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Repurposing Audio Description, Audio Narrative and Integrated Subtitles: trialing 'Accessible Cues' with cognitively diverse audiences in the UK

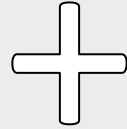
Andreea Deleanu

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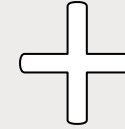
Profiles of E2U audiences

Verbal
Non-verbal
Narrative



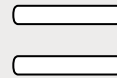
Accessible Communication

E2U research
E2U guidelines & corpora



Theories of Understanding

Audio Description & Narration
Integrated & creative subs
Cognitive Narratology
Film Studies



Accessible Cues



Single out



Clarify



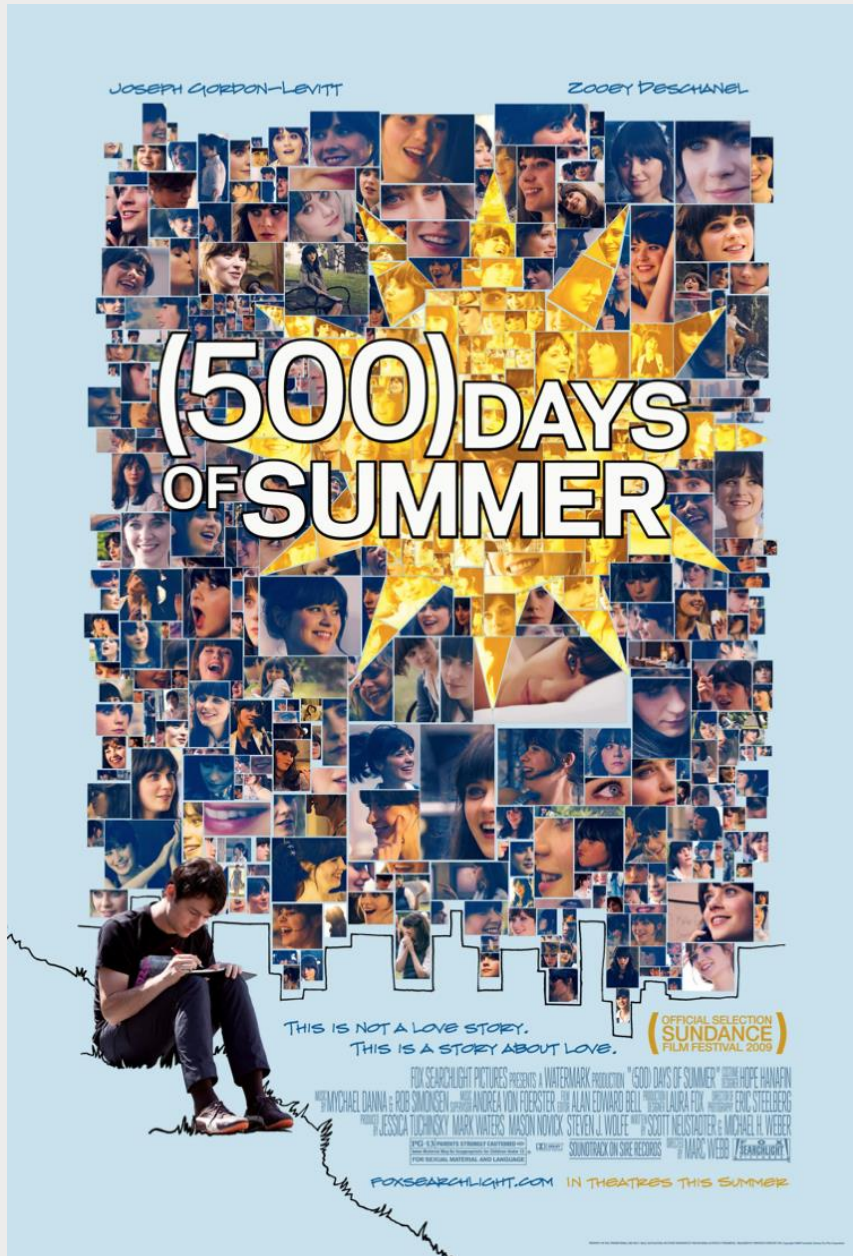
Explain



Remind



Improving verbal
information
comprehension

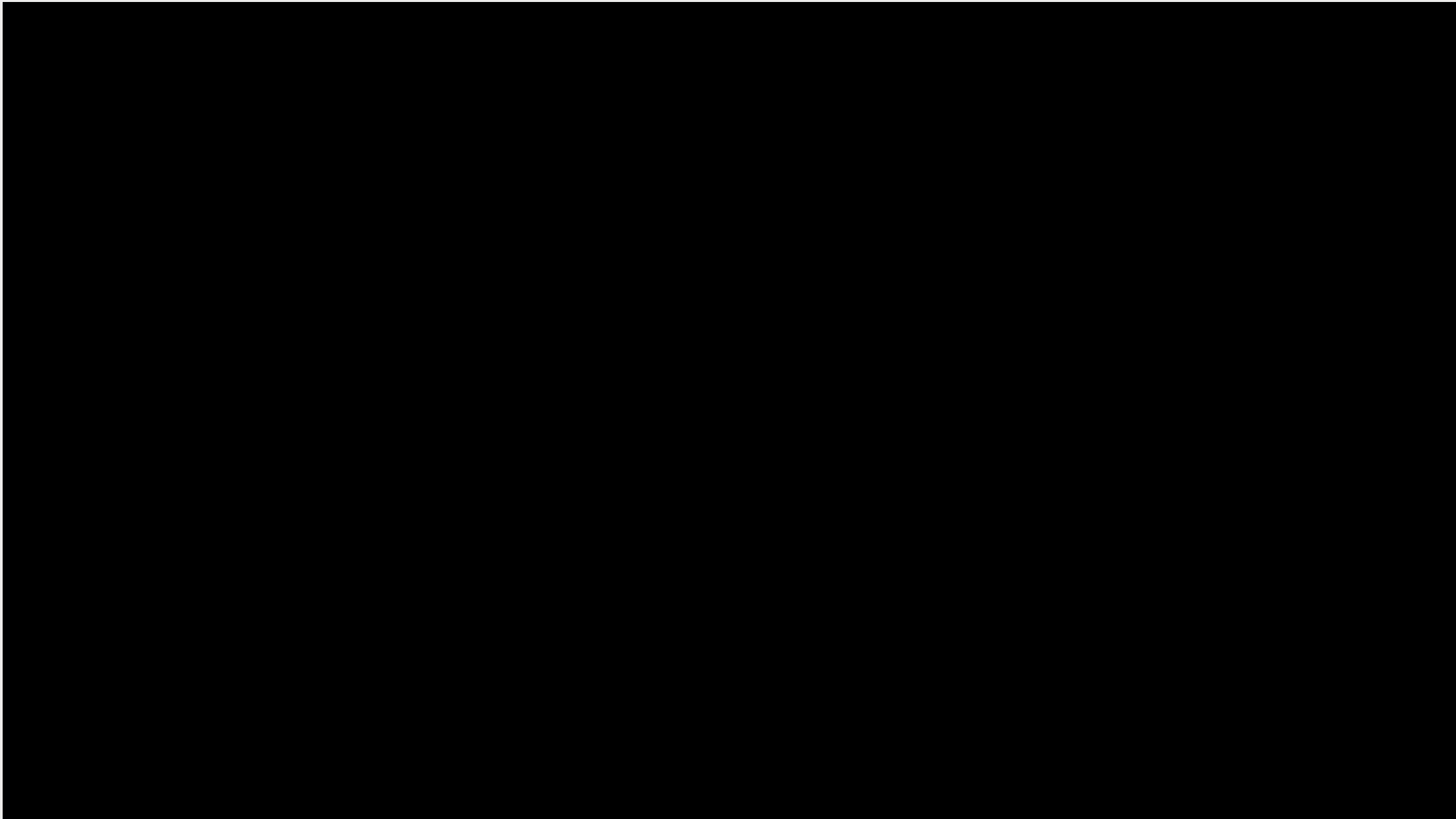


Non-linear
narrative

Contradictions

Ambiguity

Expectations



RECEPTION STUDY DESIGN



Recruitment & Protocol

- Gatekeeper support & Group sessions
- Research Assistant support
- Multiple sessions



Participant selection criteria

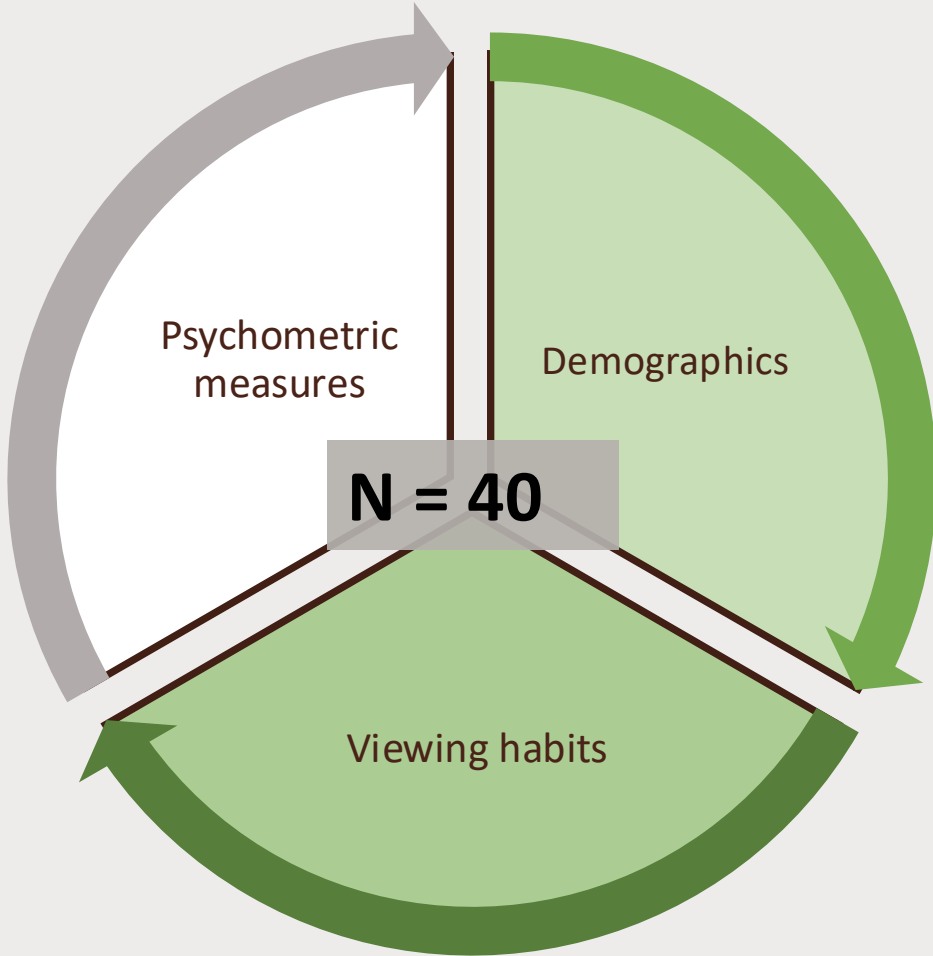
- 18+
- Capacity to consent
- Ability to have a conversation
- Native speakers
- Mild to moderate cognitive-related impairment
- Normal to corrected sight and hearing





Mixed-methods approach


- Self-reported questionnaires
- Psychometric measures
- Reception: questionnaires & focus group

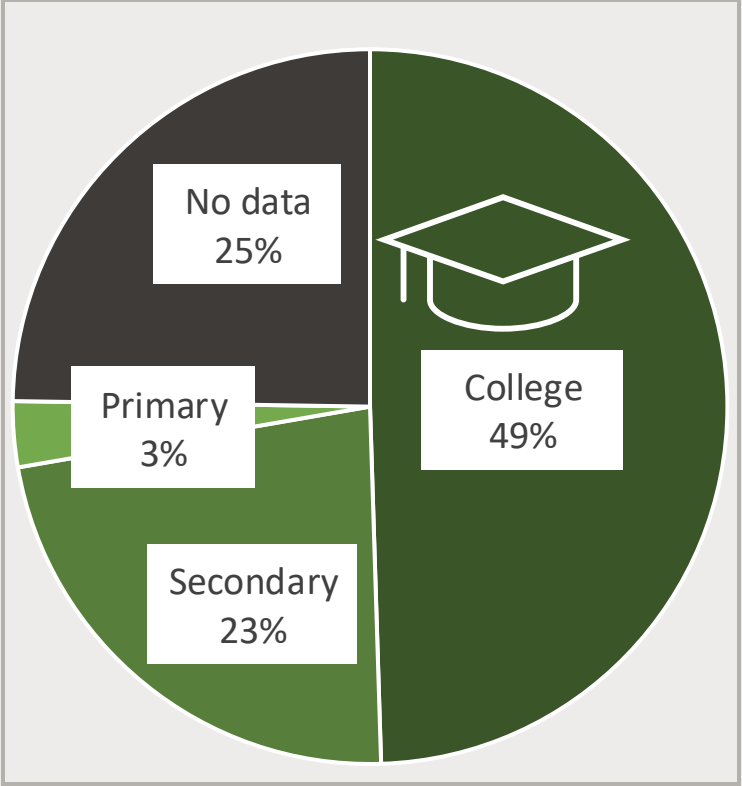
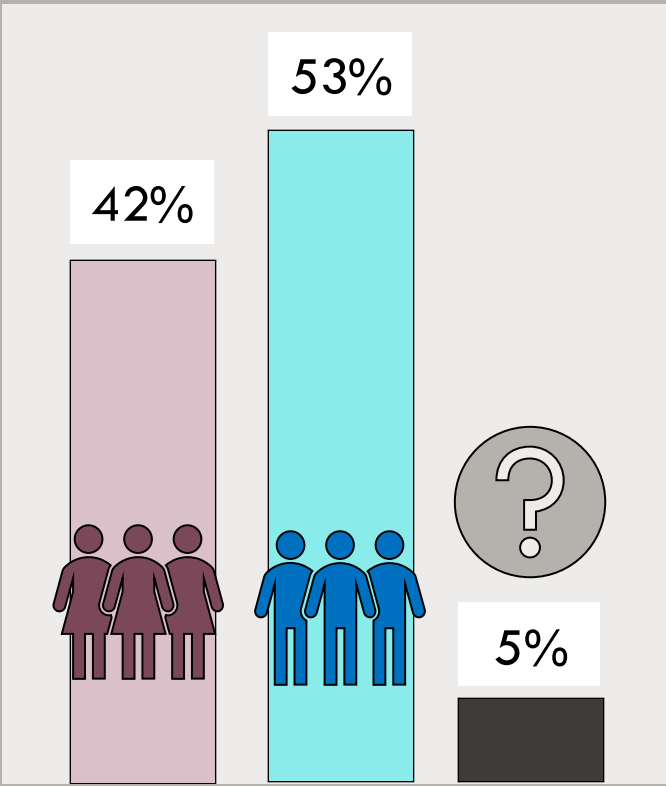
SAMPLE PROFILE

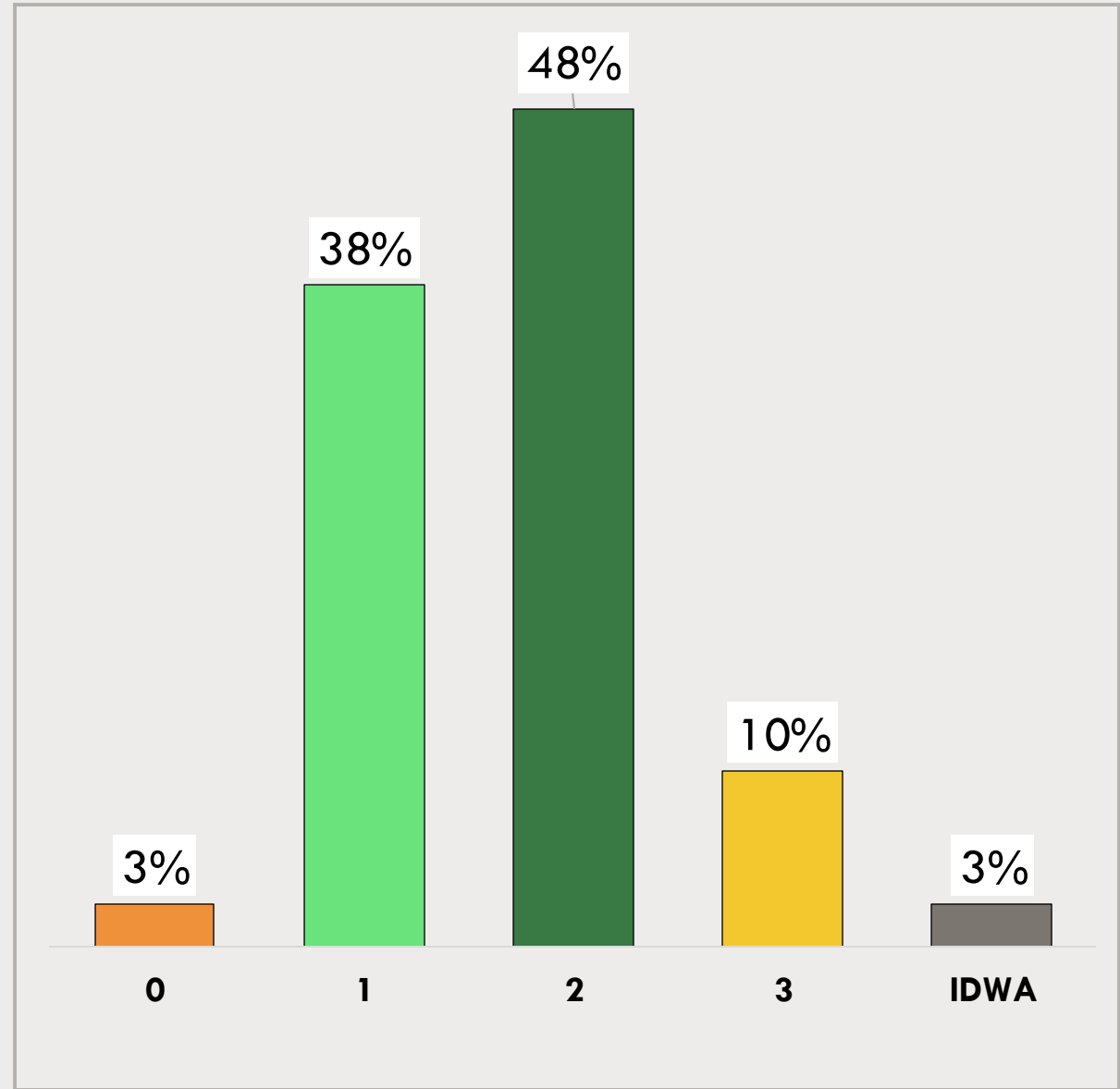
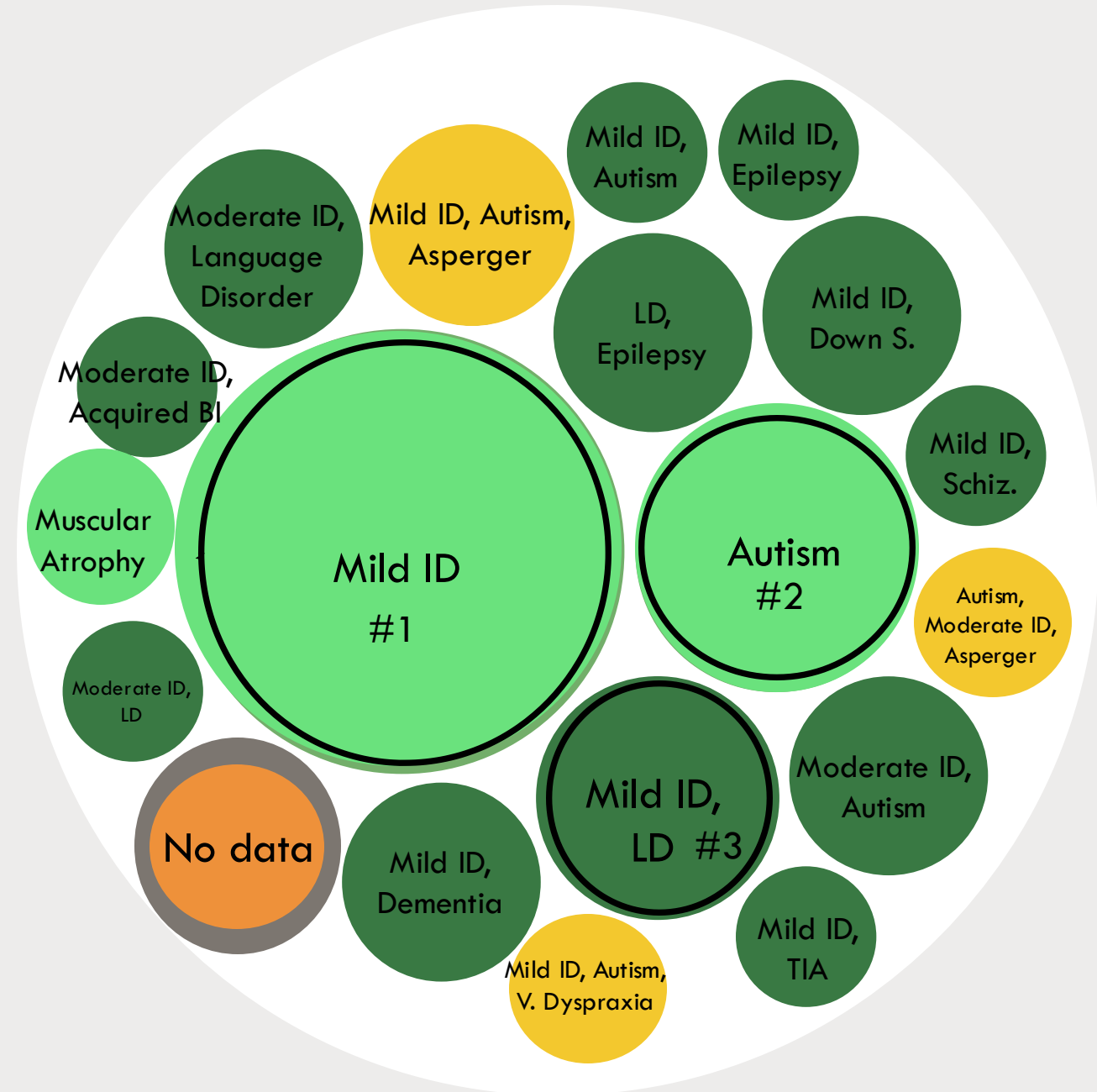


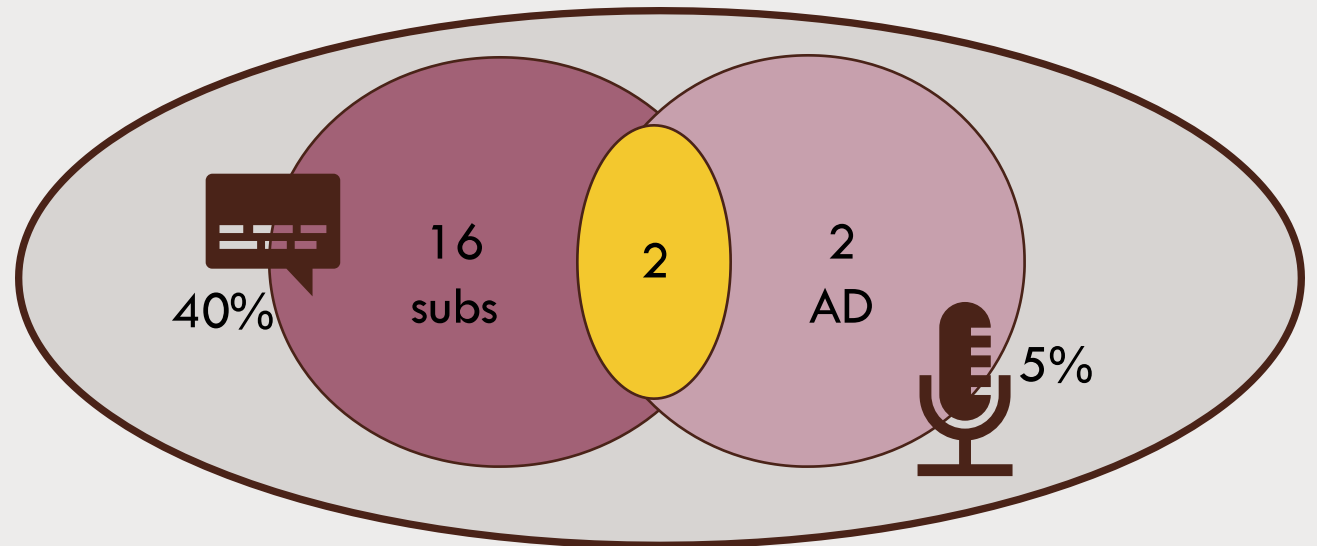
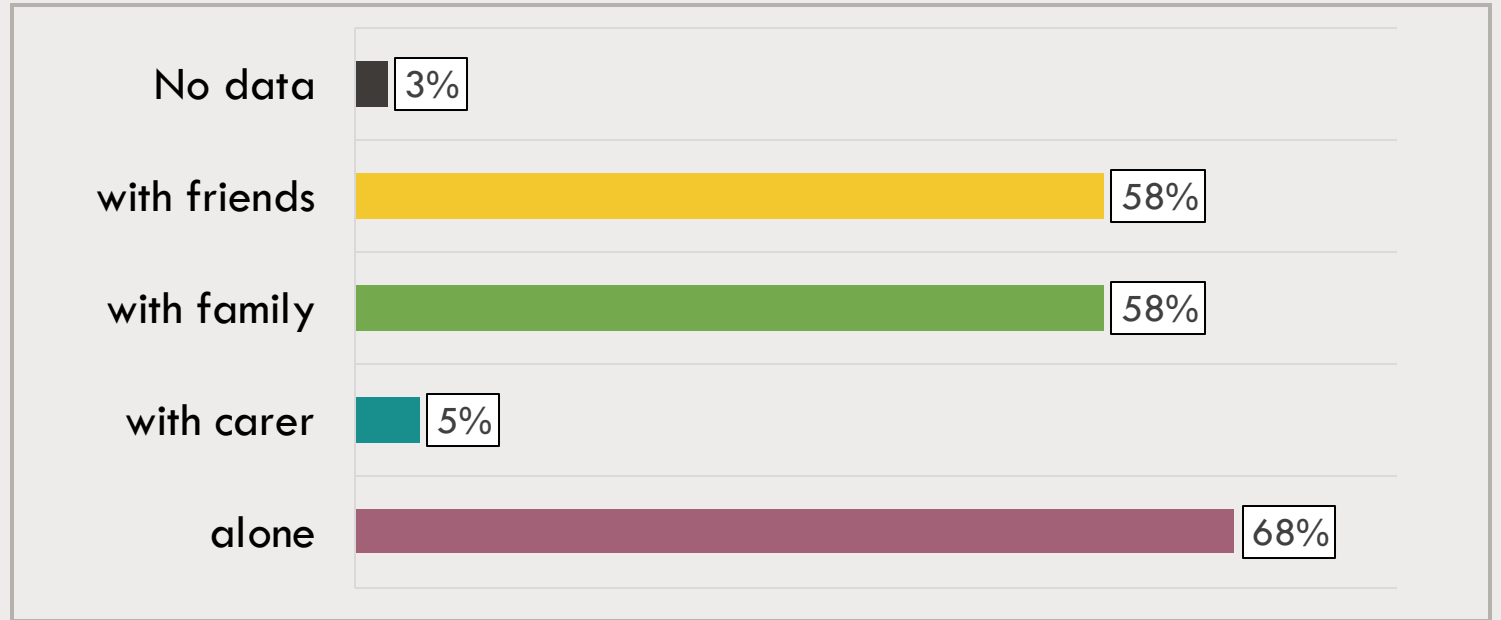
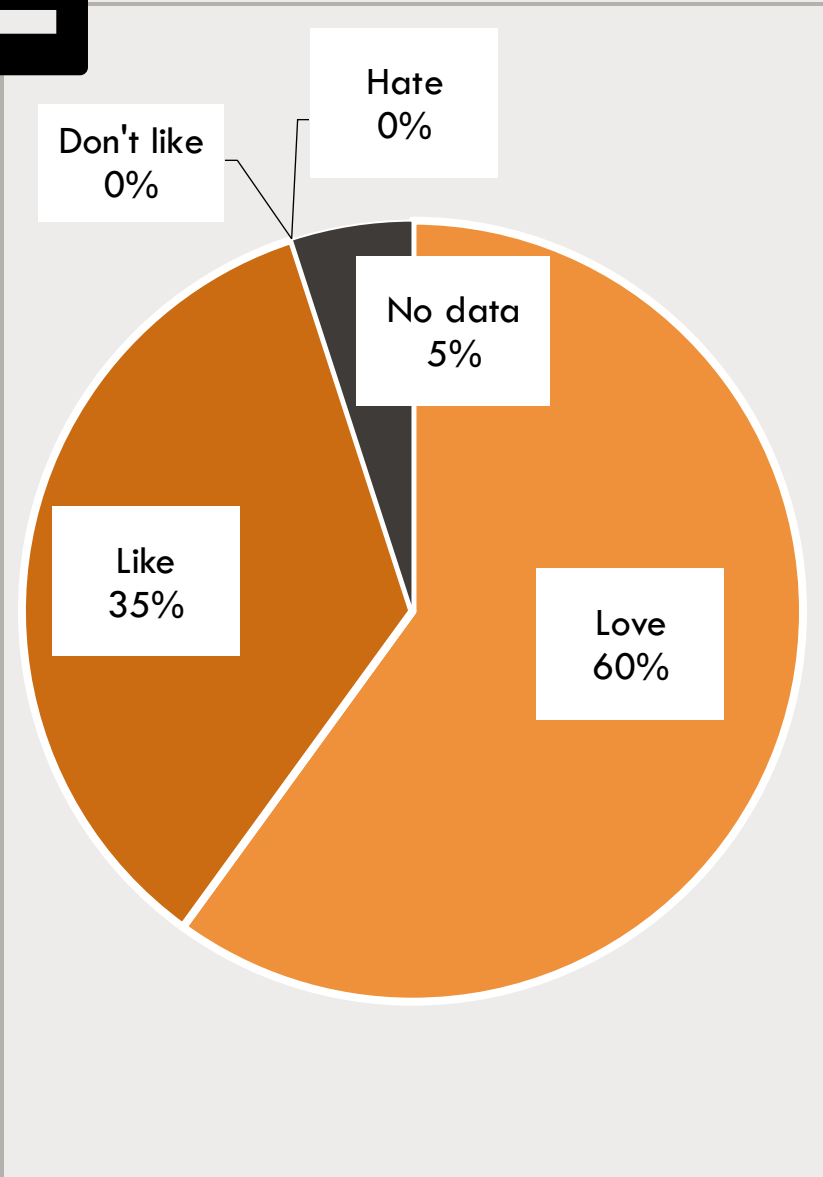
 42 y/o
Median Age

 29 y/o
Youngest

 74 y/o
Eldest







FILM SCREENING RECEPTION



**RQ: To what extent can
Accessible Cues support the
access to audiovisual
narrative?**

Comprehension

Enjoyment

Immersion

Preferences and
overall experience

Page 1 out of 12 pages

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What is your name?

500 days of Summer

Part 1

Answer with your pen.

Tick only one answer.

Is the film easy to understand?

The film is easy to understand. I don't know. The film confuses me. The film is very hard to understand.

Ease of understanding

- easy
- confusing
- hard
- IDK
- Baseline part 1 + part 2

Page 2 out of 12 pages

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Summer and Tom are on the bench together. What does this image tell you?

Summer has a big ring. Summer is in love. Summer is engaged to Tom. I don't know.

Why is Tom breaking plates?

He's angry with Rachel. Summer doesn't love him. He is upset. I don't know.

Initial and final mental representation

Page 3 out of 12 pages

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Who are these characters? Write the names next to their faces.

Summer	Rachel	Amanda	Nancy	Tom ✓
Paul	McKenzie ✓	Bruce	Henry	Klaus

Recall

- Point-based scale

Page 4 out of 12 pages

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Tom and Summer talk after the karaoke party. What do Tom and Summer want?

They want to kiss. They both want to be friends. They both say they want to be friends but they flirt. I don't know.

What happens in IKEA?

Summer and Tom pretend IKEA is their home. Summer and Tom watch TV. They have dinner. Summer pretends the sink is real to make Tom laugh. I don't know.

Story world comprehension

- Point-based scale

Enjoyment

- Abridged E2U version
- Adapted from Tal-Or & Cohen, 2010; Kruger et al., 2016

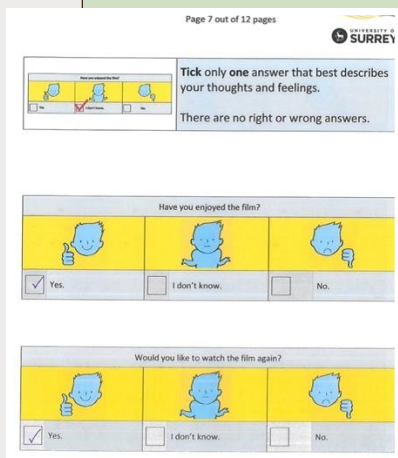
Page 7 out of 12 pages

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Tick only one answer that best describes your thoughts and feelings.
There are no right or wrong answers.

Have you enjoyed the film?

Would you like to watch the film again?



Immersion

- Abridged E2U version
- Adapted from Tal-Or & Cohen, 2010; Kruger et al., 2016

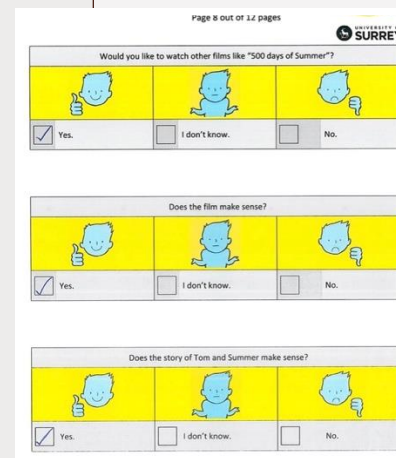
Page 8 out of 12 pages

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Would you like to watch other films like "500 days of Summer"?

Does the film make sense?

Does the story of Tom and Summer make sense?



Focus Group

AC feedback

- on the verbal cues (helpfulness, ease, quality, preference, future)
- on the symbols (helpfulness)
- on the narrator (helpfulness, ease, quality, preference, future)

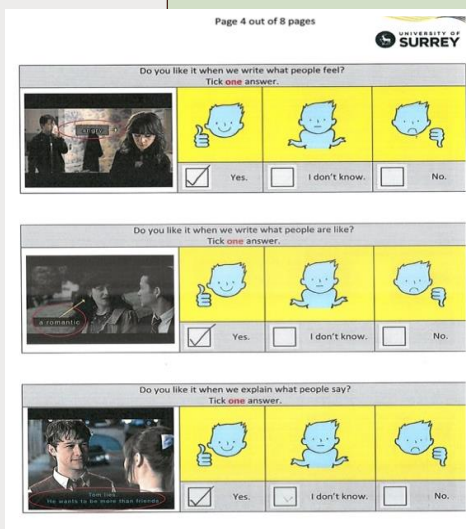
Page 4 out of 8 pages

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Do you like it when we write what people feel?
Tick one answer.

Do you like it when we write what people are like?
Tick one answer.

Do you like it when we explain what people say?
Tick one answer.

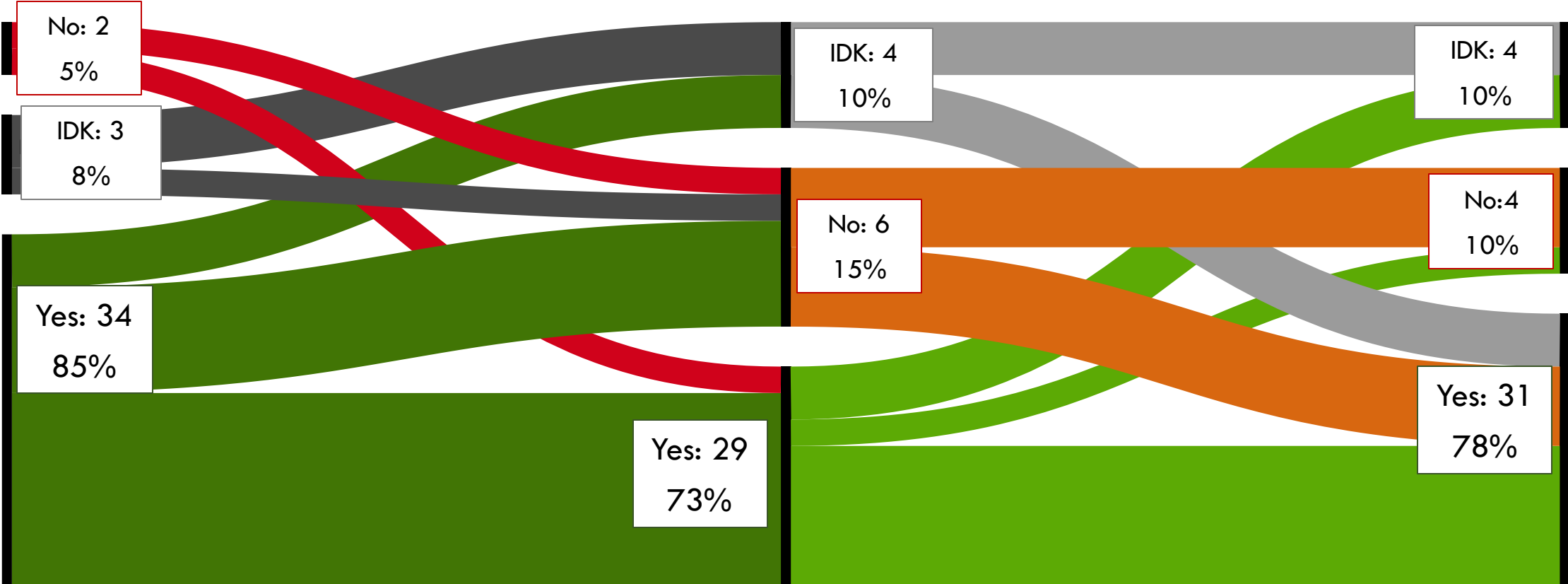


ENJOYMENT

Enjoyed?

Watch again?

Watch similar?

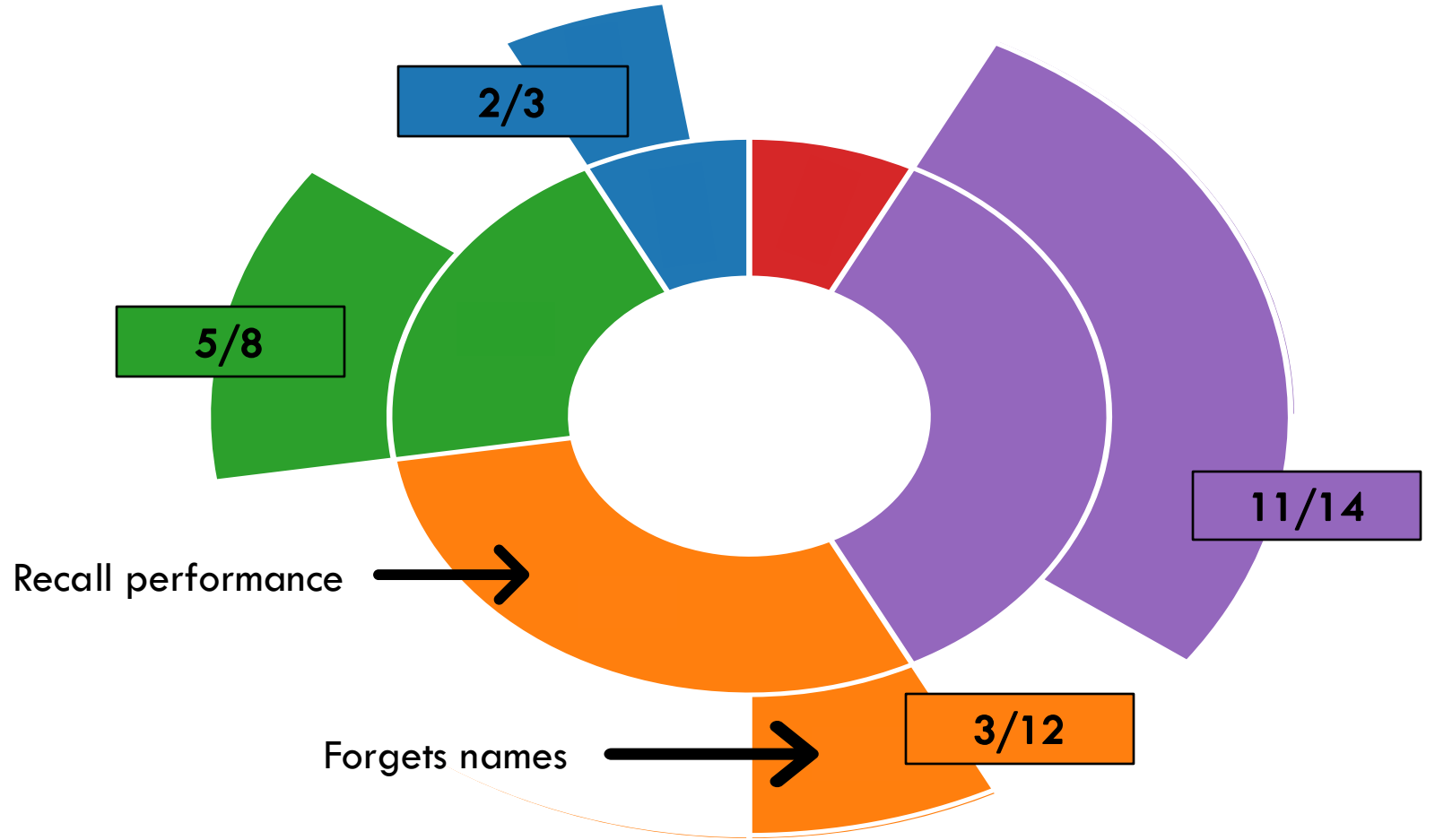


CHARACTER RECOGNITION

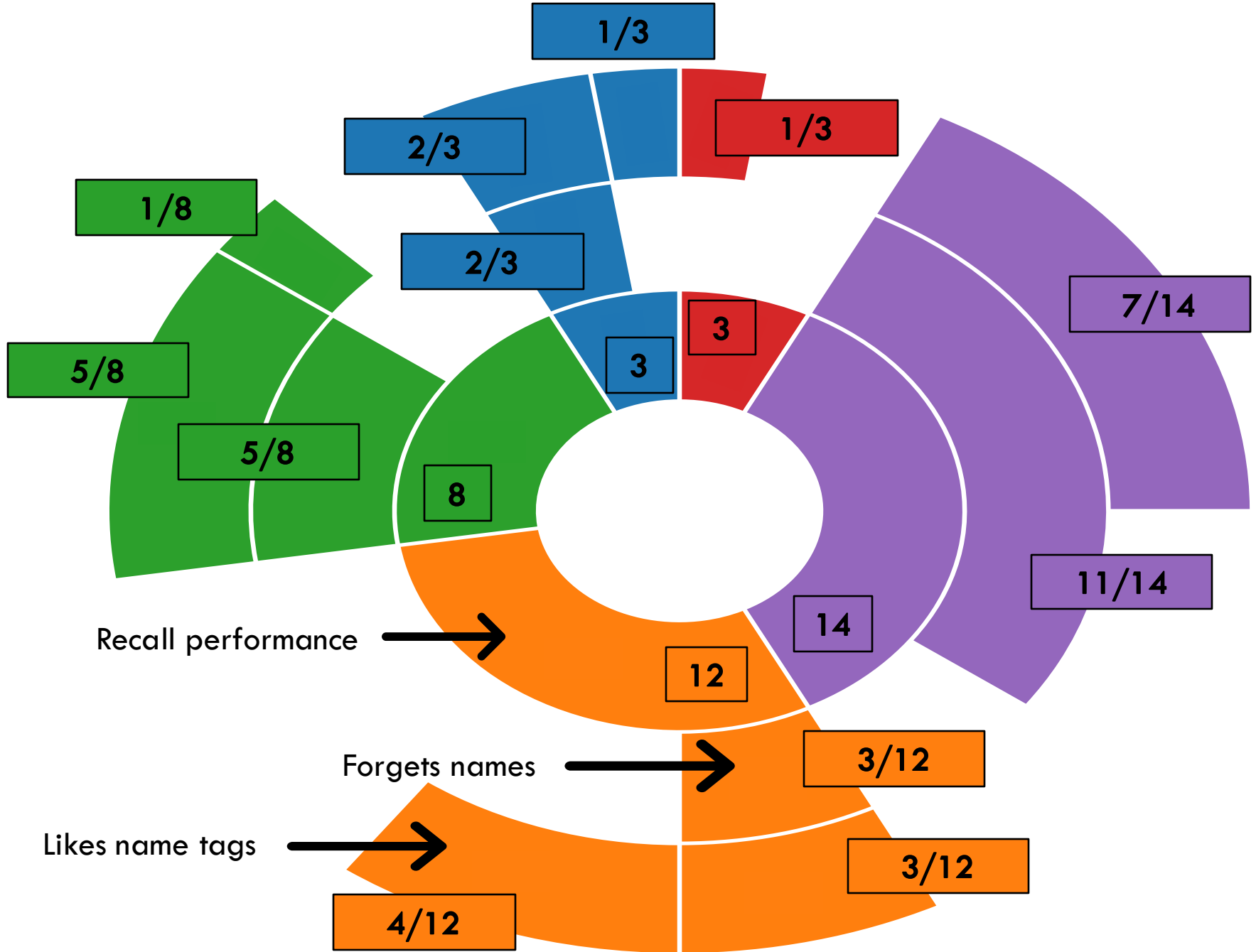
RECALL	MEANING
0/4	NO RECALL
1/4	POOR
2/4	FAIR
3/4	MODERATE
4/4	EXCELLENT



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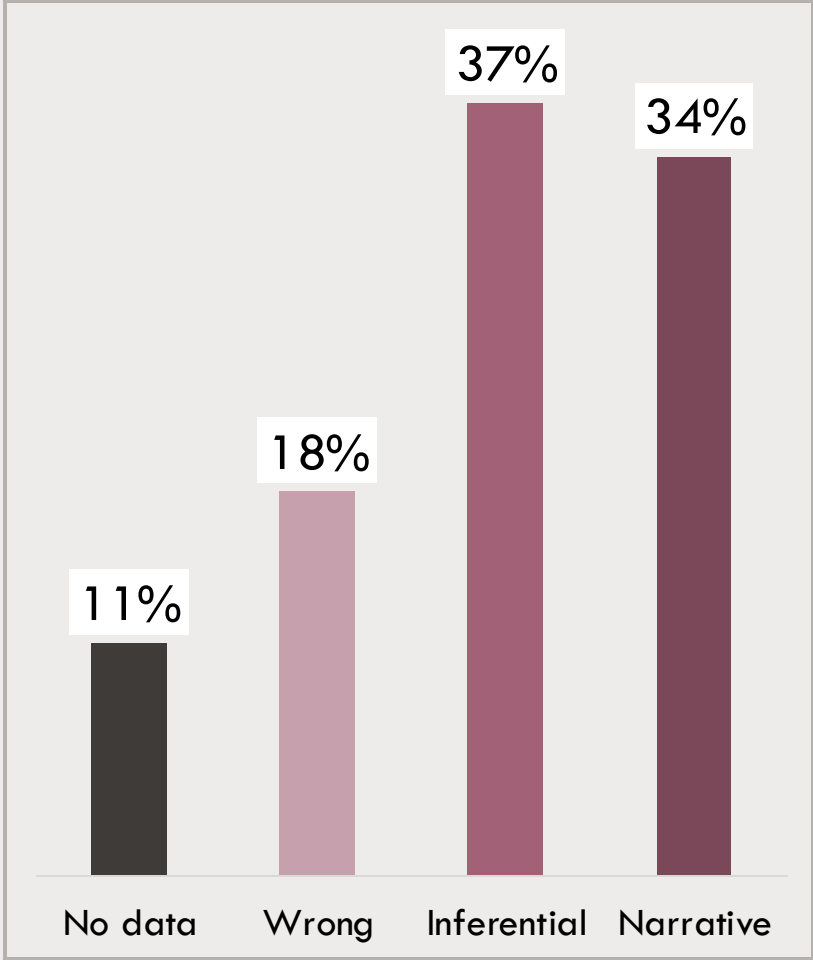
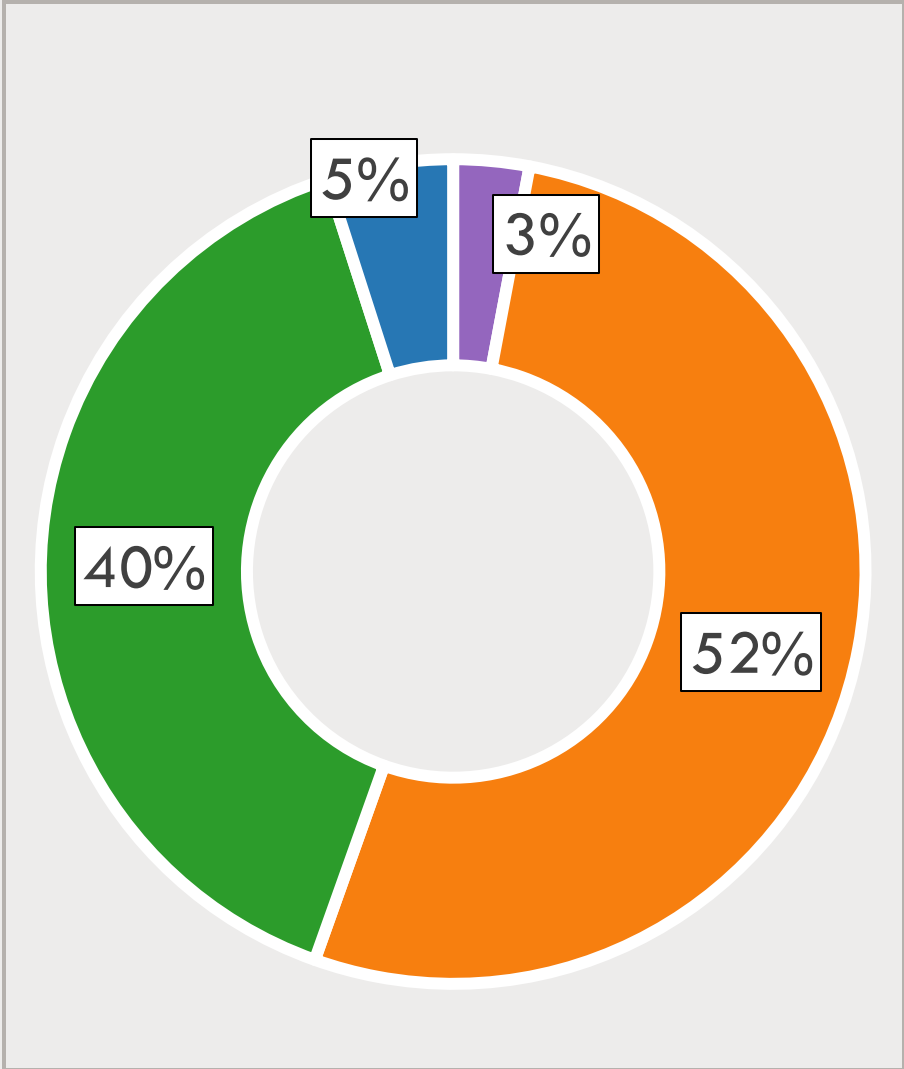


RECALL	MEANING
0/4	NO RECALL
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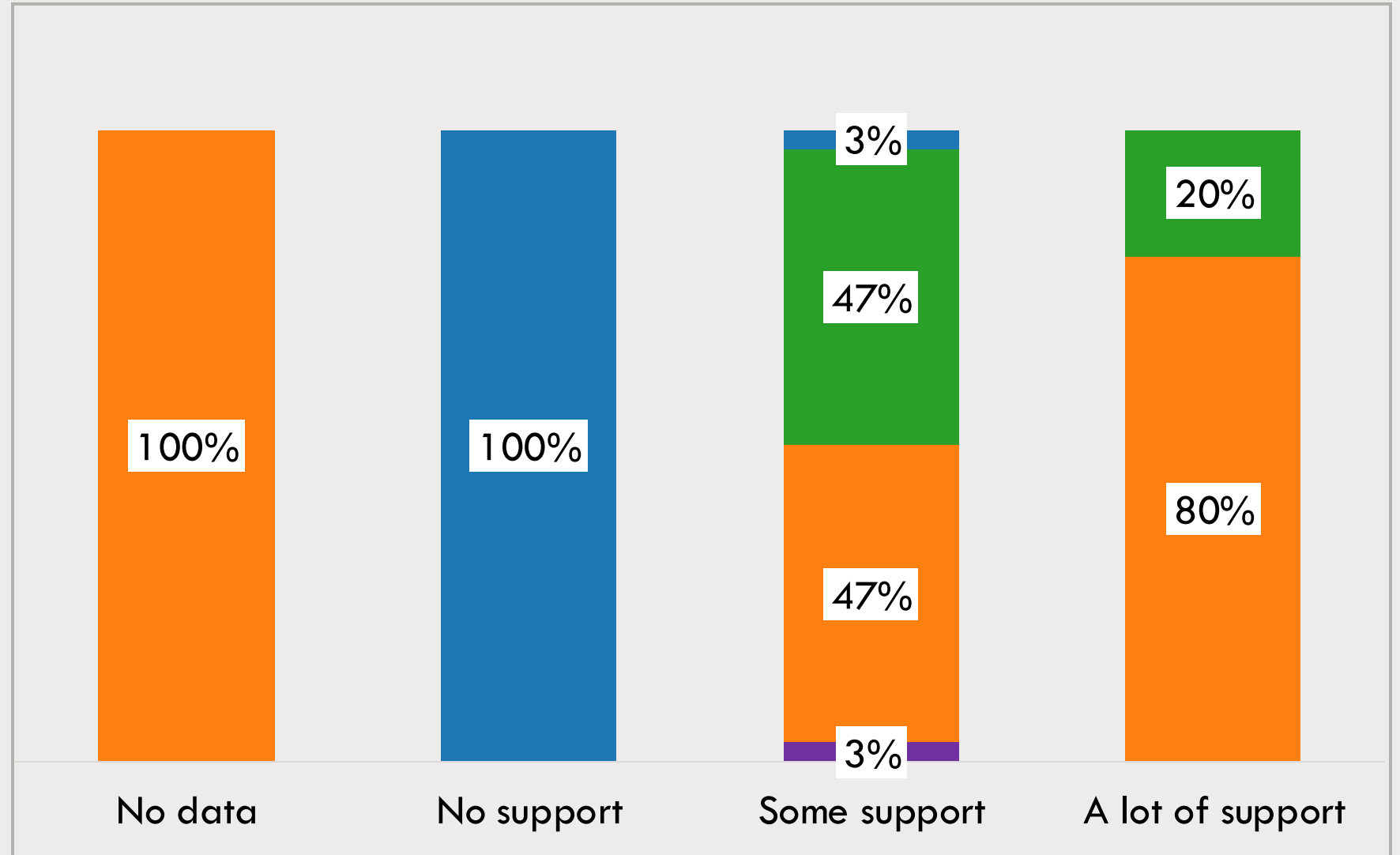
COMPREHENSION PERFORMANCE

Up to	MEANING
0%	NO COMPREHENSION
25%	POOR
50%	FAIR
75%	MODERATE
100%	EXCELLENT



COMPREHENSION AND SUPPORT

Up to	MEANING
0%	NO COMPREHENSION
25%	POOR
50%	FAIR
75%	MODERATE
100%	EXCELLENT

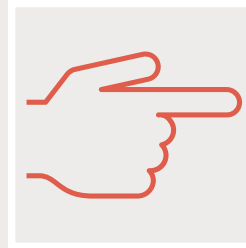


CUES PERCEPTION



Verbal Cues

- Space
- Time
- Name
- Emotion
- Dialogue
- Characterization



Symbols

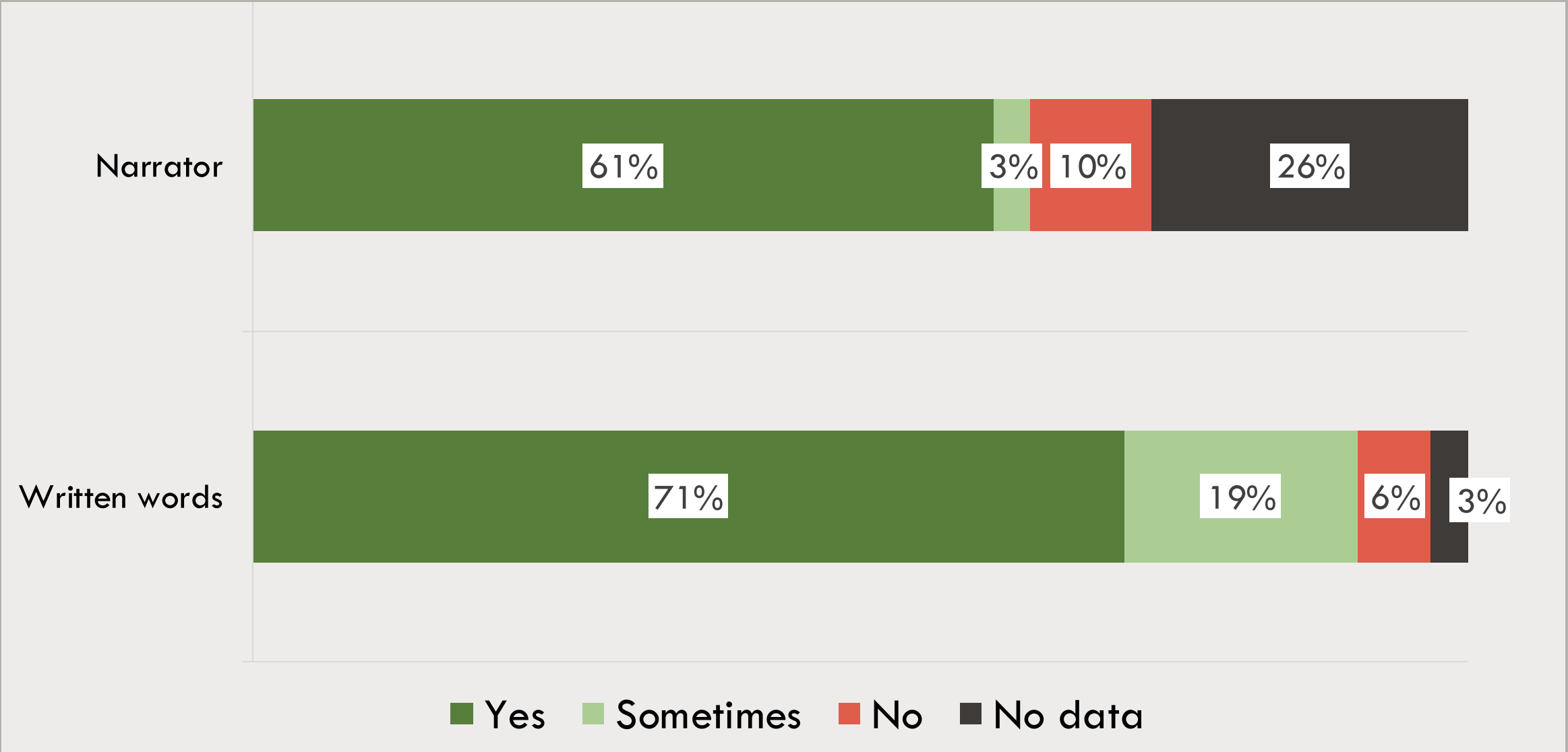
- Arrows
- Circles



Narrator

- Explaining what is happening
- Explaining dialogues
- Explaining thoughts and feelings

PERCEIVED HELPFULNESS OF CUES



TOP CUES

Tom pretends IKEA is their home.

He wants to play house.

93%



1

*Summer thinks they are unhappy and wants to leave him.
Tom thinks they are happy.*

– Let's eat and talk about it later.

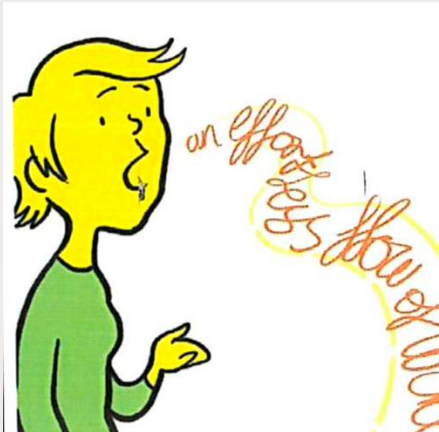
Summer is uncomfortable.

–That is good, I'm really glad we did this.

Summer pretends they are happy.

– I love these pancakes.

She loves the food, she doesn't love Tom.



2

89%





86%

3





68%

71%





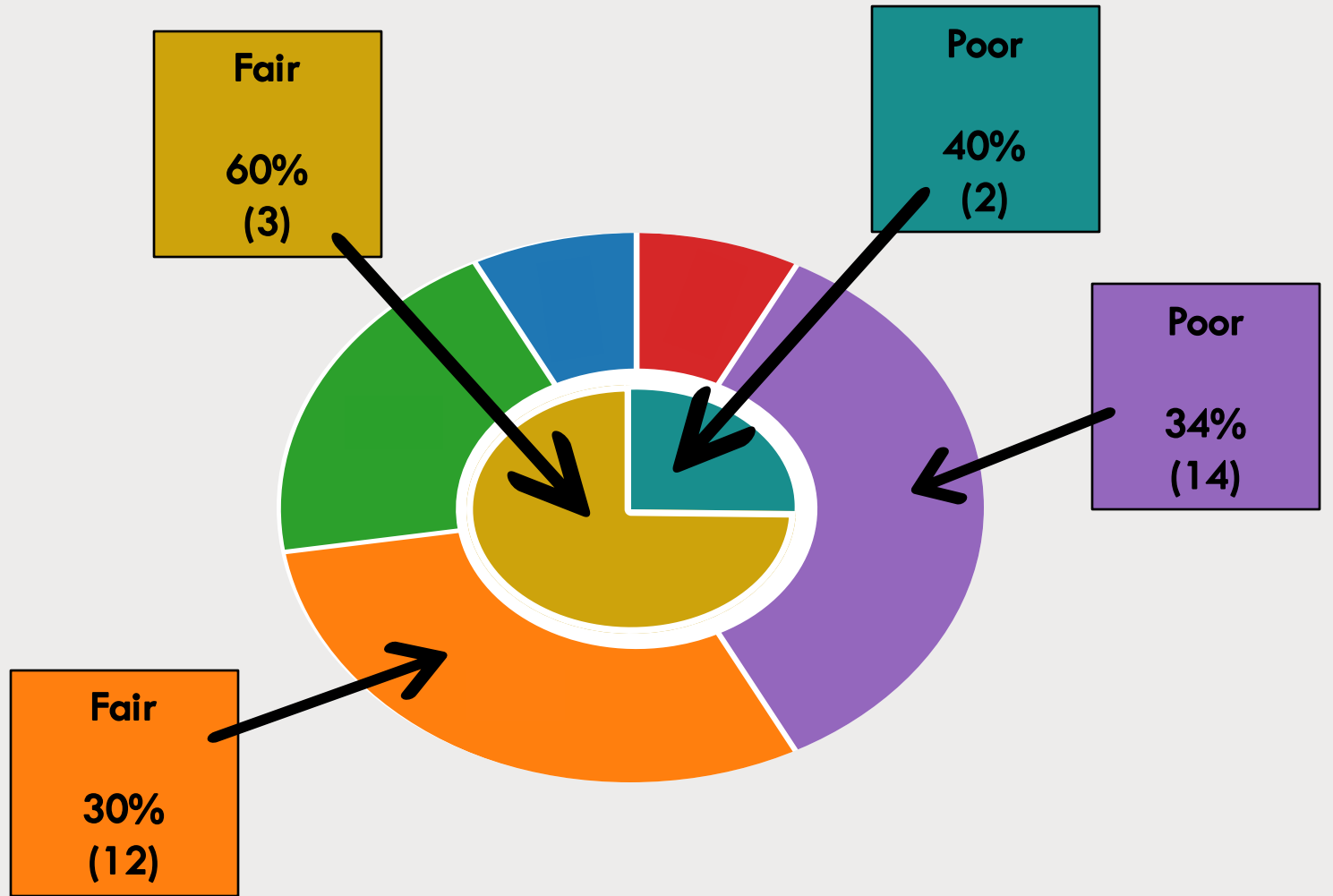
WHAT NEXT?

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COMPREHENSION PERFORMANCE

