



PUTTING OUR EXPERIMENTAL MONEY WHERE OUR MOUTHS HAVE BEEN FOR AGES

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WHAT DO WE SUPPORT AND BELIEVE IN?

Experimental AVT research is useful

The new experimental approach has been learning and adapting methodology and technology from other fields

There is **no reference to a commonly agreed framework**

This leads to major risks, e.g.:

- duplication of efforts
- lack of methodological standardization and rigour
- inability to generalize the findings.

It is time to consolidate our position and establish a common framework in order to ensure the integrity of our endeavours

AIM

Setting the course for future research methodology, keeping in mind that empirical AVT is an interdisciplinary field of research

Interdisciplinarity:

- working with others
- adopting a blend of approaches

Interdisciplinarity = basis of most EU research project calls



AIM

Gathering some **basic departure points** for experimental research in AVT

Sharing and building on fundamental research principles to agree on a common departure point of jointly accepted features

FUNDAMENTAL RESEARCH PRINCIPLES

1. Ethics
2. Participants
3. Experimental design
4. Materials
5. Research methods
6. Data processing and statistics

ETHICS

"Ethics" = norms for conduct, typically established by professional associations

Ensure accuracy of scientific knowledge

Most developed as a concept e.g. in medical research

Experimental research in AVT is a recent phenomenon >> still lacks a specific set of established and shared rules, and most research is carried out following an unspecified and inconsistent ethical research conduct

Important especially in:

- Reception studies
- Experiments with vulnerable audiences

PARTICIPANTS

Inconsistent number in early and present studies

Inadequate numerosity in early studies (3 participants!!)

Difficulty in recruitment, especially with vulnerable audiences

Difficulty in comparing participants and data

Important to

- profile participants adequately
- assess their viewing habits
- account for their individual differences

EXPERIMENTAL DESIGN

Quasi-experiments (vs. pure experiments)

- Not so generalizable
- Not so replicable

Mixed methods are preferred in AVT

Cf. Creswell (2007)

MATERIALS

Authenticity

Length

Self-contained

Source language

If more than one excerpt, comparable for:

- genre
- speech rate
- subtitle
- ST and TL language complexity

RESEARCH METHODS (FOR RECEPTIVE AVT RESEARCH)

More and less traditional, not yet validated in AVT:

- Behavioural questionnaires
- Eye tracking (Holmqvist et al. (2011) or Liversedge, Gilcrest and Everling (2011))
- Electroencephalography (EEG), cf. Emotiv Epoc+ headset
- Psychometrics
- Electrodermal activity (EDA), also known as galvanic skin response (GSR) (Cowley et al 2016)
- Heart rate (Cowley et al 2016)

IMP: to get a comprehensive picture of AVT reception it is crucial **to integrate** different methods (Perego 2014): one is never enough!

NB We have to replicate research to validate our methods

DATA PROCESSING AND STATISTICS

Huge amounts of numerical data to be processed >> statistical analyses >>>
teamwork (we need a statistician, too!)

Refer to American Psychological Association's guide to reporting statistical findings (APA Publications and Communications Board Working Group on Journal Article Reporting Standards, 2008)



CONCLUSIONS

AVT empirical research is crucial to understand how users process AVT products

Teamwork needed to set new usable standards

Capitalizing on previous research is vital



THANK YOU!