

# Selected strategies in audio description – a reception study on user preferences.

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# Background

1. The assets and limitations of audio description standards.
2. Crisis points in audio description.
3. Strategies in audio description and their relationship to audio description standards.
4. The main concern of the study: the viewers' opinions on the use of standards vs. strategies in audio description.

# Objectives

1. When the participants are given alternative strategies of audio description, do they show particular preference of one solution over another?
2. Which solutions are preferred?
3. Is there a likelihood that the choice between one strategy or another (or the choice of both) is random or does it show a steady tendency?

# Objectives (continued)

4. Which types of audio description solutions make films more comprehensible to the visually impaired audience?
5. Is there any correlation between the participants' preferences and the nature of visual impairment?
6. Is there any correlation the participants' between the preferences and gender or age?

# The project

The project was carried out with the help and cooperation of De Facto, the Masovian Association of Work for People with Disabilities. They provided the participants for the study, films, audio description and helped with recordings.

# The participants

31 participants: 17 female and 14 male, between the ages of 24 and 74, all visually impaired (21 blind and 10 partially sighted).

29 participants claimed that they watched over 20 films with audio description, both Polish and foreign with the Polish lector. They were well aware of what audio description was.

# The material

## 1. Films:

*Whiplash* (2014)

*American Sniper* (2014)

*Disco Polo* (2015)

*Django Unchained* (2012)

*Leviathan* (2014)

*Goya's Ghosts* (2006)

*The Imitation Game* (2014)

2. Selected scenes with alternative audio description (up to 10 minutes long)

3. Questionnaires (up to 10 questions)

# Crisis points analysed in the films

1. music
2. cinematic dismembering of characters
3. type of audio describer
4. scene changes
5. background information
6. additional information
7. logos
8. body language and facial expressions
9. emotions
10. cinematic language
11. audio introduction
12. language and style



# Results of selected issues

1. music
2. cinematic dismembering of characters
3. type of audio describer

Thank you

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