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# Sensory Accessibility Services on TV: User Satisfaction with Catalan-Language Broadcasters

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#### **Overview**





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#### 1. General framework





1. One-year project: "Sensory accessibility services in Catalan-language broadcasters: current situation, needs and proposals for the future".

2. Funded by the Consell de l'Audiovisual de Catalunya.

3. Representative sample of seven broadcasters: 8TV, betevé, El Punt Avui TV, Girona TV, IB3 TV, Radiotelevisión Española (RTVE) and Televisió de Catalunya (TVC).

### 2. Main objectives of the study





- 1. Analyze the type of accessibility services offered in linear broadcasts and in the video-on-demand services.
- 2. Study the level of accessibility of the broadcasters' websites.
- 3. Examine the level of accessibility and services offered through their applications for smartphones and tablets.
- 4. Determine the volume of accessibility services offered and their level of compliance with the law.
- Assess user experience, focusing on their needs and level of satisfaction regarding accessibility services.

### 3. Methodology





1. The questionnaires' goal: assess user satisfaction towards the services that are currently offered and to find out what their needs and expectations are.

#### 2. Three different questionnaires were designed:

- 1. Blind or partially sighted persons (BPS): 19
- 2. Signing deaf or hearing-impaired persons (SDHI): 20
- 3. Oralist deaf or hearing-impaired persons (ODHI): 21

3. Questionnaires distributed through user associations.

4. Statistical analysis (SPSS, version 22)

## Sample 1





7. La seva condició visual és congènita o adquirida? \*

Congènita

Adquirida

# Sample 2





1. Dono lliurament la meva conformitat per poder participar en l'estudi. \*

Sí

No

# 4. But before... A general picture Consell de l'Audiovisual de Catalunya







1. Only 3/7 broadcasters offer some accessibility services: TVC, betevé and IB3 TV.

	TVC	betevé	IB3 TV
Audio description (AD)	<b>✓</b>	×	×
Subtitles (SDH)	<b>✓</b>	<b>✓</b>	<b>✓</b> (??)
Catalan Sign Language interpreting (CSLI)			
Enough to comply with current legislation?	No but many of its channels pass the test	No	No

# 5. Research questions and hypothesis



#### For blind and partially sighted users:

- -Are users "satisfied" or "very satisfied" with the AD provided by TVC quantity-wise? H: No
- -Are users "satisfied" or "very satisfied" with the AD provided by TVC quality-wise? H: Yes

#### For deaf and hard of hearing users:

- -Which broadcaster providing SDH makes users satisfied the most quantity-wise? H: TVC
- -Which broadcaster providing SDH makes users satisfied the most quality-wise? H: TVC
- -Which broadcaster providing CSLI makes users satisfied the most quantity-wise? H: TVC
- -Which broadcaster providing CSLI makes users satisfied the most quality-wise? H: TVC

#### 6a. User satisfaction: AD



RQ: Are users satisfied with the AD provided by TVC

quantity-wise?

Variable	Frequencies from the sample	Could this distribution be possible? A	Could this distribution be possible? B
Very dissatisfied	3	30%	40%
Dissatisfied	1	30%	35%
Neither satisfied nor dissatisfied	3	15%	15%
Satisfied	4	15%	5%
Very satisfied	3	10%	5%
TOTAL	14 (5 lost)	100%	100%

**Test:** goodness of fit (A=p>0.05; B=p<0.05)

In other words: It could be possible that more than half of the population was somewhat dissatisfied, to an extent

#### 6b. User satisfaction: AD



RQ: Are users satisfied with the AD provided by TVC

quality-wise?

Variable	Frequencies from the sample	Could this distribution be possible? A	Could this distribution be possible?
Very dissatisfied	1	5%	2.5%
Dissatisfied	2	10%	2.5%
Neither satisfied nor dissatisfied	3	10%	5%
Satisfied	6	40%	45%
Very satisfied	3	35%	40%
Total	15 (4 lost)	100%	100%

**Test:** goodness of fit (A=p>0.05; B=p<0.05)

In other words: It could be possible that more than half of the population was somewhat satisfied, to an extent

#### 6c. User satisfaction: SDH



RQ: Which broadcaster providing subtitles makes users satisfied the most quantity-wise?

	N	Minimum	Maximum	Mean	Median	St. dev
Betevé	22	1	5	2.22	2	1.23
TVC	26	2	5	4.154	4	0.73

The Wilcoxon Signed-Ranks Test applied indicated that the satisfaction towards the quantity of captions of TVC was significantly higher than that of betevé.

In other words: Users are more satisfied with the quantity of subtitles provided by TVC rather than that of betevé.

#### 6d. User satisfaction: SDH



RQ: Which broadcaster providing subtitles makes users satisfied the most quality-wise?

	N	Minimum	Maximum	Mean	Median	St. dev
Betevé	19	1	4	2.31	2	1.2
TVC	41	1	5	3.78	4	1.03

The Wilcoxon Signed-Ranks Test carried out indicated that the satisfaction towards the quality of captions of TVC was significantly higher than that of betevé.

In other words: Users are more satisfied with the quality of subtitles provided by TVC rather than that of betevé.

#### 6e. User satisfaction: CSLI



RQ: Which broadcaster providing CSLI makes users satisfied the most quantity-wise?

	N	Minimum	Maximum	Mean	Median	St. dev.
Betevé	8	1	4	2	2	1.07
TVC	18	1	5	2.66	2	1.32

The Wilcoxon Signed-Ranks Test carried out indicated that the satisfaction towards the quantity of CSLI of TVC was not significantly higher than that of betevé.

In other words: no differences are detected between the two broadcasters

#### 6f. User satisfaction: CSLI



RQ: Which broadcaster providing CSLI makes users satisfied the most quality-wise?

	N	Minimum	maximum	Mean	Median	St dev.
Betevé	9	1	5	3	3	1.58
TVC	16	1	5	2.75	3	1.29

A Wilcoxon Signed-Ranks Test indicated that the satisfaction towards the quality CSLI of TVC was not significantly higher than that of betevé.

In other words: no differences are detected between the two broadcasters

#### 7. Conclusions



- 1. Catalan-language broadcasters are not complying with existing legislation (SDH, AD, SLI)
- 2. Regarding AD: Users could not be satisfied with the quantity but could be satisfied with the quality offered.
- 3. Regarding SDH: Users prefer TVC rather than betevé.
- 4. Regarding SLI: current broadcasters offering it satisfy/dissatisfy users equally.
- 5. Limitations of the study: A new study with more participants should be carried out.

#### 8. References



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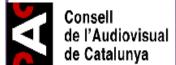
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