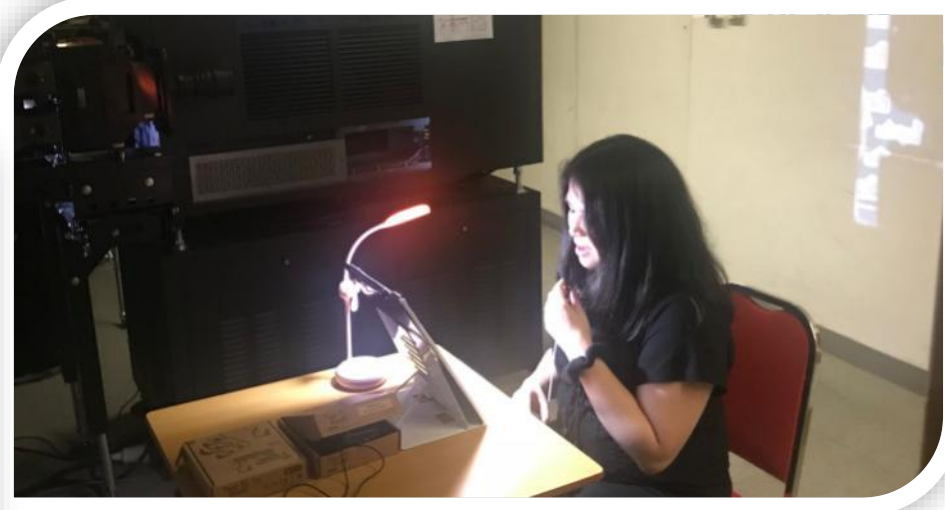
Founder & CEO

Audio Description Association (Hong Kong)

AD in Hong Kong

- UN convention applies to HK
- No legislation
- AD services provided by NGOs
 - Audio Description Association (Hong Kong)
 - Hong Kong Society for the Blind

Live AD in cinema



Distinction 《非同凡響》 @The Grand



Pre-recorded AD



Source

- PhD thesis: *Audio Description of Audiovisual Programmes for the Visually Impaired in Hong Kong* (Leung, 2018)
- Media accessibility survey & AD reception study
- final results

Aim

- to identify the needs, preferences and expectations of the visually impaired in Hong Kong as regards to the provision of AD services for audiovisual products

Methodology

- quantitative and qualitative approach
- a group of 44 visually impaired participants
 - Age: 16 to 60+; Sex: F & M
 - 29 totally blind; 15 partially sighted
- questionnaires: face-to-face interviews
- part of my PhD project: final results


1) Adjectives: Evaluative & Emotive

Which description do you prefer?

1a) <u>attractive</u> singer	1b) long-legged singer in a miniskirt
2a) <u>beautiful</u> woman	2b) Woman with big eyes, a tall nose and a small cherry mouth (櫻桃小嘴)
3a) Her eyes and mouth wide open.	3b) She looks <u>frightened</u> .
4a) His lips curl and eyes protrude	4b) He is <u>angry</u> .


(Chmiel & Iwona, 2012:79; Leung, 2018:331)

Evaluative Adjectives vs. Objective Description

Which description do you prefer?		
	Describe 	Evaluative adjectives
AD: Pair 1	<i>Long-legged singer in a miniskirt</i>	<i>Attractive</i> singer
No. of respondent(s) (%)	<u>30 (68.2%)</u>	14 (31.8%)
AD: Pair 2	<i>Woman with big eyes, a tall nose and a small cherry mouth</i>	<i>Beautiful</i> woman
No. of respondent(s) (%)	<u>37 (84.1%)</u>	7 (15.9%)

(Leung, 2018:228)

Emotive Adjectives vs. Objective Description

Which description do you prefer?		
	Describe	Name the emotion 
AD: Pair 1	<i>Her eyes and mouth wide open</i>	<i>She looks frightened</i>
No. of respondent(s) (%)	18 (40.9%)	<u>26 (59.1%)</u>
AD: Pair 2	<i>His lips curl and eyes protrude</i>	<i>He is angry</i>
No. of respondent(s) (%)	16 (36.4%)	<u>28 (63.6%)</u>

(Leung, 2018:228)

Emotive Adjectives + Description




Describe	Name the emotion	Describe and name the emotion
5a) he frowns	5b) he feels strange	5c) he frowns, feeling strange
6a) she shrugs	6b) she is helpless	6c) she shrugs, a bit helpless

(ADLAB, 2013:12; Leung, 2018:331)

Emotive Adjectives + Description

Which description do you prefer?

	Describe	Name the emotion	Describe and name the emotion 
AD: Pair 1	He frowns	He feels strange	He frowns, feeling strange
No. of respondent(s) (%)	3 (6.8%)	4 (9.1%)	<u>37 (84.1%)</u>
AD: Pair 2	She shrugs	She is helpless	She shrugs, a bit helpless
No. of respondent(s) (%)	3 (6.8%)	5 (11.4%)	<u>36 (81.8%)</u>

(Leung, 2018:229)

'I swear to God!'

AD for Gestures

Please, show the described gesture	No. of respondent(s) with correct gesture (%)	No. of respondent(s) with incorrect gesture (%)	No. of respondent(s) who have no concept about the gesture (%)
He swears to God <i>with a hand gesture</i>	12 (27.3%)	<u>25 (56.8%)</u>	<u>7 (15.9%)</u>
He swears to God, <i>raising his three middle figures</i>	<u>30 (68.2%)</u>	14 (31.8%)	<u>0 (0%)</u>

(Leung, 2018:233)

2) AD Preferences

- **A list of statements**
 - *To what extent do you agree with the statements below?*
- **Questions**
 - It bothers me in AD when:.....(Chmiel & Mazur, 2012)*
 - AD should include...(Chmiel & Mazur, 2012)*
 - Some statements localised by Leung (2018)
 - Additional questions added by Leung (2018)
- **Five-point scale**
 - 1 – Strongly disagree; 5 – Strongly agree

a) It bothers me in AD when...

	Mean (SD)
- the AD overlaps with the dialogues	<u>4.27 (0.79)</u>
- the AD is read too slowly and includes unnatural pauses	<u>4.02 (0.73)</u>
- the AD is not synchronized with the picture and is read <u>after</u> what is described	3.26 (1.26)
- the AD is not synchronized with the picture and is read <u>before</u> what is described	2.7 (1.26)

(Leung, 2018:239)

b) AD should include...

	Mean (SD)
- an audio introduction (AI) as a complement	<u>4.25 (0.87)</u>
- colours	4.14 (0.82)
- the AD writer's name (the one who wrote the AD script)	4.14 (0.77)
- The voice talent's name (the one who perform the AD)	4.05 (0.9)
- aspects that are irrelevant to the plot	2.27 (1.09)



(Leung, 2018:240)

3) AD needs

I would use AD services more often if they were available...	Mean
on TV	<u>4.25</u>
on outings / visits (e.g. theme parks, main attractions)	<u>4.25</u>
in the cinema	4.18
in museums (e.g. Space Museum, Museum of History)	4.14
on DVD / Blu-ray	4.07
in art exhibitions / galleries	4.05
in theatres (performing arts, e.g. stage drama, dance and ballet)	4

(Leung, 2018:242)

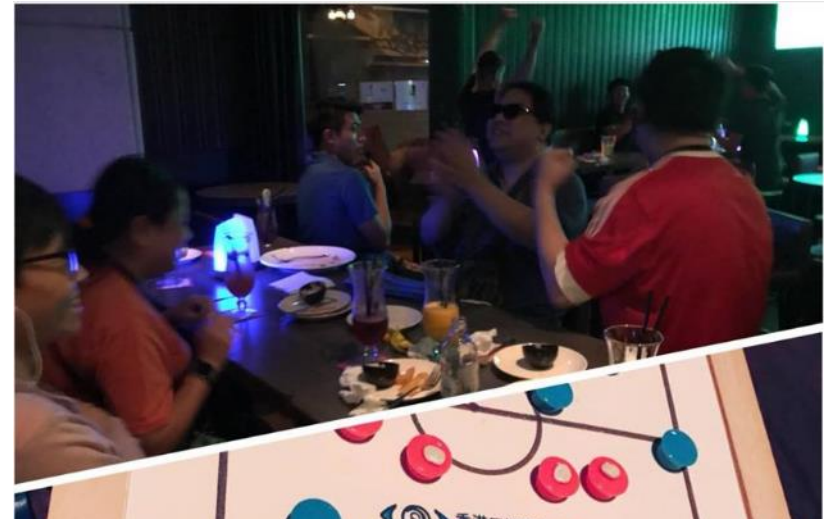
4) Future developments of AD services

First Priority	No. of Respondent(s) (N=44)
1- for programmes other than films on TV	23
2- in cinema	9
3- on outings/visits	4

Overall ranking	No. of Respondent(s) (N=132)
1- for programmes other than films on TV	27
2- in cinema	22
3- on outings/visits	18
4- for films on TV	16

(Leung, 2018:249)

AD for World Cup



Museum AD



AD for Outdoor Activities



References

- Audio Description: Lifelong Access for the Blind (ADLAB). 2013. *Pictures painted in Words: ADLAB Audio Description guidelines*.
www.adlabproject.eu/Docs/adlab%20book/index.html
- Chmiel, Agnieszka and Iwona Mazur. 2012. “AD reception research: Some methodological considerations”. In Elisa Perego (ed.), *Emerging Topics in Translation: Audio Description* (pp. 57-80). Trieste: EUT Edizioni Università di Trieste.
- Leung, Hoi Ching Dawning. 2018. *Audio Description of Audiovisual Programmes for the Visually Impaired in Hong Kong* (Unpublished doctoral dissertation). University College London, UK.

~ Thank you very much! ~

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