

International Symposium for Young Researchers – UAB– 29 June 2018

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

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1. General framework



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de Catalunya



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.
5. 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



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

	TVC	betevé	IB3 TV
Audio description (AD)	✓	×	×
Subtitles (SDH)	✓	✓	✓ ^(??)
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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