

Congreso Internacional sobre Traducción e Interpretación de
Discursos Especializados, Málaga 3-12-2021.

New approaches to AD research: words, voices, and collaborative processes

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TRANS
MEDIA
CATALONIA

Audio description

Images into words

<https://grupsderecerca.uab.cat/transmedia/>

Some relevant topics

Audio

Description

Reception

Technology

Collaboration

Training

Description

Content and linguistic selection

<https://pagines.uab.cat/viw/>

The Corpus

The VIW corpus is made up of audio descriptions in different languages of the same short film, and it incorporate a **search engine** (forthcoming). It currently includes 10 professional audio descriptions in English, 10 professional audio descriptions in Spanish and 10 professional audio descriptions in Catalan. All 30 audio descriptions were commissioned to professionals, who were remunerated. It also includes 10 audio descriptions in Spanish and 7 audio descriptions in Catalan made by students (text only, not recorded audio/video files). We hope to expand it in the near future with more audio descriptions. You are invited to read the section “Contribute”.

Audio and video files with audio description by professional describers

 [English](#)  [Catalan](#)  [Spanish](#)

Text files of audio descriptions by students

 [Catalan](#)  [Spanish](#)

ACCESS TO THE CORPUS SEARCH ENGINE

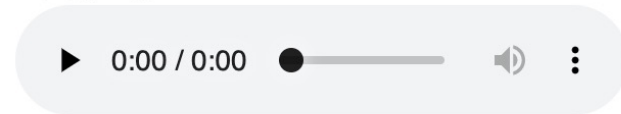
All materials are also available at UAB's open access repository: <https://ddd.uab.cat/record/147267>.

ENGLISH AUDIO DESCRIPTIONS

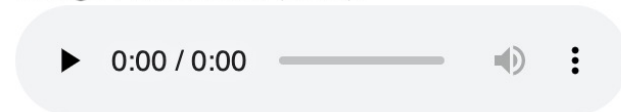
 [English audio descriptions](#)  [Catalan audio descriptions](#)  [Spanish audio descriptions](#)

All materials are also available at UAB open access repository: <https://ddd.uab.cat/record/147267>.

Able (NZ):



Bridge Multimedia (USA):



BTI Studios (UK):



List of available corpora

You can also use the [BROWSE facility](#) to look for a specific file.

- **WHW-EN-Pr:** The WHW-EN-Pr corpus contains professional audio descriptions in English for the short movie "What Happens While". [access](#)

- **WHW-ES-Pr:** The WHW-ES-Pr corpus contains professional audio descriptions in Spanish for the short movie "What Happens While". [access](#)

- **WHW-CA-Pr:** The WHW-CA-Pr corpus contains professional audio descriptions in Catalan for the short movie "What Happens While". [access](#)

- **WHW-ES-St:** The WHW-ES-St corpus contains audio descriptions in Spanish for the short movie "What Happens While" made by students. [access](#)

- **WHW-CA-St:** The WHW-CA-St corpus contains audio descriptions in Catalan for the short movie "What Happens While" made by students. [access](#)

Actions for corpus 'WHW-EN-Pr'

- **Filmic annotations:** you can get the [.eaf file](#) with all filmic annotations or the [html version](#)
- **Simple string search:** this allows simple string searches on the entire WHW-EN-Pr corpus [access](#)
- **AD unit, sentence and word countings:** this provides some figures about AD units, sentences and words in the WHW-EN-Pr corpus [access](#)
- **AD distribution in the timeline:** you can get a [compact view](#) or an [expanded view](#) of the ADs distribution in the timeline
- **Verb distribution in the timeline:** you can choose a verbal semantic class and see its distribution in the timeline. [access](#)
- **AD similarity:** see text similarity among files in the corpus [access](#)
- **Word frequency by part of speech:** you can see word frequency by part of speech tag [access](#)
- **Word frequency by provider:** this gives the number of verbs, nouns, adjectives and adverbs per provider. [access](#)
- **Verbs & semantic classes:** you can inspect verbal semantic classes [access](#)
- **Nouns & semantic classes:** you can inspect nominal semantic classes [access](#)
- **Adjectives & semantic classes:** you can inspect adjectival semantic classes [access](#)
- **Adverbs & semantic classes:** you can inspect adverbial semantic classes [access](#)

References

Matamala, Anna (2019) "[The VIW corpus: multimodal corpus linguistics for audio description analysis](#)". *RESLA. Revista Española de Lingüística Aplicada*, 32:2, 515-542.

Matamala, Anna (2018) "One short film, different audio descriptions. Analysing the language of audio descriptions created by students and professionals". [Onomazéin](#), 41, 185-207.

Audio: voicing

pagines.uab.cat/nea
Pagines.uab.cat/rad

RAD: prosody

Voices in AD:

“a neutral delivery has come to be recognized as the norm”
(Fryer 2016: 88)

“voicing must be neutral with appropriate intonation”
(Spanish standard)

WHAT DOES IT MEAN?

Prosody

Descriptive study (using VIW corpus) in CAT, ES, EN:

- duration/speed
- intensity/volume
- pitch

Machuca, Matamala, Ríos in *MonTi* (2020)

Prosody

Perception study:

- what is a neutral voice?
- select neutral/preferred voice (different pairs)
- 60 participants in Spanish (31 with sight loss/29 without)
- 71 in English (40/31)
- 61 in Catalan (35/46)

Quantitative results

- Non-neutrality, easier to identify than neutrality
- Differences across languages

Qualitative results

- Emotions, expressivity
- Pitch
- Volume
- Speed
- Changes in the previous parameters
- Accent
- Articulation, pronunciation
- Unobtrusive
- Gender

Reception

pagines.uab.cat/nea

PhD theses

- Cristóbal Cabeza-Cáceres: Reading speed, explicitation and intonation
- Nazaret Fresno: information load and distribution.
- Anita Fydika: 360° videos (AD strategies: standard, radio, extended)

Matamala et al (2020): "Electrodermal activity as a measure of emotions in media accessibility research": https://jostrans.org/issue33/art_matamala.php



Iturregui-Gallardo PhD on AST and emotional activation: voice-over versus dubbing effect (*Perspectives*, 2020): PhD thesis

Technologies: for creation

ALST

“Linguistic and sensorial accessibility: technologies for voice-over and audio description”, 2013-2015 (Spanish funding).

PhD thesis by Anna Fernández-Torné on AD and technologies.

Matamala, Anna (2016) "The ALST project: technologies for audio description". In Matamala, Anna; Orero, Pilar (eds) *Researching Audio Description. New Approaches*. London: Palgrave Macmillan, 269-284.

Rationale

Speech recognition

Machine translation

Text-to-speech

Voice-over? AD?

Speech recognition

Soundtrack extraction, speech activity detection, speaker diarisation and speech-to-text transcription.

Film “Closer” (English and Catalan)

DER & WER measures: low performance.

Source: Delgado, Matamala and Serrano (2015)

Machine translation

Main experiment: 12 AVT MA students

Human creation/Human translation/post-editing (EN>CAT)

Temporal, technical and cognitive effort (InputLog)

Perceived effort (questionnaire)

Source: Fernández-Torné & Matamala (2015)

MT in AD: results

- Temporal effort
 - Technical effort
 - Cognitive effort (pause-to-word ratio)
-
- Subjective measures

MT: speech synthesis

Pretest: select the “best” human/natural male/female voice

Main experiment with 67 persons with sight loss.

Main results:

- Natural voices, higher values.
- Overall impression/acceptance: mean higher than 3.2
- 94% TTS acceptable solution, not preferred one.

Source: Fernández-Torné & Matamala (2015)

In line with previous research by Szarkowska *et al.* in Poland

Technologies for collaboration

<https://mediaverse-project.eu/>

TRACTION approach to co-creation



Traction

Opera co-creation
for a social
transformation



TRACTION approach to co-creation

- Professionals and non-professionals working together
- Social transformation impact
 - But how to evaluate it?

TRACTION approach to co-creation

Process	Artistic product	Process and product
<ul style="list-style-type: none">• Non-professionals:<ul style="list-style-type: none">• Profile*• Participation*• Engagement• Balanced contributions• Mutual understanding• Relationships• Satisfaction• Project evolution	<ul style="list-style-type: none">• Artistic product*• Quality• Media impact• Audience<ul style="list-style-type: none">• attendance*• profile *• response:<ul style="list-style-type: none">• feeling represented• personal change• satisfaction• Non-professionals response:<ul style="list-style-type: none">• feeling represented• satisfaction	<ul style="list-style-type: none">• Community impact• Non-professionals:<ul style="list-style-type: none">• personal change (empowerment, relationships)• learning• Professionals:<ul style="list-style-type: none">• personal change (relationships, attitudes)• learning• Institution:<ul style="list-style-type: none">• institutional change (attitudes, programme, practice)

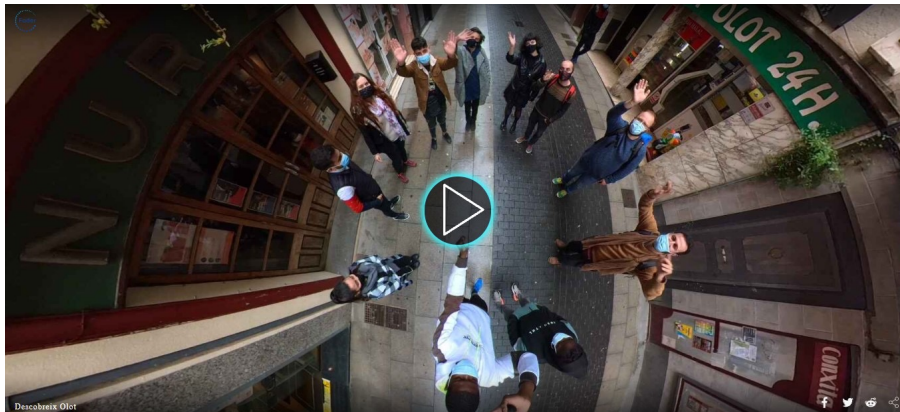
TRACTION approach to co-creation

- Could this be transferred to the co-creation of accessibility services?

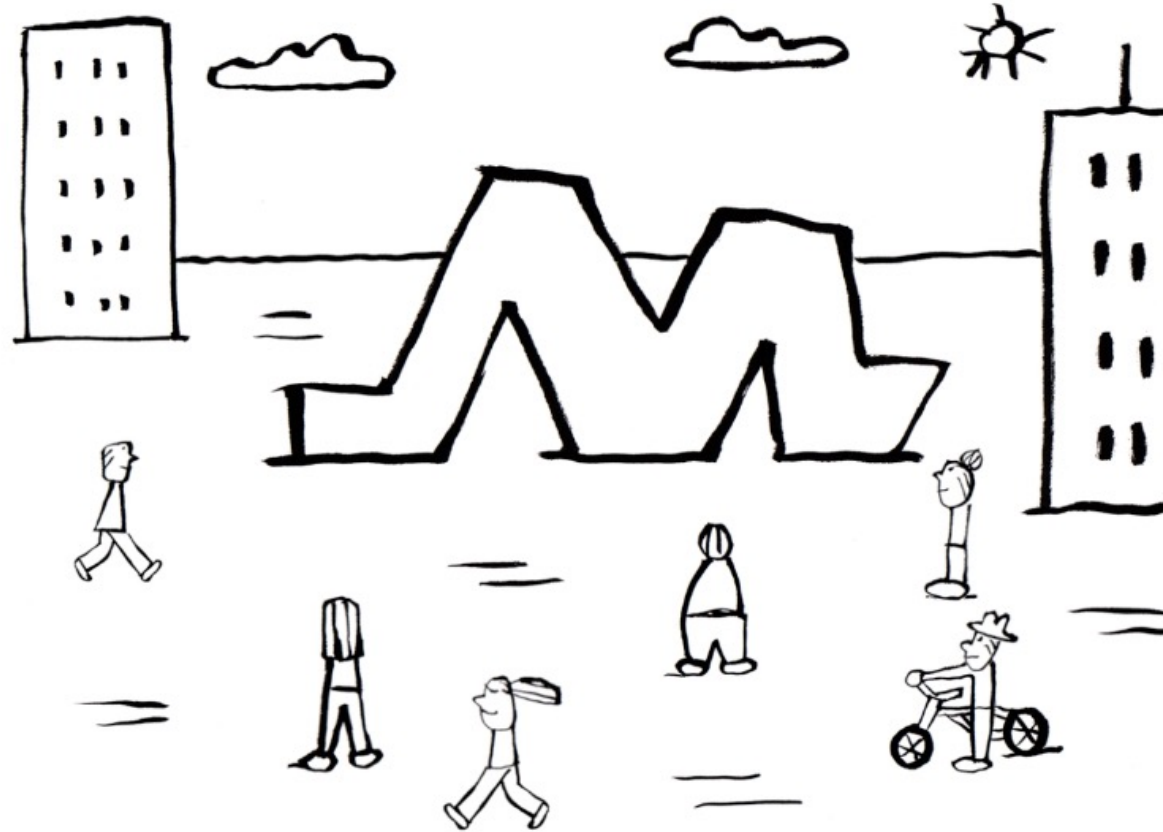
Matamala & Orero (forthcoming)

MEDIAVERSE approach to co-creation

Co-creation of 360° videos for social inclusion



MEDIAVERSE platform



MediaVerse makes it easy to create and share media content
in an ethical and democratic way.

MEDIAVERSE platform

- What about access services?
- Could we create audio descriptions on content uploaded in the MV platform and
 - Assign copyright?
 - Monetize it?

Researching on:

- Copyright assignment & monetisation in collaborative environments
- Co-creation processes with impacts beyond economic aspects
- Role of technologies and of humans

Training

[https://www.adlabpro.eu/
pagines.uab.cat/easit](https://www.adlabpro.eu/pagines.uab.cat/easit)

<http://www.adlabproject.eu/>



Some of the main outputs:

- Audio description guidelines: “Pictures painted in words”.
- Training materials (free)

Hybrid services:



- Easy-to-understand subtitles?
- Easy-to-understand audio descriptions?
- Easy-to-understand audiovisual content (eg. audiovisual news)?

Erasmus + Strategic Partnerships in Higher Education.

2018-1-ES01-KA203-05275

September August 2021

Main results regarding AD:

- Focus groups results: is it feasible?
- Skills card
- Curriculum design
- Training materials



Conclusions

What else?

Technology
and workflows

Less
researched
languages

Audio
elements

Platforms

Multimodality

Knowledge
transfer

Media Accessibility Platform

<http://mapaccess.org>

Welcome to MAP (beta version)

Welcome to MAP, the Media Accessibility Platform, a unified atlas charting the worldwide landscape of research, policies, training and practices in this field. MAP aims to make media accessible to all, regardless of sensorial and linguistic barriers.

[Read more](#)

PROJECTS

Understanding Media Accessibility Quality

Project duration **2017-2019**

Leading Institution **Autonomous University of Barcelona**

Funding bodies **European Commission**

Modalities **Media Accessibility**

LATEST NEWS

02/10/2018 **Languages and the Media programme online**

23/04/2018 **MAP as media partner of 12th Languages and The Media conference**

23/04/2018 **12th Languages and The Media Conference - Berlin 2018**

08/03/2018 **UMAQ conference: programme online**

04/11/2017 **A new Collection of Movies with video-description**

19/10/2017 **EU one step closer to Accessibility Act**

October 2018						
Su	Mo	Tu	We	Th	Fr	Sa
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

PUBLICATIONS

Audiodescrição Didática

Type **PhD thesis** Year **2016**

Author(s) **Elton Luiz Vergara Nunes**

Modalities **Audio Description**

TRAINING COURSES

Cursos de Audiodescrição

Course Type **Professional training course**

Institution **Azimuth e-Learning** Year **2017-2018**

Modalities **Audio Description**

EVENTS

XXXVIII Semana do Tradutor

Type **Conference** City **São José do Rio Preto, SP**

Date **24/09/2018, 25/09/2018, 26/09/2018, 27/09/2018, 28/09/2018**

Modalities **Audio Description, Sign Language Interpreting, Subtitling for the Deaf and Hard of Hearing**

Accessometer

The Accessometer provides a world map of the legislation, standards and guidelines on media accessibility organised by countries.

[Read more](#)



LEGISLATION, STANDARDS AND GUIDELINES

Об утверждении Государственной программы о социальной защите и содействии занятости населения на 2016–2020 годы

Type **Legislation** Year **2016**

Authoring **Government of Belarus**

Country **Belarus**

ГОСТ Р 57891-2017. НАЦИОНАЛЬНЫЙ СТАНДАРТ РОССИЙСКОЙ ФЕДЕРАЦИИ. ТИФЛОКОММЕНТИРОВАНИЕ И ТИФЛОКОММЕНТАРИЙ. Tiflokommentirovanie and tiflokommentariy. Terms and Definitions

Type **Standards** Year **2017**

Authoring **Pavel Obiukh, Sergey Van'shin, Federal State Unitary Enterprise "Russian Scientific-**

Disclaimer

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