

# AUDIO DESCRIPTION PROFESSIONAL: PROFILE DEFINITION (102)

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[www.adlabproject.eu](http://www.adlabproject.eu)

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# Intellectual outputs

- **O1**: Gathering EU best practices (UAM)
- **O2: Defining audio-describer competences (UNITS)**
- **O3**: Producing course design (UA)
- **O4**: Creating training materials (UAB)
- **O5**: Testing and evaluating training materials (UV)
- **O6**: Attributing ECTS/ECVETS to materials (UNITS)



## O2 details

- **Full title:** Audio description professional – Profile definition
- **Duration:** January 2017 - July 2017
- **Leading partner:** UNITS (Perego | Taylor)
- **Contributing partners:** all
- **Other contributors**
  - Lara Perinot
  - RNIB + blind students for piloting accessibility
  - Respondents!



# Aims

- setting out a **list of skills and competences** needed to train AD professionals
- produce “**starter kit**” for partners that will design AD professional course (IO3 | UA) and produce training materials (IO4 | UAB)
- “starter kit” = **Matrix**



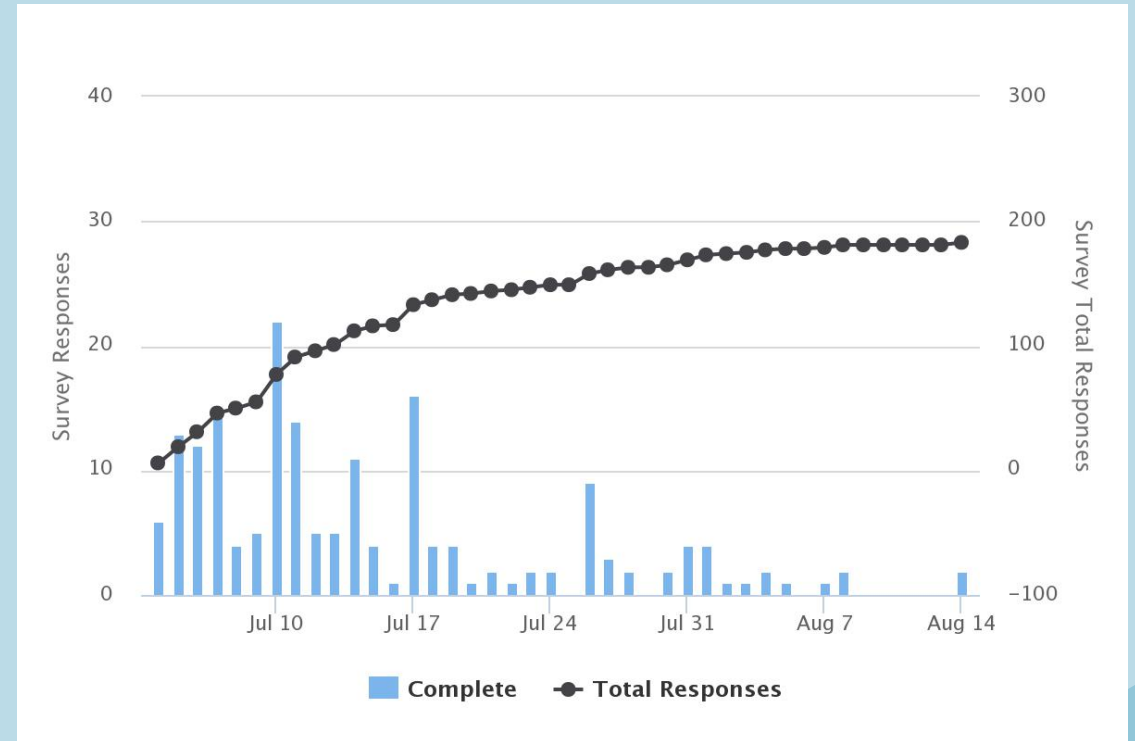
# Main activities | phase 1

- Literature review
  - IO1 results
  - AD in general
  - AD & didactics
  - AVT and empirical research
  - Questionnaire development
- Preparation of **questionnaire** (online distribution)
- Target:
  - Audio describers
  - AD providers
  - AD users



# Main activities | phase 2

- **Distribution** of questionnaire
  - (4<sup>th</sup> July-17<sup>th</sup> August 2017)
- **Gathering** of findings
- **Collation** of findings
- **Analysis** of findings





# Main activities | phase 3

- Discussion of results
- Writing of the report (online soon | website)
  - Evaluation (Advisory Board)
  - Validation (UAM)
- Dissemination
  - Multiplier events
  - Conferences
  - Publications



# The questionnaire: distribution and ethics

- **Online accessible** questionnaire (Web Survey Creator)
- **Multilingual** questionnaire
  - 6 languages: EN, ES, IT, NL, PL, SL
- **Anonymous** survey responses (to guarantee confidentiality)
- **Consent** requirements followed (UNITS ethical committee)





## All Respondents

Introduction to the Questionnaire  
Terms of Participation  
Instructions  
Demographic Profile

## Audio Describers

- Your Activity as an Audio Describer
- The Status of AD and the Professional Circle
- Educational Background and AD Training
- Skills and Competences

## AD Users

- User Experience
- User Perspective on the Work of the Audio Describer
- User Satisfaction

## Service Providers

- Your Activity as a Service Provider
- Skills and Competences of the Audio Describer



# Respondents

**183** completed responses

- **65** audio describers
- **100** AD users
- **18** service providers

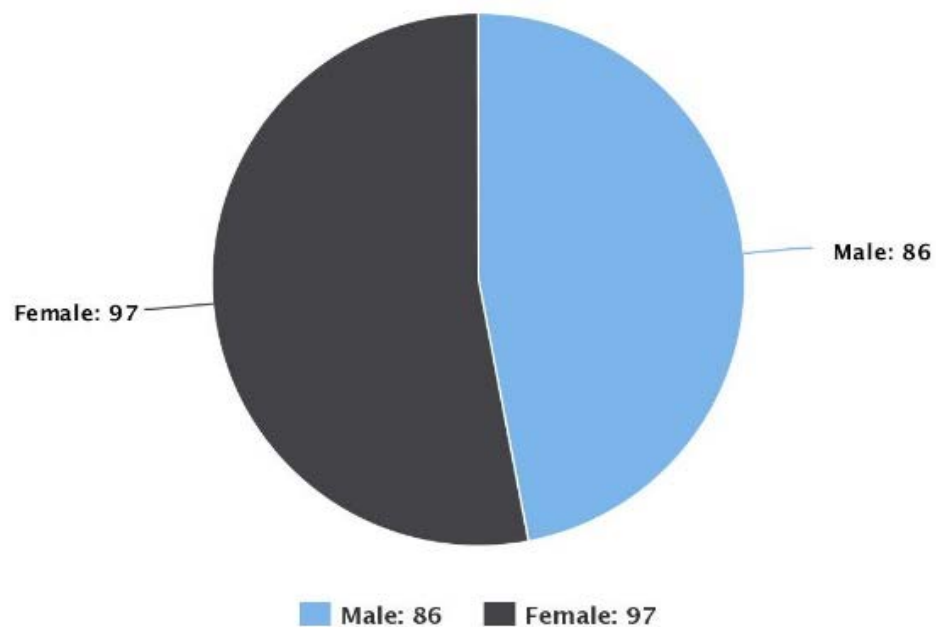
**26 countries** (5 non-EU)

> IT (53), UK (25), ES (25) and SL (18) + PL (16)

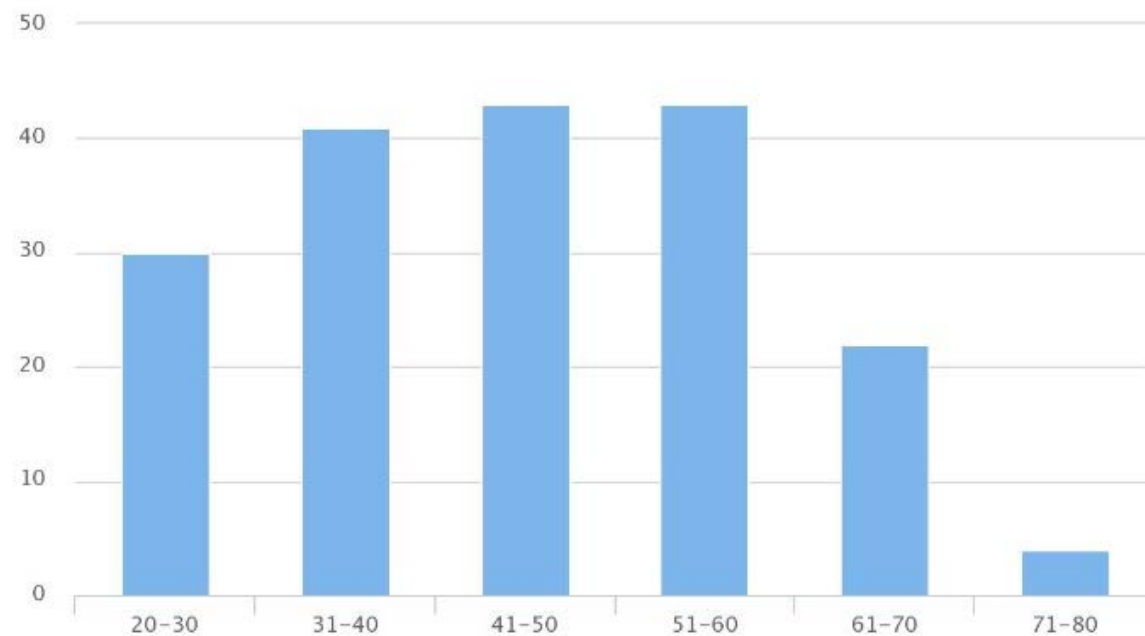


# Respondents profile

What is your gender?



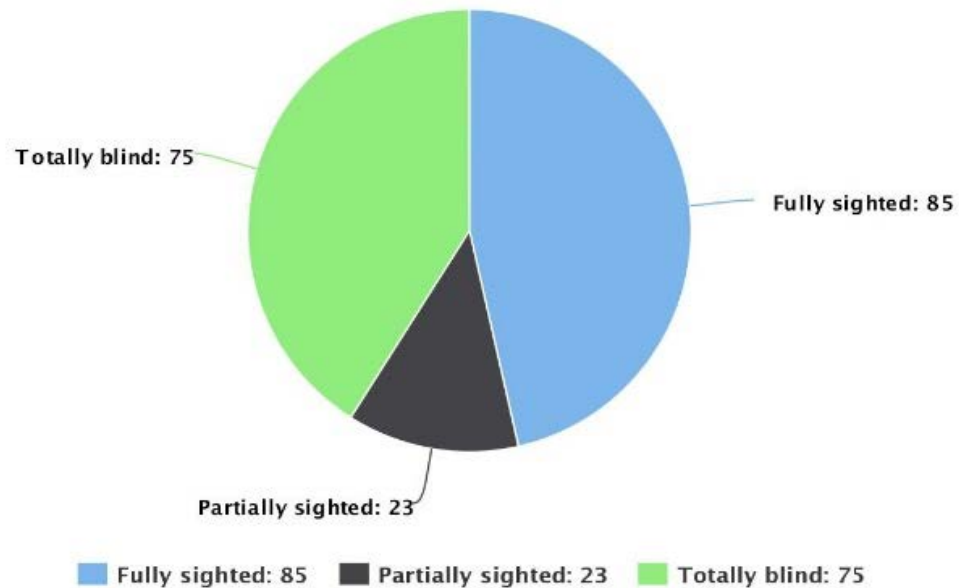
What is your age?



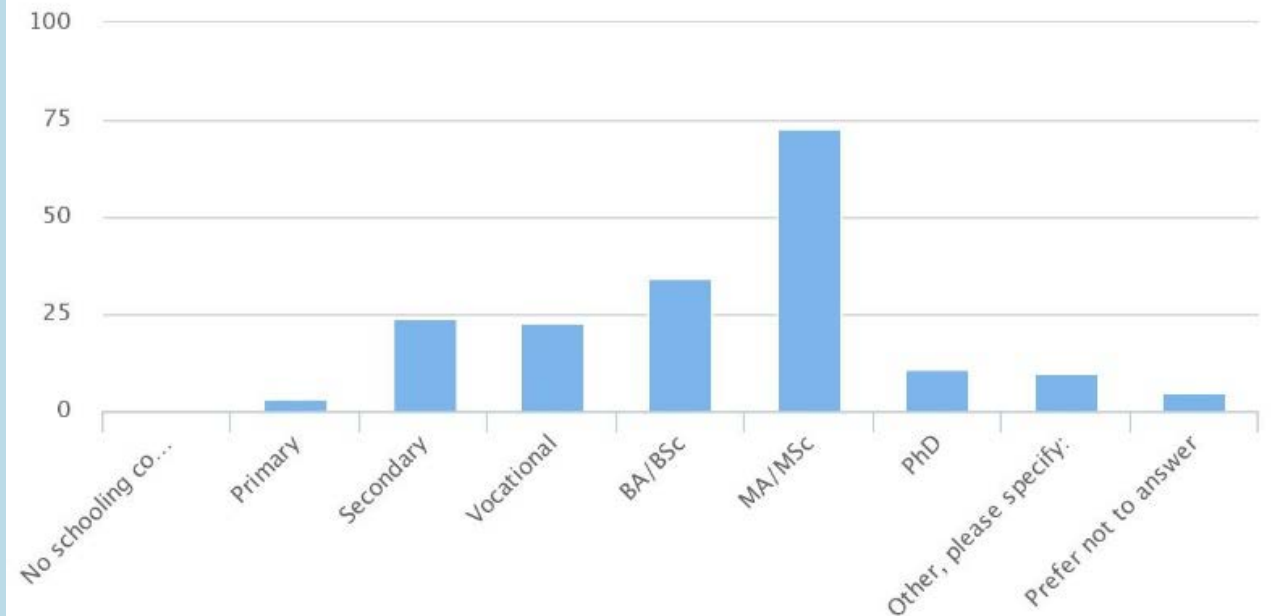


# Respondents profile

How would you describe your sight condition?



What is the highest degree or level of school you have completed? If currently enrolled, highest degree received.





# Selected results

- Focus on the required skills and competences needed to train professional audio describers according to:
  - Audio describers
  - Service providers
  - Users
- **Matrix** (list of skills and competences **ordered by degrees of relevance**)
  - Starting point of IO3



# Towards the Matrix

## Audio Describers

- Your Activity as an Audio Describer
- The Status of AD and the Professional Circle
- Educational Background and AD Training
- **Skills and Competences**

## AD Users

- User Experience
- User Perspective on the Work of the Audio Describer
- User Satisfaction

## Service Providers

- Your Activity as a Service Provider
- **Skills and Competences of the Audio Describer**



# Towards the Matrix

**Skills and competences** section (“How important are the following on a scale from 1 to 5?”):

1. Soft skills
2. Theoretical knowledge
3. Textual and linguistic skills
4. Technical skills
5. Most difficult aspects of the AD process

Both audio describers and service providers rate the same list of items



# Towards the Matrix

## Audio Describers

- Your Activity as an Audio Describer
- The Status of AD and the Professional Circle
- Educational Background and AD Training
- **Skills and Competences**

## AD Users

- User Experience
- User Perspective on the Work of the Audio Describer
- **User Satisfaction**

## Service Providers

- Your Activity as a Service Provider
- **Skills and Competences of the Audio Describer**





# Towards the Matrix

**User satisfaction** section (How much do you like/dislike the following on a scale from 1 to 5?):

1. Things you appreciate the most (language and narrative)
2. Things you most dislike (quality of info)
3. Things you most dislike (language and style)
4. Things you most dislike (technical aspects)
5. Things you most dislike (textual aspects)



# Index of importance

- Gathered and analyzed data
- Created an index of importance by **combining the rankings** obtained from all respondents to create a list of priorities.
  - Audio describers + service providers | professionals
  - Users



# Matrix

- The list of priorities forms the two ADLAB PRO Matrixes of skills and competences **ordered by degrees of relevance**
- IO3 course design and IO4 training materials will be organized starting from the Matrix



# Matrix 1: Professional perspective

Competence	INDEX	Type of competence	Respondents
select significant visual information	200	textual and linguistic skills	AD + SP
possess an excellent command of mother tongue	198	textual and linguistic skills	AD + SP
express meaning succinctly	197	textual and linguistic skills	AD + SP
organize work efficiently	194	soft skill	AD + SP
use language that is suited to the product	192	textual and linguistic skills	AD + SP
AD script writing and textual editing	191	technical skills	AD + SP
World knowledge	188	theoretical knowledge	AD + SP
use language that is suited to the audience	187	textual and linguistic skills	AD + SP
Target group	185	theoretical knowledge	AD + SP



# Matrix 2: User perspective

Narrative of the audio description	71	most appreciated aspects of AD	Users
AD that really helps users to understand and enjoy the product	66	most appreciated aspects of AD	Users
The audio description is not well synchronized with the dialogue and sound effects or with the images	63	overall quality of the information in ADs (most disliked/need to be improved)	Users
Sentence structure of the audio description (clear and easy to follow)	61	most appreciated aspects of AD	Users
Language and style of the AD that are suited to the audience/product	55	most appreciated aspects of AD	Users
Vocabulary of the audio description	55	most appreciated aspects of AD	Users
The audio describer talks over the dialogue or critical sound effects	55	overall quality of the information in ADs (most disliked/need to be improved)	Users



# The future

- Need to refine results
- Need to merge both perspectives
- Need to design course (IO3)
- Need to formulate learning outcomes, methods and materials (IO3)



More on:  
[www.adlabproject.eu/](http://www.adlabproject.eu/)

**Thank you!** Elisa Perego, [epereo@units.it](mailto:epereo@units.it)

