



Module 3

Unit 7: Evaluation

Core video transcripts

Module 3

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Transcript

Slide 1

Hello. I'm Louise Fryer, from Utopian Voices. In this ADLAB PRO video I'll talk about evaluation in the AD of live events. This is Unit 7 in Module 3.

Slide 2

The aim of any evaluation is to check you're meeting your goals. You need to be sure what AD is trying to achieve

Slide 3

Opinions differ. For some people the aim is to make everything that is available to the sighted audience available to the people with sight loss; for others it is to enable users to follow the story; for others to give users an equivalent experience to that of the sighted audience.

Slide 4

There are two types of evaluation. What we are discussing here is "formative" with the intention of improving the final result. This is different from a "summative" evaluation that assesses that final result.

Slide 5

For training purposes, evaluation helps the AD student know how well they're doing. This applies to the AD professional too, as we are always learning.

Slide 6

Some AD companies e.g. VocalEyes (VE) have embedded evaluation throughout the AD process. VE also carries out an annual assessment of each describer,

Slide 7

The scholar Schjoldager used the following criteria to evaluate the performance of interpreting students:

- comprehensibility
- delivery
- language
- coherence and plausibility
- loyalty

Slide 8

It seems logical that AD users need to be able to understand what is going on in the performance but research shows that comprehensibility and enjoyment/engagement are not related. The importance depends on the purpose of the piece. For example, understanding a joke is not the same as laughing at it.

Slide 9

Comprehensibility has been coupled with delivery. Not only does lack of vocal clarity (mumbling) affect comprehensibility, but also aspects such as segmentation (gaps between words and phrases) and prosody (including intonation, pitch and pace) all help to shape meaning.

Slide 10

There are many “deviations” from good delivery including: inarticulate speech, pauses, hesitation, false starts, irritating noises, repetition, excessive self-correction, unconvincing voice quality and monotonous intonation.

Slide 11

In addition to word choice, it is important to assess word order. “She extinguishes the candles, followed by her husband” is less ambiguously rendered as “Followed by her husband, she extinguishes the candles” – that way only the candles are extinguished.

Slide 12

Accuracy is not as easy to define as you might think. Inaccuracy in AD includes

- misnaming something or someone; using an inappropriate verb (e.g. walks for run)
- Misreporting (Saying something/someone is there when it’s/they’re not); Omission/censorship (not saying something’s there when it is).

Slide 13

Users care about accuracy, density (wanting neither too little nor too much), delivery should be engaged and engaging and technical aspects e.g. sound quality

Slide 14

An evaluation sheet is available on the ADLAB PRO website for you to use. It

is useful for you to evaluate not only your peers' performance but also your own.

Slide 15

When receiving feedback: Assume good intent. Remember they aren't criticising you. Their aim is to improve the description for the benefit of AD users. When giving feedback be specific, honest and kind. We are all human. We all make mistakes.

Slide 16

That was a video about evaluation of live events, with me LF.

Slide 17

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