A Questionnaire on the Viewing Needs of the Deaf and Hard-of-Hearing for Subtitles in China

Start of Block:

Thank you for participating in this questionnaire designed to gather insights into the specific requirements for subtitle translation among individuals who are deaf or hard-of-hearing. Your honest responses will help us understand your viewing preferences and requirements. We value your time and assure you that your responses will be treated confidentially. The data collected will contribute to evaluating the current level of appreciation and evaluation of AVT products tailored for individuals with hearing impairments. Your input could be vital in improving the accessibility of audiovisual content for the hearing-impaired community in China.

|  |  |
| --- | --- |
| Page Break |  |

**Consent**

Thank you so much for taking part in this study! Your participation is greatly appreciated. This questionnaire contains a total of 46 questions and is expected to require about 20 minutes to complete. By participating, you kindly agree to the following terms, which ensure your comfort and privacy throughout the study:  
 1. Your involvement in this study is entirely voluntary, and you have the right to withdraw at any time, for any reason.  
 2. Rest assured that all the information you provide will be treated with strict confidentiality and will only be used for research purposes.  
 3. Your responses will be anonymized and combined with those of other participants to ensure privacy and confidentiality.  
 4. Please provide honest and accurate answers to the best of your ability. Your input is invaluable for the success of this study.  
 5. We want to acknowledge that there may be minimal risks or minor discomfort associated with participating in the study.  
 6. If you have any questions or need further clarification during or after completing the questionnaire, we will be available to assist you.  
  
Once again, thank you for your participation and valuable contribution to our research!

* I agree
* I do not agree

Skip To: End of Survey If Thank you so much for taking part in this study! Your participation is greatly appreciated. This... = I do not agree

|  |  |
| --- | --- |
| Page Break |  |

Are you over 18?

* No
* Yes

Skip To: End of Survey If Are you over 18? = No

|  |  |
| --- | --- |
| Page Break |  |

Do you have hearing impairment issues?

* No
* Yes

Skip To: End of Survey If Do you have hearing impairment issues? = No

End of Block: info

Start of Block: Personal Details

In this section, we kindly request your participation in providing us with some general information. Your responses will help us better understand the characteristics of our sample. Please note that all the information you provide will be kept confidential and anonymous.

Q1 What is your age?

* 18-25
* 26-35
* 36-45
* 46-55
* 56 years old and above

Q2 What is your gender?

* Male
* Female
* Non-binary / third gender
* Prefer not to say

Q3 What is your highest level of education completed?

* Primary school
* Secondary school
* High school diploma/Technical secondary school
* Junior college or vocational college
* Bachelor’s degree
* Master’s degree
* Doctoral degree
* Other, please specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q4 What type of school did you attend or are currently attending?

* Deaf school
* Mainstream school
* Other, please specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q5 What is your occupation?

* I study
* I work (please describe your job) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* I don't work (unemployed, or incapable of work)
* I'm retired
* other

Q6 Are you currently residing in a city or a rural area in China?

* City
* Rural area
* Other, please specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q7 Are you ...?

* Deaf
* Hard of hearing
* Other

Q8 When did you become deaf or hard of hearing?

* From birth
* before 2 years old
* 5-19 years old
* 20-29 years old
* 30-49 years old
* 50 years old and above

Q9 Are you currently using any assistive devices for hearing?

* Hearing aids
* Cochlear implants
* None

Q10 What is the language you use most often?

* Chinese (written and spoken)
* Chinese Sign Language
* I’m bilingual (Chinese+ Chinese Sign Language)
* Other, please specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q11 Do you have difficulties reading Chinese?

* No
* Yes

Q12 Do you have difficulties watching the TV screen or reading subtitles?

* Yes
* No
* Sometimes

End of Block: Personal Details

Start of Block: General Information and Preferences

This section aims to gather information about your media consumption habits and preferences. Please take a moment to answer the following questions regarding your media consumption patterns.

Q13 How many hours a day do you watch audiovisual content such as movies, TV shows, online videos?

* Less than one hour
* 1 to 2 hours
* 2 to 4 hours
* 4 to 6 hours
* 6 to 8 hours
* more than 8 hours

Q14 Do you use subtitles when you watch audiovisual contents?

* Always
* 75%-99% of the time
* 50-74% of the time
* 25-49% of the time
* 1-24% of the time
* Never

Q15 What is your most frequent method for watching audiovisual content?

* In movie theaters
* On TV
* Online video platforms
* On mobile phones
* On tablets
* Other, please specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q16 What are the most frequently watched types of audiovisual content for you? Select all that apply.

* Movies
* TV series
* Online videos (e.g., Bilibili, Tiktok)
* News and current affairs programs
* Cartoons or Anime&Manga
* Educational content (e.g., tutorials, lectures)
* Music videos and concerts
* Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q18 What is the approximate ratio of foreign programmes to domestic programmes that you watch?

* Mostly foreign films
* Mostly domestic films
* Roughly equal
* Only foreign films
* Only domestic films

Q19 When watching foreign audiovisual content, do you prefer:

* Dubbing
* Subtitles
* It depends on the content or language
* Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q20 Do you choose the programmes you watch based on whether they are subtitled or not?

* Yes
* Maybe
* No

Q21 What do you use subtitles for? (You may tick more than one option)

* They help me understand
* They are the only way to have access to the dialogue
* I use them for language learning
* Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q22 What do you do when an audiovisual content is not subtitled?

* Switch to another audiovisual content with subtitles
* Switch off the device
* Continue to watch the same audiovisual content without subtitles

Display This Question:

If What do you do when an audiovisual content is not subtitled? = Continue to watch the same audiovisual content without subtitles

Q23 by...

* Guessing what is said
* Lip-reading/ deducing from the context
* Turning up the volume
* Using speech recognition software (e.g. Yinshu App)
* Asking someone to tell me what is said
* Other, please specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q24 What do you think is the best way to make audiovisual material accessible?

* Sign interpreting
* Assistive device (voice recognition software, etc)
* Subtitles
* Other, please specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

End of Block: General Information and Preferences

Start of Block: Subtitling

This section is to gather your valuable insights on subtitling provided in China. Your feedback will help us assess the current state of subtitling and identify areas for improvement.

Q25 What do you think of subtitling in general TV /online video platforms /Cinema?

* Extremely dissatisfied
* Somewhat dissatisfied
* Neither satisfied nor dissatisfied
* Moderately satisfied
* Extremely satisfied

Q26 Standard subtitles include most of the dialogue apart from a few minor repetitions and elements of spoken language and is currently the most commonly used subtitle style in movies and TV series. How difficult is it for you to read standard subtitles?

* Extremely difficult
* Somewhat difficult
* Neither easy nor difficult
* Somewhat easy
* Extremely easy

Display This Question:

If Standard subtitles include most of the dialogue apart from a few minor repetitions and elements o... = Extremely difficult

And Standard subtitles include most of the dialogue apart from a few minor repetitions and elements o... = Somewhat difficult

Q27 Why do you find it difficult to read standard subtitles?

* Too fast
* illegible
* Difficult sentence structure
* Subtitles contained too much texts
* Other, please specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q28 What changes you would like to see in the subtitles?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

End of Block: Subtitling

Start of Block: Subtitling Styles

Subtitling for the Deaf and the Hard-of-Hearing (SDH) is a text-based accessibility feature that provides synchronized captions of dialogue, sound effects, and other audio elements to make audiovisual content accessible to individuals with hearing impairments.

Q29 Have you watched movies or programmes with Subtitling for the Deaf and the Hard-of-Hearing (SDH) before?

* Yes
* I am not sure
* No

Display This Question:

If Have you watched movies or programmes with Subtitling for the Deaf and the Hard-of-Hearing (SDH)... = Yes

Q30 How helpful do you find SDH is?

* Extremely dissatisfied
* Somewhat dissatisfied
* Neither satisfied nor dissatisfied
* Moderately satisfied
* Extremely satisfied

Q31 Which subtitle font do you prefer the most?

* SimSun
* SimHei
* Regular script
* Yuanti
* Other

Q32 When characters need to be identified, what system do you prefer?

* Using different colours to distinguish between different speakers
* Positioning subtitles next to / under the characters
* Adding name tags before dialogues
* Combining colours and positioning

Q33 How many colours do you think are necessary to distinguish between different speakers?

* 1 colour, no need to differentiate between speakers
* 2 colours, only need to differentiate between two speakers
* 3 colours or more, suitable for multiple speakers

Q34 Where do you prefer subtitles to be shown?

* Bottom of the screen only
* Both top and bottom of the screen
* Top of the screen only
* Next to the character who speaks each time

Q35 "Blocks" in subtitles refer to delaying or holding back words for a short period to present them as a cohesive unit or block of text during a live event, while "word by word" refers to displaying subtitles in a live event where each word appears on the screen as it is spoken, one after the other, in real-time synchronization with the audio.  
For live events, how do you prefer subtitles to be shown?

* Word by word
* Blocks

Q36 How do you prefer descriptions of sounds to be reflected on the subtitles?

* Explaining where the sound comes from
* Using words reproducing the sound
* Describing what the sound is like
* Pictures (e.g., telephone jumping around because it is ringing)

Q37 Where do you prefer sound-related information to be shown?

* Top-right side of the screen
* Bottom of the screen next to the subtitles
* Next to the source of the sound

Q38 Regarding information about the manner of speaking (e.g. shouting/whispering) of the characters, especially when it is not obvious in the picture or the characters are off screen, how do you prefer that to be shown?

* Providing visual cues (e.g., an icon or symbol)
* Including additional text descriptors (e.g., [shouting], [whispering]) alongside the dialogue.
* Nothing
* Other, please specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q39 When there is instrumental and background music in a film/TV series, what do you prefer?

* To have the title of the song on screen
* To have information on what type of music it is
* A symbol indicating "music"
* All of the above
* Nothing

Q40 When there are meaningful songs (i.e. songs that hold significant relevance to the storyline, character development, or emotional impact within the narrative) in a film/TV series, what do you prefer?

* To have the title of the song on screen
* To display the lyrics on screen
* To have information on what type of music it is
* A symbol indicating "music"
* All of the above
* Nothing

Q41 As opposed to live captioning, pre-recorded subtitles are prepared and synchronized with the audiovisual content in advance, serving as a fixed and non-changing part of the viewing experience.   
Which of the options below do you prefer for pre-recorded subtitles?

* Full subtitles that contain absolutely all the information
* Simpler subtitling (i.e. edited, while retaining all key information)

Q51 Which of the options below do you prefer for subtitles during a live show?

* Full subtitles that contain absolutely all the information
* Simpler subtitling (i.e. edited, while retaining all key information)

Display This Question:

If Which of the options below do you prefer for subtitles during a live show? = Full subtitles that contain absolutely all the information

Q42 If you chose "full subtitles" in the above questions, can you explain why you prefer them?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q43 If it is not possible to represent everything in the subtitles, which is the most important thing to include? (Please rate from (4) most important information to (1) least important.)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 0 | 1 | 2 | 3 | 4 |

|  |  |
| --- | --- |
| Dialogue () |  |
| Names () |  |
| Sounds effects (thunder) () |  |
| Manner of speaking (eg: "shouting", "whispering"） () |  |
| Expressions like "ok", "well. () |  |

Q44 What do you think about the usual speed of pre-recorded subtitles?

* Too fast
* Too slow
* About right
* I do not know

Q45 What do you think about the usual speed of live subtitles?

* Too fast
* About right
* Too slow
* I haven't seen subtitles in a live programme
* I do not know

End of Block: Subtitling Styles

Start of Block: General Feedbacks

Q45 How satisfied are you with the overall accessibility of AVT (Audiovisual Translation) products for the Deaf and hard-of-hearing in China?

* Extremely dissatisfied
* Somewhat dissatisfied
* Neither satisfied nor dissatisfied
* Moderately satisfied
* Extremely satisfied

Q46 Do you have any additional comments or feedback on the accessibility of audiovisual media for people with hearing impairments in China that can help improve this content?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

End of Block: General Feedbacks