User-centric research in media accessibility

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Research focus

PRODUCT

PROCESS

PARTICIPANTS

CONTEXT-ORIENTED

Saldanha and O’Brien (2013)
Media accessibility: some questions

- How are access services produced?
- What are the main features of access services?
- How are access services received?
- What works best for certain users?
- Who are the users?
- Etc.

Ultimate aim: societal impact.
Media accessibility: the users

“Nothing about us without us”

Users at the center of the design and research process: “user-centered design methodologies”

Moving away from disabilities to capabilities (Orero et al.)
User-centric methodologies

Harte et al (2017):

• An explicit understanding of users, tasks, and environments
• A permanent involvement of users throughout the design and development
• A design driven and refined by user-centric evaluations
• An iterative approach
• A multidisciplinary team with different skills and perspectives
• A clear but at the same time flexible approach to user testing
Some examples

Projects in which TransMedia Catalonia (TMC) has participated in which the users are central:

https://grupsderecerca.uab.cat/transmedia/

In this presentation: focus on the research process, the methods, and not so much on the results.
Ethical procedures in research

Ethical approval

Information sheet and consent form

Accessible formats

Dealing with the so-called “vulnerable” populations
Project 1: IMAC

imac-project.eu
ImAc

How can access services be integrated in immersive environments?

Focus groups inform user needs and requirements

User requirements are implemented and technological testing

Iterative user testing
Subtitling in 360º videos: services

Figure 1 Fixed-position subtitles attached to one position in the sphere in Episode 4 of Holy Land, created by Ryot.

Figure 2 Always-visible subtitles attached to the FoV in Episode 5 of Holy Land, created by Ryot.

Figure 3 Subtitle with arrows in I, Philip created by ARTE.

Figure 4 Subtitles with radar in I, Philip, created by ARTE.

Sources: Agulló & Matamala (2018), D.5.4 IMAC deliverable
AD in 360º videos: services

Sources: Phd by Anita Fidyka, Fidyka & Matamala (2018), D.5.4 IMAC deliverable
360° access services editors

Source: Fidyka & Matamala (2019)
Player for 360º accessible content
Methods

Focus groups

Usability testing (SUS)

Questionnaires
An idea to take home

Multidisciplinarity and team work are fundamental

Innovative research in media accessibility
Project 2: NEA

pagines.uab.cat/nea
Sources:
Matamala et al (2020): “Electrodermal activity as a measure of emotions in media accessibility research”

Iturregui-Gallardo PhD on AST and emotional activation: voice-over versus dubbing effect. (Perspectives, 2020)
Tools

Tactile version of the Self-Assessment Manikin (T-SAM) for the emotional assessment of visually impaired people (Iturregui-Gallardo, Méndez-Ulrich 2019)

Figure 2. T-SAM (Tactile-SAM)
An idea to take home

Find the best tools for your empirical research

Example: eye-tracking
Project 3: RAD

Pagines.uab.cat/rad
RAD

- Opera
- Translation
- Prosody
- Video games
- AD
- Chinese
RAD: prosody

Voices in AD:

“a neutral delivery has come to be recognized as the norm” (Fryer 2016: 88)

“voicing must be neutral with appropriate intonation” (Spanish standard)

WHAT DOES IT MEAN?
Prosody

Descriptive study (using VIW corpus) in CAT, ES, EN:

- duration/speed
- intensity/volume
- pitch

Perception study:
- what is a neutral voice?
- select neutral/preferred voice (different pairs)
Methods

• Online questionnaire (challenges)

• Qualitative and quantitative information
An idea to take home

Do your literature review and ask questions

Work with experts from other areas in empirical research
Project 4: EASIT

pagines.uab.cat/easit
Online Multiplier Event
June 2021. Free!

Erasmus + Strategic Partnerships in Higher Education.

2018-1-ES01-KA203-05275

September August 2021
Innovative idea as a starting point: merge easy-to-read or Plain Language with access services (Orero, Bernabé-Caro)

Can we create easy-to-understand

• subtitles?
• audio descriptions?
• audiovisual content (eg. audiovisual news)?
2. How to transfer easy-to-understand language into the audiovisual world?
3. New professional profiles? What skills?
4. How to train them?
5. What educational content is needed?
6. How to certify training?
Methods:

- Questionnaire
- Focus groups
- Interviews

- Evaluation workshops (questionnaires)
An idea to take home

Importance of training professionals:

Course in Accessibility Management: https://grupsderecerca.uab.cat/transmedia/course-accessibility-management

Course in Accessible Digital Communication: https://grupsderecerca.uab.cat/transmedia/course-accessible-communication

International collaboration: relevant research in Turkey
Other methods
Other methods

• We have mentioned:
  • Interviews, focus groups, questionnaires, EDA/HR, usability tests.

• Other methods:
  • Eye-tracking
  • EEG
  • Keylogging
  • Screen recording
  • TAP
Some final advice

• Plan your evaluation
• Pilot it
• Evaluate it
• Analyse it
• Communicate it
  • Science
  • society
• Back to the “users” and to society, so that it can have an impact beyond the academic field.
Sharing knowledge
Networks

ALMA

LEAD-ME
Media Accessibility Platform

http://mapaccess.org
Welcome to MAP (beta version)

Welcome to MAP, the Media Accessibility Platform, a unified atlas charting the worldwide landscape of research, policies, training and practices in this field. MAP aims to make media accessible to all, regardless of sensorial and linguistic barriers.

Projects
- Understanding Media Accessibility Quality
- Project duration: 2017-2019
- Leading Institutions: Autonomous University of Barcelona
- Funding bodies: European Commission
- Modalities: Media Accessibility

Publications
- Audioscripción Didáctica
- Type: PhD thesis
- Author(s): Ellinor Luiz Vergara Nunes
- Modalities: Audio Description

Latest News
- 02/18: Languages and the Media programme online
- 03/02/2018: MAP as media partner of the 12th Languages and The Media Conference
- 22/04/2018: MAP as media partner of 12th Languages and The Media Conference - Berlin 2018
- 22/04/2018: MAP as media partner of the 13th Languages and The Media Conference - Berlin 2018
- 04/11/2017: A new Collection of Movies with video-description
- 19/12/2017: EU one step closer to Accessibility Act

Training Courses
- Cursos de Audioscripción
- Type: Professional training course
- Institution: Azimut e-Learning
- Modalities: Audio Description

Events
- XXXVIII Semana do Tradutor
- Type: Conference
- City: São José do Rio Preto, SP
- Modalities: Audio Description, Sign Language Interpreting, Subtitling for the Deaf and Hard of Hearing

Legislation, Standards and Guidelines
- Об утверждении Государственной программы социальной защиты и содействия занятости населения на 2016-2020 годы
- Type: Legislation
- Authoring: Government of Belarus
- Country: Belarus

- ГОСТ Р 8093-2017. НАЦИОНАЛЬНЫЙ СТАНДАРТ РОССИЙСКОЙ ФЕДЕРАЦИИ. ТЕЛЕВИЗИОННОЕ ИМПОРТИРОВАНИЕ И ТИФЛОКОММЕНТАРИЙ. Тифлокомментирование и Тифлокомментарий
- Type: Standards
- Authoring: Pavel Obukh, Sergey Yanushin, Federal State Unitary Enterprise "Russian Scientific...
Disclaimer

TransMedia Catalonia is a research group funded by Secretaria d’Universitats i Recerca del Departament d’Empresa i Coneixement de la Generalitat de Catalunya, under the SGR funding scheme (ref. code 2017SGR113).

The project EASIT has received funding from the Erasmus + Programme of the EU under the call Strategic partnerships for higher education, grant agreement No 2018-1-ES01-KA203-05275./ The project RAD is funded by the Spanish Ministerio de Ciencia, Innovación y Universidades (PGC2018-096566-B-1100, MCIU/AEI/FEDER, UE). The project NEA was funded by the Spanish Ministerio de Economía y Competitividad (FFI2015-64038-P, MINECO/FEDER, UE). The project IMAC was funded by European Union’s Horizon 2020 research and innovation programme under grant agreement No 761974.

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