



## **IO2: protocol for interviews**

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**Date: 30 April 2019**

**2018-1-ES01-KA203-05275**

1	Introduction	3
2	Recruitment of participants	5
2.1	Example recruitment email	5
2.2	Example text: informed consent form	7
3	Setting up the interviews	8
3.1	Example text for introduction	8
3.2	The beginning of the interview	9
3.2.1	Example text for beginning	9
4	During the interview	11
4.1	Items guide	11
4.1.2	Items guide: subtitling	12
4.1.3	Items guide: audiodescription	14
4.1.4	Items guide: news	16
5	Concluding the interviews	18
5.1	Example text for concluding	18
6	Following the interview	19
7	Creation of the final report	20
8	Timeline	22
9	Documents	26



### History chart

No.	Action	Leader	Other	Date
1	Prepared	SDI	SDI	16 Nov 2018
2	Changes, if any	SDI	Other EASIT partners	26 Nov 2018 30 Jan 2019
3	Released	SDI	All	30 Jan 2019
4	Inclusion of agreed questions	SDI		30 April 2019

## 1 Introduction

The conduction of interviews is part of the implementation of Intellectual Output 2 (IO2).

The interviews are in-depth interviews and aim to gain a more detailed, rich understanding of the implementation of easy-to-understand audiovisual content.

EASIT partners UNITS, DYS, RISA, VIGO and SUH will conduct the interviews.

The framework agreed for the interviews at the EASIT kickoff meeting is:

- Each EASIT partner will conduct 5 interviews. If fewer interviews are conducted, partners will have to make sure that they cover all three areas: subtitling, audio description and news.
- Type of interviewees: 2 audiodiscribers, 2 subtitlers and 1 journalist
- The interviews will be conducted **after** the discussion groups
- The interviews can only be conducted face-to-face, also online. Partners have agreed not to use the written format for the interviews.
- Partners in charge of the interviews (I-Partners) will follow this protocol to ensure consistency, and thus increase the reliability of the findings.
- If interviews are conducted in the local language, each partner will create own materials according to this protocol.

The language versions will be uploaded in Nebula under: 4. IOs—>Documents\_Interviews\_Translations\_ES<sup>1</sup>. The name of the file will include the language, e.g. EASIT\_SDI-IO2-P\_Interview\_30-04-2019\_v1\_ES.docx for Spanish.

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<sup>1</sup> Or the corresponding language following ISO language code.



This protocol gives instructions about:

- 1 What to say when recruiting potential participants
- 2 What to say to participants when setting up the interviews
- 3 What to say to participants when beginning the interviews
- 4 What to say to participants in concluding the interviews
- 5 What to do during the interview, and
- 6 What to do following the interview

## 2 Recruitment of participants

The tables below show the key points and documents related to this task.

### Recruitment: key points

<b>Recruitment of respondents: key points</b>
<ul style="list-style-type: none"><li>• Introduce yourself, other team members, and the project</li><li>• Explain the purpose of the interviews</li><li>• Describe the kind of information to be collected</li><li>• Indicate whether the interviews will be taped (audio)</li><li>• Request permission to conduct the interviews</li><li>• Provide an estimate of the length of the interviews (30-45 minutes)</li><li>• Propose some dates and times when the interviews might be conducted</li><li>• Provide your contact information</li></ul>

### Recruitment: documents

<b>Recruitment documents<sup>2</sup></b>
<ul style="list-style-type: none"><li>• Email text</li><li>• EASIT factsheet<sup>3</sup>: Nebula 6. Dissemination -&gt; Other -&gt; 1-Models</li><li>• EASIT information sheet: Nebula 1. Management-&gt; Ethics-&gt;Experiments</li><li>• Link to EASIT website: <a href="http://pagines.uab.cat/easit/">http://pagines.uab.cat/easit/</a></li><li>• Informed consent form (optional at this stage)</li></ul>

### 2.1 Example recruitment email

Example text for the invitation to participate in the interviews.

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<sup>2</sup> Partners will translate these documents before conducting the interviews.

<sup>3</sup> Optional



**Subject:** Invitation to participate in an interview about how to create easy-to-understand [audiodescriptions/subtitles/news].

Dear .....,

You are invited to participate in a interview conducted by [Organisation] as part of the European EASIT project (Easy Access for Social Inclusion). EASIT is led by Universitat Autònoma de Barcelona.

EASIT aims to define the profile of professional (or professionals) involved in creating audiovisual easy-to-understand content. EASIT will also develop training materials and create recommendations. You can read more about EASIT on our website: <http://pagines.uab.cat/easit>

With this purpose, interviews with experts in these fields will be conducted. The aim is to exchange views about how easy-to-understand [audiodescriptions/subtitling/news] can be created. The interviews will last approximately 30-45 minutes.

The interviews are planned to be conducted in [MONTH], preferably in the [WEEK/s]. They can be [VENUE/s] or online.

Please carefully read the enclosed sheets and the information on our website, and make sure that you understand its contents before deciding whether to participate

If you have any questions about the interviews, please do not hesitate to contact me.

If you have any questions about the project, please ask the coordinator, Anna Matamala ([anna.matamala@uab.cat](mailto:anna.matamala@uab.cat)).

Best regards,

[Recruiter]

Annexes: Project factsheet, information sheet and informed consent



## **2.2 Example text: informed consent form**

[Paper with Erasmus logo and EASIT logo].

All partners will use the approved version.

### 3 Setting up the interviews

The table below shows the key points and documents related to this task.

#### Welcome and consent: key points

Key points
<ul style="list-style-type: none"><li>• Thank you</li><li>• Your name</li><li>• Purpose of the interviews</li><li>• Confidentiality issues</li><li>• Duration</li><li>• How the interviews will be conducted</li><li>• Opportunity for questions about the interviews</li><li>• Signature of informed consent</li><li>• Signature of release form (audio, video, pictures)</li></ul>

#### 3.1 Example text for introduction

I would like to thank you for taking the time to meet with me today. Also on behalf of all EASIT project partners.<

I would like to talk to you about the creation of easy-to-understand [subtitles/audio descriptions/news]. Specifically, about:

- The need for easier-to-understand audiovisual content
- What genres are the most relevant and necessary
- The implementation
- The role of the reviewer/validator
- The name of this new expert

The interview should take about 30-45 minutes. I will tape the interview to be able to come back on your comments after the session. Although I will take notes during the interview, I cannot possibly write fast enough to get it



all down. Because we are on tape, please be sure to speak up so that we do not miss your comments.

All answers will be kept confidential. Your answers will only be shared with research team members. I will ensure that any information we include in our report does not identify you as the respondent. Remember that you do not have to talk about anything you do not want to. You may also leave the interview at any time.

Are there any questions about what I have just explained? Are you willing to participate in this interview?

You have already signed the informed consent and the release form. If not, please sign them before we start.

## 3.2 The beginning of the interview

The table below shows the key points and documents related to this task.

### Beginning: key points

Key points
<ul style="list-style-type: none"><li>• Introduction</li><li>• Agreement on first name basis (depends on the country)</li><li>• Outline of the interview process</li><li>• A short presentation on easy to understand. In Nebula: IO2-&gt;Documents_Interviews-&gt; 0_Source_documents_Informed consent_Release form_Factsheet_Presentation—&gt;Presentation_E2U and AV mode</li></ul>

### 3.2.1 Example text for beginning

I will start the interview with a short presentation on easy-to-understand audiovisual content (easy to understand and AV mode).

[After the presentation] Now we can start with the interview. My only role is to guide it. We are interested in your views. There are no wrong answers only differing points of view. Please feel free to share your point of view with



us. Keep in mind that we are just as interested in negative comments as positive comments, and at times the negative comments are the most helpful.

We would like to start with the question [see question guide]



## 4 During the interview

This guide includes the items for the interviews.

### 4.1 Items guide

The overall aim is to discuss following topics:

- The need for easier-to-understand audiovisual content
- What genres are the most relevant and necessary
- The implementation of easy-to-understand [subtitles/audio descriptions/news]
- The role of the reviewer/validator
- The name of this new expert

The questions to obtain qualitative information on these topics are in the table below. All interviews must include the leading questions of topic. These questions were posed in the discussion groups and are written in bold in the tables.

The collaborative document used will be available in Google drive until the end of the interview period:

[https://docs.google.com/document/d/1\\_YnqEYMAAt6nVWr\\_1iXMDr6ZgB6wMZ\\_s2UNHi5UpWLFOg/edit#](https://docs.google.com/document/d/1_YnqEYMAAt6nVWr_1iXMDr6ZgB6wMZ_s2UNHi5UpWLFOg/edit#)

#### 4.1.2 Items guide: subtitling

The table shows the agreed questions for the interviews.

**Table 1. Topics and items: subtitling**

Topics	Nr.	Items
<b>Need for easy-to-understand audiovisual content</b>	<b>1.</b>	<b>Do you think subtitles could be made easier to understand?</b> <b>To what extent may be an option to make easy-to-understand subtitles?</b>
	2.	It is not clear yet if it is possible to create easy-to-read subtitles or plain language subtitles for standard audiovisual content. One possibility would be to adapt content at the production stage instead, which in turn might subvert the idea of inclusion. Other possible solutions to this conundrum?
	3.	Sometimes users experience simplifications as "not necessary" or even "offensive". To what extent do you think that users will welcome simplified subtitles?
	4.	Can subtitles, as they are created nowadays, be useful for people with reading and learning disabilities? Or, is it necessary to redefine the concept of "subtitles" and understand them as an aid to audio content and not as a substitution?
	5.	Creating subtitles is an additional production cost. The creation of E2U subtitles, specially if end-users revise them, might increase these costs. Can this new modality survive given the high production costs and the limited financial aid provided by the Government? Would better lobbying efforts help? What other approaches do you see?
	6.	In your opinion, what distribution channels or platforms are more suitable for distributing this type of content? (YouTube, Internet, DVDs, digital archives, other)
<b>What genres are the most relevant?</b>	<b>7.</b>	<b>Which would be the most relevant and necessary genres for easy-to-understand subtitles?</b>



Topics	Nr.	Items
	8.	Learning programs, learning videos and educational shows have been suggested as good candidates. News and political shows have been named as specially important to be subtitled in an easy-to-understand language. What are your views on this?
	9.	Other interviewees have suggested opera and theatre as suitable genres. Can you think of different genres?
	10.	To what extent do you think that it is possible to create E2U versions of movies and live shows?
<b>Implementation</b>	<b>11.</b>	<b>How would you approach implementation?</b>
	12.	Subtitles require viewers to read at a certain speed. This might be a problem for people with reading and learning difficulties. Can you think of any implementation solutions?
	13.	Some providers, such as Amazon Prime, have a feature that allows viewers to stop the show and display additional information, e.g. about the actors. Could this be an option for easy subtitles or easy-to-understand recorded shows?
	14.	In the theatre and opera, intermissions could be used to provide the audience with the necessary input to understand the play. What is your opinion?
	15.	Subtitles must be written according to maximum line length, number of lines and also synchronized to the video. How do these limitations affect the creation of easy subtitles?
	16.	Do you think that it is necessary to provide training in text simplification methods to audiovisual content experts?
	17.	At the moment, there are different recommendations and ways to implement Easy to Read content. For example, there are different guidelines within Europe and within some countries, as it is the case in Germany. To what extent should recommendations be harmonised?



Topics	Nr.	Items
	18.	Since the production of subtitles is always linked to tight deadlines, how would this affect the quality of the easy-to-read subtitles?
<b>Skills of the new expert</b>	<b>19.</b>	<b>What skills should the new expert have?</b>
<b>Quality of the texts</b>	<b>20.</b>	<b>Like any other type of text, the quality of easy-to-understand audio descriptions/subtitles/news needs to be assessed. How would you approach this task?</b>
<b>Name of the new expert</b>	<b>21.</b>	<b>How would you name this new expert? Is there a need to name him/her?</b>

#### 4.1.3 Items guide: audiodescription

The table shows the agreed questions for the interviews.

**Table 2. Topics and items: audiodescription**

Topics	Nr.	Items
<b>Need for easy-to-understand audiovisual content</b>	<b>1.</b>	<b>Do you think audiodescription could be made easier to understand?</b> <b>To what extent may be an option to make easy-to-understand audiodescription?</b>
	2.	Should there always be two types of AD available or should it depend on the content and/or target audience?
	3.	Does it make sense to have a simplified audiodescription if the audiovisual content is not simplified? (From SDI discussion group)
<b>What genres are the most relevant?</b>	<b>4.</b>	<b>Which would be the most relevant and necessary genres for easy-to-understand audiodescription?</b>
<b>Implementation</b>	<b>5.</b>	<b>How would you approach implementation?</b>
	6.	How would you deal with the needs of diverse audiences, i.e. persons with cognitive disabilities, persons with sight loss and persons with cognitive disabilities and sight loss?



Topics	Nr.	Items
	7.	In case it should depend on the content, who would decide on it? Which would be the guidelines to decide so?
	8.	Should a kind of audio guide be created and be available online?
	9.	Which lexical and syntactic features would make up a useful E2U AD? What about its prosody and voicing? How would text presentation / design aspects be conveyed orally? Which elements may be easier to understand by using spoken/written language?
	10.	Could the introduction of pauses in audiovisual material be considered to create an E2U AD?
	11.	Could the reordering of audiovisual material be considered to create an E2U AD?
	12.	In audiovisual language, what would you consider to be a simple AD script? What would you consider to be a complex AD script?
	13.	In relation with news, there are recent research works dealing with terminology and specialised discourse adapted to news for children. Could that also be explored and/or taken advantage of?
<b>Skills of the new expert</b>	<b>14.</b>	<b>What skills should the new expert have?</b>
<b>Quality of the texts</b>	<b>15.</b>	<b>Like any other type of text, the quality of easy-to-understand audio descriptions/subtitles/news needs to be assessed. How would you approach this task?</b>
	16.	How would you gather the users' feedback? Would you professionalise the role of validators? How would a validator intervene in fast broadcasting products, for instance?
<b>Name of the new expert</b>	<b>17.</b>	<b>How would you name this new expert? Is there a need to name him/her?</b>

#### 4.1.4 Items guide: news

The table shows the agreed questions for the interviews.

**Table 3. Topics and items: news**

Topics	Nr.	Items
<b>Need for easy-to-understand audiovisual content</b>	<b>1.</b>	<b>Do you think news could be made easier to understand?</b> <b>To what extent may be an option to make easy-to-understand news?</b>
	2.	Is there a need that everything should be in both versions: ER and PL and how would you make a selection?
<b>What genres are the most relevant?</b>	<b>3.</b>	<b>Which would be the most relevant and necessary genres for easy-to-understand news?</b>
<b>Implementation</b>	<b>4.</b>	<b>How would you approach implementation?</b>
	5.	Should there always be 2 types of news: radio in PL and ER, TV in PL and ER? How to make a selection what is appropriate for PL and what for ER?
	6.	Adaptation of existing content or creating accessible content from the beginning – which approach do you think is better?
	7.	How would you make a selection of news/ content to be created/ adapted in PL and/or ER?
	8.	How to make a selection of the content – is this the work of an editor or a journalist?
	9.	In the web news portal – would you make 2 separate subportals, one for PL and one for ER?
	10.	Is it better to adapt existing texts to PL or ER or to write original texts directly in easier to understand language?
	11.	What do you consider most important in making easy-to-understand radio news/TV news?
	12.	Do you think there is a need to have an editorial unit for accessibility at news company/ TV and radio station/ National broadcaster? What would be the main tasks of this unit?





Topics	Nr.	Items
	13.	How to get experts in easy to understand content for TV and radio?
<b>Skills of the new expert</b>	<b>14.</b>	<b>What skills should the new expert have?</b>
<b>Quality of the texts</b>	<b>15.</b>	<b>Like any other type of text, the quality of easy-to-understand news needs to be assessed. How would you approach this task?</b>
	16.	How would you include test readers in the process of your work?
<b>Name of the new expert</b>	<b>17.</b>	<b>How would you name this new expert? Is there a need to name him/her?</b>

## 5 Concluding the interviews

The table below shows the key points for this task.

### Closing: key points

Closing: key points
<ul style="list-style-type: none"><li>• Additional comments or questions</li><li>• Next steps</li><li>• Thank you</li></ul>

### 5.1 Example text for concluding

Is there anything you would like to add? Have we missed anything?

Before we leave, one more question: "Of all the things we discussed, what to you is the most important?"

I will analyse your answers and submit a draft report to the EASIT team in one month. I will be happy to send you a copy to review at that time if you are interested.

Thank you for your time.



## 6 Following the interview

The table below shows the key points for this task.

### Actions after the interview

Key points
<ul style="list-style-type: none"><li>• Structure note themes, hunches, interpretations, and ideas</li><li>• Label and file field notes, tapes and other materials</li><li>• Make backup copy of tapes</li><li>• Upload files to Nebula: IO2-&gt;Documents_Interviews -&gt;Recordings</li><li>• Prepare a report of the interview in a question-by-question format</li><li>• Upload report to Nebula: IO2-&gt;Documents_Interviews -&gt;Reports</li><li>• Send notification to SDI, to begin with the final report</li></ul>



## 7 Creation of the final report

SDI München will create the final report once all partners have forward the individual reports.

The table below shows the key points for this task.

### Final report key points

Key points
<ul style="list-style-type: none"><li>• Compare and contrast the results of individual interviews</li><li>• Look for emerging themes by question and then overall</li><li>• Construct typologies or diagram the analysis</li><li>• Describe findings and use quotes to illustrate</li><li>• Consider narrative style versus bulleted style</li><li>• Use a few quotes to illustrate</li><li>• Choose sequence by question or by theme</li><li>• Share report for verification with other researchers</li><li>• Revise and finalise the report</li></ul>



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## 8 Timeline

The table below shows the timeline for the implementation of IO2.

The colors used read as follows:

- pink highlights the tasks that are only related to the discussion groups
- blue highlights the tasks that are only related to the interviews
- lila highlights the tasks that are related to both discussion groups and interviews

### Timeline for IO2 implementation

Date	Task: discussion groups (DG)	DG-Partners	Task: interviews (I)	I-Partners
19-11-18	Protocol has been updated with the feedback of the partners and uploaded to Nebula	SDI		
19-11-18	<ul style="list-style-type: none"> <li>• Protocol is approved</li> <li>• Protocol uploaded to Nebula</li> </ul>	All SDI		
19-11-18	Begin of translation tasks: <ul style="list-style-type: none"> <li>• informed consent draft (optional),</li> <li>• release consent</li> <li>• EASIT factsheet</li> </ul>	All		

Date	Task: discussion groups (DG)	DG-Partners	Task: interviews (I)	I-Partners
19-11-18			Protocol draft available for feedback in Google drive	SDI
20-11-18	Begin of recruitment process	All		All
26-11-18			<ul style="list-style-type: none"> <li>• End of draft period</li> <li>• Updated protocol uploaded to Nebula</li> </ul>	SDI
27-11-18			<ul style="list-style-type: none"> <li>• Email is sent to confirm approval of the protocol</li> </ul>	SDI
30-11-18	Final version of the slides on easy to understand and AV mode, if necessary, uploaded in Nebula	SDI		
4 days before the discussion group	Translations of the slides are uploaded in Nebula	All		
18-01-19	All discussion groups conducted	All		
18-01-19	Google doc is available for collecting input for the interviews. Access is granted to all EASIT partners, DG and I-Partners	SDI		SDI

Date	Task: discussion groups (DG)	DG-Partners	Task: interviews (I)	I-Partners
Max. 4 days after conduction	Taped material uploaded in Nebula	All		
30-01-19	End of collection and agreement on questions for interviews	SDI		SDI
31-01-19			<ul style="list-style-type: none"> <li>• Protocol for interviews has been updated and includes all questions</li> <li>• Protocol uploaded to Nebula</li> </ul>	SDI
04-02-19			All translated documents for interviews uploaded in Nebula Later uploads are possible according to the interview date	All
31-01-19			Begin of interview period	All
28-02-19	<ul style="list-style-type: none"> <li>• Individual reports in English done</li> <li>• Individual reports uploaded to Nebula</li> </ul>	All		
08-03-19			End of interview period	All
22-03-19	<ul style="list-style-type: none"> <li>• Begin of reviewing of final report in English</li> </ul>	All SDI		



Date	Task: discussion groups (DG)	DG-Partners	Task: interviews (I)	I-Partners
	<ul style="list-style-type: none"> <li>Google doc for reviewing is available to all DG-Partners</li> </ul>			
24-03-19			Individual reports in English uploaded in Nebula.	All
28-03-19	End of reviewing period	All		
03-04-19	Final report in uploaded in Nebula	SDI		
22-04-19			Begin of reviewing of the final report in English	All
26-04-19			End of reviewing	All
30-04-19			Final report in uploaded in Nebula	SDI
30-04-19			End of IO2 ☺	



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## 9 Documents

All documents should be uploaded to Nebula: 4. IOs →IO2→