Audio description in Hong Kong: end user’s needs and preferences

Dawning Leung
Founder & CEO
Audio Description Association (Hong Kong)
AD in Hong Kong

• UN convention applies to HK
• No legislation

• AD services provided by NGOs
  – Audio Description Association (Hong Kong)
  – Hong Kong Society for the Blind
Live AD in cinema

Distinction 《非同凡響》
@The Grand
Pre-recorded AD
Source

• PhD thesis: *Audio Description of Audiovisual Programmes for the Visually Impaired in Hong Kong* (Leung, 2018)
• Media accessibility survey & AD reception study
• final results
Aim

• to identify the needs, preferences and expectations of the visually impaired in Hong Kong as regards to the provision of AD services for audiovisual products
Methodology

• quantitative and qualitative approach
• a group of 44 visually impaired participants
  ➢ Age: 16 to 60+; Sex: F & M
  ➢ 29 totally blind; 15 partially sighted
• questionnaires: face-to-face interviews
• part of my PhD project: final results
1) Adjectives: Evaluative & Emotive

Which description do you prefer?

<table>
<thead>
<tr>
<th>1a) attractive singer</th>
<th>1b) long-legged singer in a miniskirt</th>
</tr>
</thead>
<tbody>
<tr>
<td>2a) beautiful woman</td>
<td>2b) Woman with big eyes, a tall nose and a small cherry mouth (櫻桃小嘴)</td>
</tr>
<tr>
<td>3a) Her eyes and mouth wide open.</td>
<td>3b) She looks frightened.</td>
</tr>
<tr>
<td>4a) His lips curl and eyes protrude</td>
<td>4b) He is angry.</td>
</tr>
</tbody>
</table>

(Chmiel & Iwona, 2012:79; Leung, 2018:331)
## Evaluative Adjectives vs. Objective Description

Which description do you prefer?

<table>
<thead>
<tr>
<th></th>
<th>Describe</th>
<th>Evaluative adjectives</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AD: Pair 1</strong></td>
<td>Long-legged singer in a miniskirt</td>
<td>Attractive singer</td>
</tr>
<tr>
<td><strong>No. of respondent(s) (%)</strong></td>
<td>30 (68.2%)</td>
<td>14 (31.8%)</td>
</tr>
<tr>
<td><strong>AD: Pair 2</strong></td>
<td>Woman with big eyes, a tall nose and a small cherry mouth</td>
<td>Beautiful woman</td>
</tr>
<tr>
<td><strong>No. of respondent(s) (%)</strong></td>
<td>37 (84.1%)</td>
<td>7 (15.9%)</td>
</tr>
</tbody>
</table>

(Leung, 2018:228)
## Emotive Adjectives vs. Objective Description

<table>
<thead>
<tr>
<th></th>
<th>Describe</th>
<th>Name the emotion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AD: Pair 1</strong></td>
<td><em>Her eyes and mouth wide open</em></td>
<td><em>She looks frightened</em></td>
</tr>
<tr>
<td>No. of respondent(s) (%)</td>
<td>18 (40.9%)</td>
<td>26 (59.1%)</td>
</tr>
<tr>
<td><strong>AD: Pair 2</strong></td>
<td><em>His lips curl and eyes protrude</em></td>
<td><em>He is angry</em></td>
</tr>
<tr>
<td>No. of respondent(s) (%)</td>
<td>16 (36.4%)</td>
<td>28 (63.6%)</td>
</tr>
</tbody>
</table>

(Leung, 2018:228)
## Emotive Adjectives + Description

<table>
<thead>
<tr>
<th>Describe</th>
<th>Name the emotion</th>
<th>Describe and name the emotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>5a) he frowns</td>
<td>5b) he feels strange</td>
<td>5c) he frowns, feeling strange</td>
</tr>
<tr>
<td>6a) she shrugs</td>
<td>6b) she is helpless</td>
<td>6c) she shrugs, a bit helpless</td>
</tr>
</tbody>
</table>

(ADLAB, 2013:12; Leung, 2018:331)
## Emotive Adjectives + Description

<table>
<thead>
<tr>
<th></th>
<th>Describe</th>
<th>Name the emotion</th>
<th>Describe and name the emotion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AD: Pair 1</strong></td>
<td>He frowns</td>
<td>He <em>feels strange</em></td>
<td>He frowns, <em>feeling strange</em></td>
</tr>
<tr>
<td>No. of respondent(s) (%)</td>
<td>3 (6.8%)</td>
<td>4 (9.1%)</td>
<td>37 (84.1%)</td>
</tr>
<tr>
<td><strong>AD: Pair 2</strong></td>
<td>She shrugs</td>
<td>She is <em>helpless</em></td>
<td>She shrugs, a bit <em>helpless</em></td>
</tr>
<tr>
<td>No. of respondent(s) (%)</td>
<td>3 (6.8%)</td>
<td>5 (11.4%)</td>
<td>36 (81.8%)</td>
</tr>
</tbody>
</table>

(Leung, 2018:229)

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‘I swear to God!’
### AD for Gestures

<table>
<thead>
<tr>
<th>Please, show the described gesture</th>
<th>No. of respondent(s) with correct gesture (%)</th>
<th>No. of respondent(s) with incorrect gesture (%)</th>
<th>No. of respondent(s) who have no concept about the gesture (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>He swears to God with a hand gesture</td>
<td>12 (27.3%)</td>
<td>25 (56.8%)</td>
<td>7 (15.9%)</td>
</tr>
<tr>
<td>He swears to God, raising his three middle figures</td>
<td>30 (68.2%)</td>
<td>14 (31.8%)</td>
<td>0 (0%)</td>
</tr>
</tbody>
</table>

(Leung, 2018:233)
2) AD Preferences

• A list of statements
  • *To what extent do you agree with the statements below?*

• Questions
  a) *It bothers me in AD when:*……(Chmiel & Mazur, 2012)
  b) *AD should include*…(Chmiel & Mazur, 2012)
  c) Some statements localised by Leung (2018)
  d) Additional questions added by Leung (2018)

• Five-point scale
  ➢ 1 – Strongly disagree; 5 – Strongly agree
a) It bothers me in AD when…

<table>
<thead>
<tr>
<th></th>
<th>Mean (SD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- the AD overlaps with the dialogues</td>
<td>4.27 (0.79)</td>
</tr>
<tr>
<td>- the AD is read too slowly and includes unnatural pauses</td>
<td>4.02 (0.73)</td>
</tr>
<tr>
<td>- the AD is not synchronized with the picture and is read after what is described</td>
<td>3.26 (1.26)</td>
</tr>
<tr>
<td>- the AD is not synchronized with the picture and is read before what is described</td>
<td>2.7 (1.26)</td>
</tr>
</tbody>
</table>

(Leung, 2018:239)
b) AD should include…

<table>
<thead>
<tr>
<th>Description</th>
<th>Mean (SD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- an audio introduction (AI) as a complement</td>
<td>4.25 (0.87)</td>
</tr>
<tr>
<td>- colours</td>
<td>4.14 (0.82)</td>
</tr>
<tr>
<td>- the AD writer’s name (the one who wrote the AD script)</td>
<td>4.14 (0.77)</td>
</tr>
<tr>
<td>- The voice talent’s name (the one who perform the AD)</td>
<td>4.05 (0.9)</td>
</tr>
<tr>
<td>- aspects that are irrelevant to the plot</td>
<td>2.27 (1.09)</td>
</tr>
</tbody>
</table>

(Leung, 2018:240)
3) AD needs

<table>
<thead>
<tr>
<th>Activity</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>on TV</td>
<td>4.25</td>
</tr>
<tr>
<td>on outings / visits (e.g. theme parks, main attractions)</td>
<td>4.25</td>
</tr>
<tr>
<td>in the cinema</td>
<td>4.18</td>
</tr>
<tr>
<td>in museums (e.g. Space Museum, Museum of History)</td>
<td>4.14</td>
</tr>
<tr>
<td>on DVD / Blu-ray</td>
<td>4.07</td>
</tr>
<tr>
<td>in art exhibitions / galleries</td>
<td>4.05</td>
</tr>
<tr>
<td>in theatres (performing arts, e.g. stage drama, dance and ballet)</td>
<td>4</td>
</tr>
</tbody>
</table>

(Leung, 2018:242)
4) Future developments of AD services

<table>
<thead>
<tr>
<th>First Priority</th>
<th>No. of Respondent(s)</th>
<th>(N=44)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1- for programmes other than films on TV</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>2- in cinema</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>3- on outings/visits</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Overall ranking</th>
<th>No. of Respondent(s)</th>
<th>(N=132)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1- for programmes other than films on TV</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>2- in cinema</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>3- on outings/visits</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>4- for films on TV</td>
<td>16</td>
<td></td>
</tr>
</tbody>
</table>

(Leung, 2018:249)
AD for World Cup
AD for Outdoor Activities
References


~ Thank you very much! ~

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