Described Video

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Described Video

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Described Video

1. **Project Objectives**

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6. Problems & Future Solutions

Project Objectives

Determine the best practice for deploying online described video

◦ Final Paper will be used to support 'white paper' **recommendation** to York University

Quality assessed by Blind, Low-Vision, and the visually impaired

◦ **Video content adequately captured** by audio descriptions

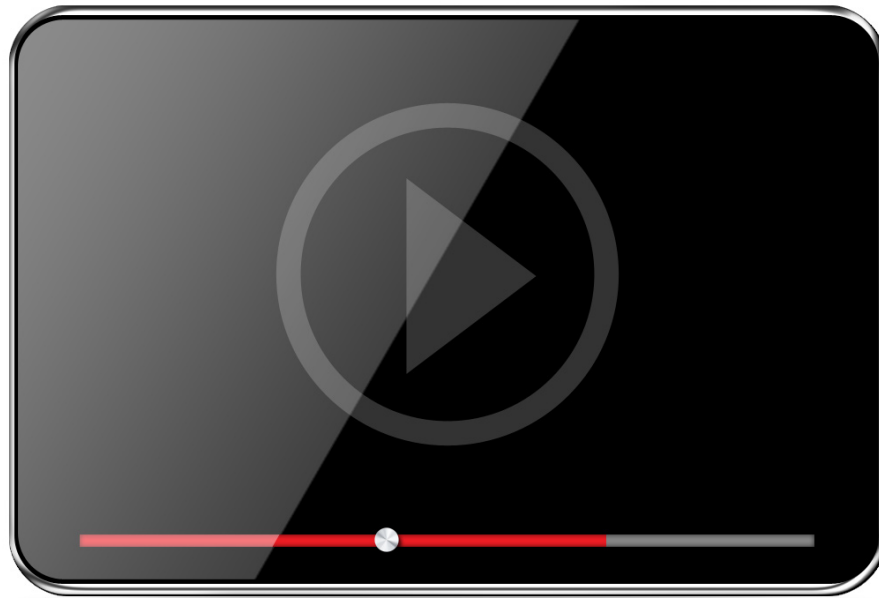◦ **Pleasant** listening experience and **high quality** audio descriptions

Described Video

Video Creation

What Methods Exist?

◦Transcript

◦Extended Audio Description

◦Alternate Audio Track

◦Transcript synced through captioning

Research Videos

Promotional Videos

Institutional Videos

Examples of our Described Videos

Described Video

The Experiment

1. Participants answer a set of pre-survey questions

2. Participants listen/watch a described video in a category

3. Participants answer a set of post-survey questions

4. Participants listen/watch another described video from the Same category as the first video, but the creation of the Described content is different from the first.

5. Participants answer a set of post- survey questions same as 3 above but this includes a comparison questionnaires between videos.

The Conditions

❖ **Within Subjects: Each participant is exposed to the two described videos in a video category**

❖ **Between Subjects: Participants are not tested on the other video categories.**

	A	B	C	D	E
1	**Participant Keyword**	**Participant Token**	**Video Category**	**First Description**	**Second Description**
2	Apple	keele101	Info	Subtitle	Extended
3	Grapefruit	keele102	Info	Extended	Subtitle
4	Banana	comm101	Promo	Subtitle	Extended
5	Orange	comm102	Promo	Extended	Subtitle
6	Kiwi		Talk	Subtitle	Extended
7	Avocado		Talk	Extended	Subtitle
8	Cherry		Info	Subtitle	Extended
9	Pineapple		Info	Extended	Subtitle
10	Lemon		Promo	Subtitle	Extended
11	Blueberry		Promo	Extended	Subtitle
12	Mango		Talk	Subtitle	Extended
13	Peach		Talk	Extended	Subtitle

Questionnaires

❖ Pre-survey

Pre-Questionnaire

* Required

What keyword was provided by the researcher? *

[   ]

Media Consumption

Please answer the following 4 questions by estimating how often you consume media cont

How many hours per week do you use the Internet? (Email, browsing the web, etc.) *

[   ]

How many hours per week do you watch or listen to television? *

[   ]

How many films per year do you watch or listen to in movie theatres? *

[   ]

Screen Reader Usage

Please answer the following 2 questions by selecting the option that best matches how ofte
use a screen reader.

How often do you use a screen reader while using a computer? *

○ 20% or less

○ 20% to 40%

○ 40% to 60%

○ 0% to 80%

○ 80% or more

How often do you use a screen reader while browsing the web? *

Questionnaires

❖ Post-survey

Post-Questionnaire 1

* Required

What keyword was provided by the researcher? *

[   ]

True and False Statements about First Described Vi

Please respond to the following 4 statements by selecting the option that best matche statement reflects your opinion.

I feel that the content of the video was adequately captured by the spoken descri

○ Completely False
○ Somewhat False
○ Neither True nor False
○ Somewhat True
○ Completely True

The audio descriptions were clear and easy to follow. *

○ Completely False
○ Somewhat False
○ Neither True nor False
○ Somewhat True
○ Completely True

Watching or listening to this video was a pleasant experience for me. *

○ Completely False
○ Somewhat False
○ Neither True nor False
○ Somewhat True
○ Completely True

Questionnaires

❖ Comparison

Comparing Described Videos

Please answer the following 4 questions comparing the two described videos by sele[...] that best describes your preference.

Which audio description did you overall prefer? *

○ First Described Video

○ Second Described Video

○ No Preference

Which audio description was more pleasant to listen to? *

○ First Described Video

○ Second Described Video

○ No Preference

Which audio description was of higher quality? *

○ First Described Video

○ Second Described Video

○ No Preference

Which kind of audio description would you prefer to listen to on a regular basis

○ First Described Video

○ Second Described Video

○ No Preference

Open Question Comparing Described Videos

Please answer the following optional questions by typing a brief answer.

Do you have any other comments about the similarities and differences between described videos?

Participant Recruitment

❖**Goal:** 6+ participants who are blind or visually impaired

Described Video

Expectations

Subtitle Descriptions

◦ Voice quality **depends on text-to-speech application**

◦ Difficulties with **dialogue cutting**

Embedded Descriptions

◦ Voice quality **depends on video creator**

◦ Loses consistency in **background sound**

Partial Results

Number of participants thus far: **1**

◦ Blind York University student without much computer literacy or expertise

◦ **Very unhappy with the accessibility of the York University website**

Partial Results

Subtitle Descriptions

◦ Descriptions cut out between lines

◦ Synthesized voice preferred

Embedded Descriptions

◦ Amateur sound quality

◦ Overall preferred

Described Video

Recommendations

- Dual Modality

- Text Transcripts

- Sync transcript to video captions

- Provide alternate videos

Described Video

Problems

❖ **Recruitment of Participants**

- Could not advertise through usual sighted channels i.e. fliers, broadcast emails etc.

- A different strategy had to be used

- Referrals, School clubs, and Social media

❖ **Screen Readers**

- Different screen readers read at different rates. Causes cuts during narration

- Screen readers could not read some subtitles

- Captioning changed to a more concise language

- **Computer Literacy**

Future Solutions

❖ Tighter integration between screen readers and online video players (HTML 5)

❖ Other video social media

❖ Uploading secondary described audio files on YouTube

Thanks for listening!

ANY QUESTIONS?