

UMAQ International Conference

“Understanding Quality in Media Accessibility”

04 - 05 June 2018

Universitat Autònoma de Barcelona, Spain

Programme

(updated: 24/05/2018)

<http://pagines.uab.cat/umaq/umaq-conference>

Conference venue:

Residencia d'Investigadors

Carrer de l'Hospital 64, 08001 Barcelona

4th June 2018

08:00 – 08:50	Registration
08:50 – 09:00	<p>Welcome address Pilar Orero (Universitat Autònoma de Barcelona, Spain).</p>
09:00 – 10:45	<p>Session 1</p> <p>Chair: Jan-Louis Kruger (Macquarie University, Australia).</p> <ul style="list-style-type: none"> • Nathalie Mälzer and Maria Wünsche (Universität Hildesheim, Germany): <i>Quality of subtitles for D/deaf and hard of hearing children on German television: An EFRD research project.</i> 15' • Olivia Gerber-Morón (Universitat Autònoma de Barcelona, Spain) and Agnieszka Szarkowska (University College London, UK): <i>Are faster subtitle reading speeds changing the nature of subtitling?</i> 15' • Emília Perez and Simona Klimková (Constantine the Philosopher University in Nitra, Slovakia): <i>Anticipating viewers' needs: the decision-making process in SDH creation.</i> 15' • Nazaret Fresno (The University of Texas at Rio Grande Valley, USA): <i>Media Accessibility Quality in Televised Programs Re-shown on the Internet. The Case of the News in the US.</i> 15' • Minako O'Hagan (University of Auckland, New Zealand): <i>Captions on Holodeck: Exploring Quality Implications of Augmented Reality to Improve Learner Experience in University Settings for Hard-of-Hearing and International Students.</i> 15' <p>Discussion: 30 minutes.</p>
10:45 – 11:15	Coffee break

4th June 2018

<p>11:15 – 13:00</p>	<p>Session 2</p> <p>Chair: Anna Matamala (Universitat Autònoma de Barcelona, Spain).</p> <ul style="list-style-type: none"> • Ben Shirley and Lauren Ward (University of Salford, UK): <i>Intelligibility vs. Comprehension: Understanding Quality of Accessible Next-generation Audio Broadcast</i>. 15' • Marina Ramos Caro and Ana M^a Rojo López (University of Murcia, Spain): <i>Do more creative professionals audio describe better than less creative ones?</i> 15' • Anna Jankowska (Universitat Autònoma de Barcelona, Spain – Jagiellonian University in Krakow, Poland): <i>How AD translation can lead us to quality?</i> 15' • Louise Fryer (Utopian Voices Ltd. and University College London, UK): <i>Quality in AD: Why Audio Describers Need a Model of Visual Perception</i>. 15' • Gonzalo Iturregui-Gallardo, Anna Serrano Ratera, Jorge-Luis Méndez-Ulrich, Olga Soler-Vilageliu (Universitat Autònoma de Barcelona, Spain), Anna Jankowska (Universitat Autònoma de Barcelona, Spain – Jagiellonian University in Krakow, Poland): <i>Testing the filmic experience: audio subtitling and psychophysiology</i>. 15' <p>Discussion: 30 minutes.</p>
<p>13:00 – 14:00</p>	<p>Lunch break – <i>Sandwiches will be offered to participants</i></p>

4th June 2018

14:00 – 15:00	<p>KEYNOTE SPEECH</p> <p>Chair: Gian Maria Greco (Universitat Autònoma de Barcelona, Spain).</p> <p>Aljoscha Burchardt (DFKI GmbH, Germany): <i>A New Deal for Translation Quality</i>. 40'</p> <p>Discussion: 20 minutes.</p>
15:00 – 16:00	<p>Session 3</p> <p>Chair: Pilar Orero (Universitat Autònoma de Barcelona, Spain).</p> <ul style="list-style-type: none"> • Catalina Jiménez and M Olalla Luque (University of Granada, Spain): <i>Leisure and culture accessibility and the OPERA-Project</i>. 15' • Mercedes Martínez Lorenzo (Universidade de Vigo, Spain): <i>Quantity and quality of media accessibility in Galicia</i>. 15' • Marie Junge Ernst (DR, Danish Broadcasting Corporation, Denmark): <i>Two takes on quality work from Danish Broadcasting Corporation</i>. 10' <p>Discussion: 20 minutes.</p>
16:00 – 16:30	Coffee break

4th June 2018

<p>16:30 – 18:15</p>	<p>Session 4</p> <p>Chair: Pablo Romero Fresco (Universidade de Vigo, Spain)</p> <ul style="list-style-type: none"> • Chris Christelis (Technology Strategies International Inc., Canada), Pilar Orero (Universitat Autònoma de Barcelona, Spain), and Pablo Romero Fresco (Universidade de Vigo, Spain): <i>Understanding User Responses to Live Closed Captioning in Canada</i>. 15' • Jan-Louis Kruger (Macquarie University, Australia), Stephen Doherty (University of New South Wales, Australia), Leidy Castro-Meneses (Macquarie University, Australia): <i>Validating online measurements of cognitive load during the processing of educational video in a second language</i>. 15' • Stephen Doherty (The University of New South Wales, Australia): <i>Quality in machine-generated subtitles and captions: Psycholinguistic, technological, and practical factors</i>. 15' • Ke Hu, Sharon O'Brien, Dorothy Kenny (Dublin City University, Ireland): <i>Machine Translation for Subtitling – a way to improve access to MOOCs</i>. 15' • Alexandra Hecker (University of Hildesheim, Germany): <i>Measuring quality: chances and challenges – About the approach of developing a model to evaluate the quality of German film subtitles</i>. 15' <p>Discussion: 30 minutes</p>
<p>18:15 – 18:30</p>	<p>Conclusions of the day</p>

5th June 2018

09:00 – 10:20	<p>Session 5</p> <p>Chair: Anna Jankowska (Universitat Autònoma de Barcelona, Spain).</p> <ul style="list-style-type: none"> • Kate Dangerfield (University of Roehampton, UK): <i>The value of difference in Media Accessibility Quality.</i> 15' • Joshua Branson (Universidade de Vigo, Spain): <i>Bridging the Maker-User Gap: the Case of the Italian Short Film Acquario.</i> 15' • Jan-Louis Kruger (Macquarie University, Australia): <i>Inclusive media design for education: Riding the wave or swimming against the tide?</i> 15' • Gian Maria Greco (Universitat Autònoma de Barcelona, Spain): <i>A First Look at Quality in Media Accessibility.</i> 15' <p>Discussion: 20 minutes</p>
10:20 – 10:50	Coffee break

5th June 2018

<p>10:50 – 12:50</p>	<p>Session 6</p> <p>Chair: Stephen Doherty (University of New South Wales, Australia)</p> <ul style="list-style-type: none"> • Jan Pedersen (Stockholm University, Sweden): <i>The FAR model: assessing the quality of interlingual subtitles</i>. 15' • Pablo Romero Fresco (Universidade de Vigo, Spain): <i>Negotiating Quality in Accessibility: The Case of Live Subtitling</i>. 15' • Hayley Dawson (University of Roehampton, UK): <i>Feasibility and quality of interlingual live subtitles: a pilot study</i>. 15' • Annalisa Sandrelli (Università degli Studi Internazionali di Roma- UNINT, Italy), Elena Davitti (University of Surrey, UK), Pablo Romero Fresco (Universidade de Vigo, Spain): <i>Interlingual respeaking: an experimental study comparing the performance of different subject groups</i>. 15' • Łukasz Stanisław Dutka (University of Warsaw, Poland), Monika Szczygielska (Dostepni.eu, Widzialni Foundation, Poland): <i>Reality check: the real SDH reading speeds in Poland, Spain and the UK</i>. 15' • Tanja Jacobs (Universidade de Vigo, Spain): <i>Sign language interpreting on TV: A strategic approach to improving accessibility for Deaf viewers</i>. 15' <p>Discussion: 30 minutes</p>
<p>12:50 – 14:00</p>	<p>Lunch break – Sandwiches will be offered to participants</p>

5th June 2018

<p>14:00 – 15:30</p>	<p>ROUNDTABLE</p> <p><i>Quality in Media Accessibility: Current Challenges and Future Perspectives.</i></p> <p>Chair: David Wood (Co-Chair IRG Audiovisual Media Accessibility, International Telecommunication Union, United Nations).</p> <ul style="list-style-type: none"> • Louise Fryer (Utopian Voices Ltd. and University College London, UK). • Jan-Louis Kruger (Macquarie University, Australia). • Gion Linder (Chairman of the Access Services Experts Group, European Broadcasting Union). • Alejandro Moledo (New Technologies and Innovation Officer, European Disability Forum) – TBC. • Pablo Romero Fresco (University of Vigo, Spain, and University of Roehampton, UK). <p>Discussion: 20 minutes</p>
<p>15:30 – 16:00</p>	<p>Coffee break</p>

5th June 2018

<p>16:00 – 17:20</p>	<p>Session 7</p> <p>Chair: Louise Fryer (Utopian Voices Ltd. and University College London, UK).</p> <ul style="list-style-type: none"> • Sofía Sánchez Mompeán (Universidad de Murcia, Spain): <i>Towards a Quality Model for Paralanguage in Dubbed and Audiodescribed Dialogue</i>. 15' • David Vialard (Texas Tech University, USA): <i>Hearing Images: Defining Rhetorical Quality in Audio Description Part 1</i>. 15' • Joel Snyder (Audio Description Project, American Council of the Blind – Audio Description Associates LLC, USA): <i>"Are you a CAD (Certified Audio Describer)?"</i> 15' • Şirin Okyayuz (Bilkent University, Turkey) and Engin Yılmaz (GETEM & SEBEDER, Turkey): <i>Audio description in Turkey: A Look at Quality Norms and Assessment</i>. 15' <p>Discussion: 20 minutes</p>
<p>17:20 – 17:35</p>	<p>Closing Remarks</p> <p>Gian Maria Greco (Universitat Autònoma de Barcelona)</p>

Notes

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http://cordis.europa.eu/project/rcn/208723_en.html.

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