

The NEA project

**FFI2015-64038-P
(MINECO/FEDER, UE)**

NEEA

The project

Title:

New Approaches in Audiodescription

Nuevos Enfoques en Audiodescripción

Co-ordination: Anna Matamala, Olga Soler

Dates: January 2016 – December 2018

Structure of the project

Two areas of research:

- Description of AD and AS.
- Research on user's experience.

AD description

Advance in descriptive research on AD, by means of intra- and inter-linguistic descriptive studies which better define AD features.

Audio features of AD

Research audio features of AD and, if necessary, propose improvements in its quality.

AS Description

Define the main features of audio-subtitling.

User's Experience

Two types of measures:

- Subjective Measures: Questionnaires.
- Objective Measures: Electrophysiological measures.

User's immersion

To assess objective user's immersion in the narrative plot by means of electrophysiological tests (galvanic skin response and heart rate).

User's immersion

Study the correlation between objective and subjective measures:

- Assessing subjective user's engagement (Transportation, Flow, Presence, Identification).
- Assessing user's emotional experience with SAM (Self-Assessment Manikin).

Clean Audio Interaction in AD

Test clean audio integration in AD by means of empirical research with users.

Platforms and Configurations

Assess the influence of different platforms and configurations in user interaction with access services, mostly with AD but also expanding it to other access services if possible.

Standardisation

Cooperate with standardisation agencies by transferring knowledge and taking part in working groups and the proposal of standards.

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Thanks for your attention!

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