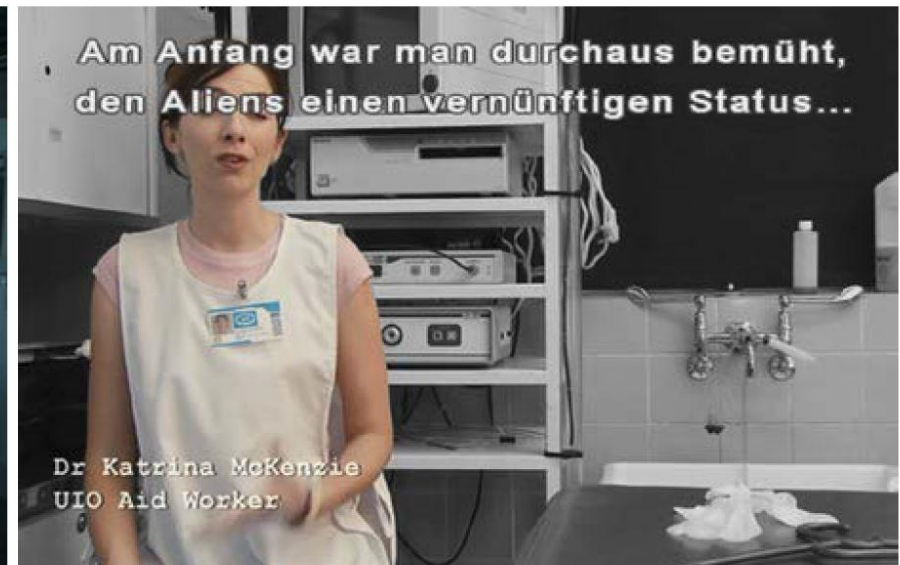


Easy-to-read meets integrated titles: defining addressee-oriented standards based on eye-tracking studies

Prof. Dr. Silvia Hansen-Schirra





Empirical evidence from basic research?

Integrated titles

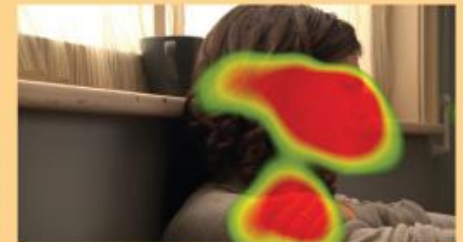
focus identification
15 English native participants



1 speaker



2 focus points



speaker outside frame,
two focus points

(Fox 2018)

Integrated titles



application

noch einmal verlieren.

Als ich alles verloren habe

Ich weiß also, wie es sich anfühlt.

noch einmal verlieren.

Als ich alles verloren habe

Ich weiß also, wie es sich anfühlt.

Eyetracking in progress: 15 German natives with minor knowledge of English

(Fox 2018)

Integrated titles

comparison
traditional vs integrated



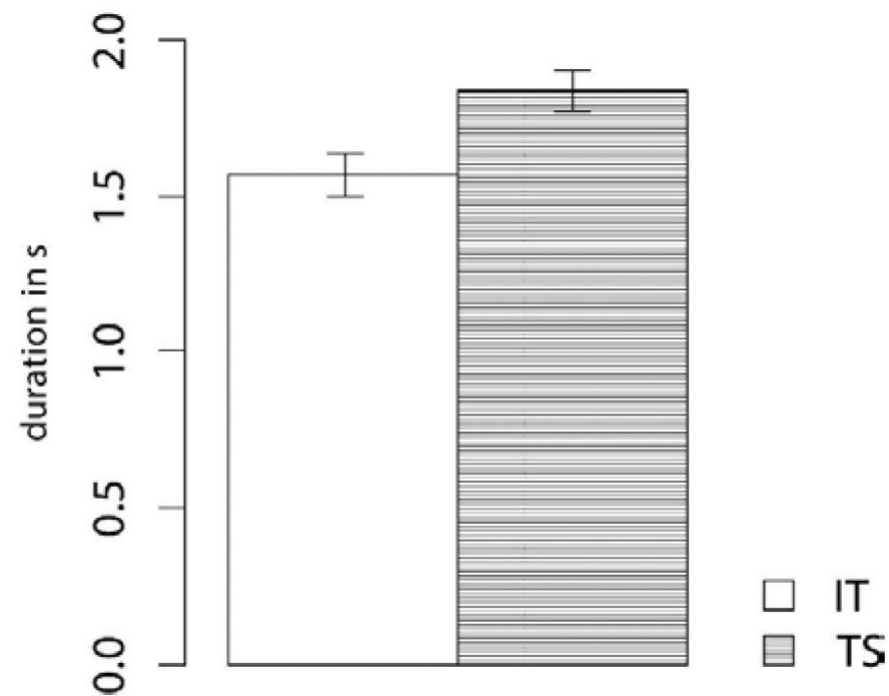
*even and
more central focus*

*shorter saccades
(distances the eye travels)*



*good contrast
even background
important details visible
(wedding ring)
speaker position indicated*

Integrated titles



Comparison of the average total visit duration (s) of the IT and TS participants

(Fox 2018)

Integrated titles

- more time exploring the image instead reading the title
- shorter saccades
- overall gaze behaviour will be closer to that of English natives who are not distracted by titles

Integrated titles...

... meet easy language

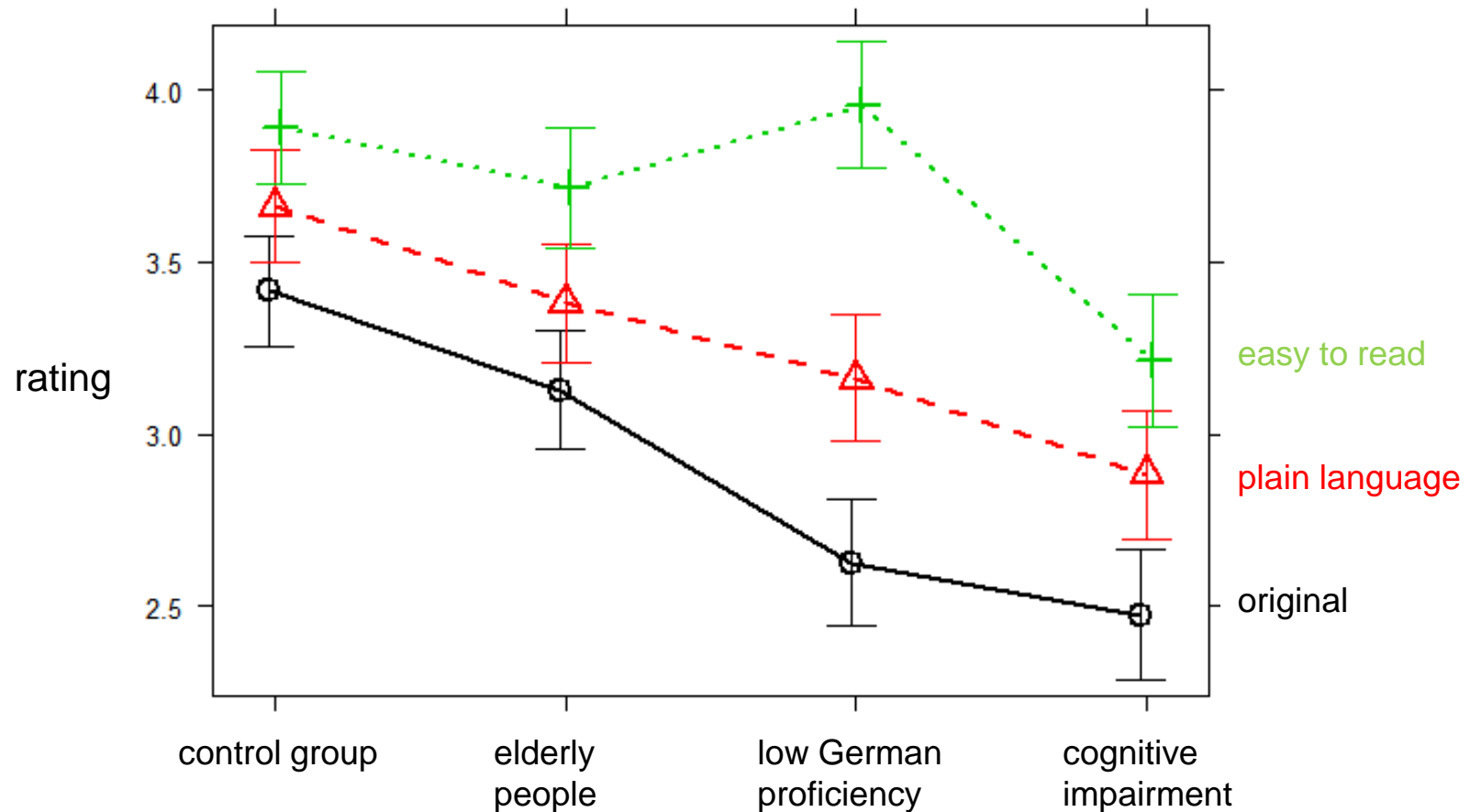
Easy language (e.g. Maaß 2015)

- variety with reduced complexity
- intralingual translation
- controlled language rules (e.g. Maaß 2015):
 - Use short sentences.
 - No passive.
 - For German: Use „Medio-punkt“ (interpunct) as segmentation aid for compounds.
 - Don't use genitives.
 - Explain terms and complex words.
 - etc.

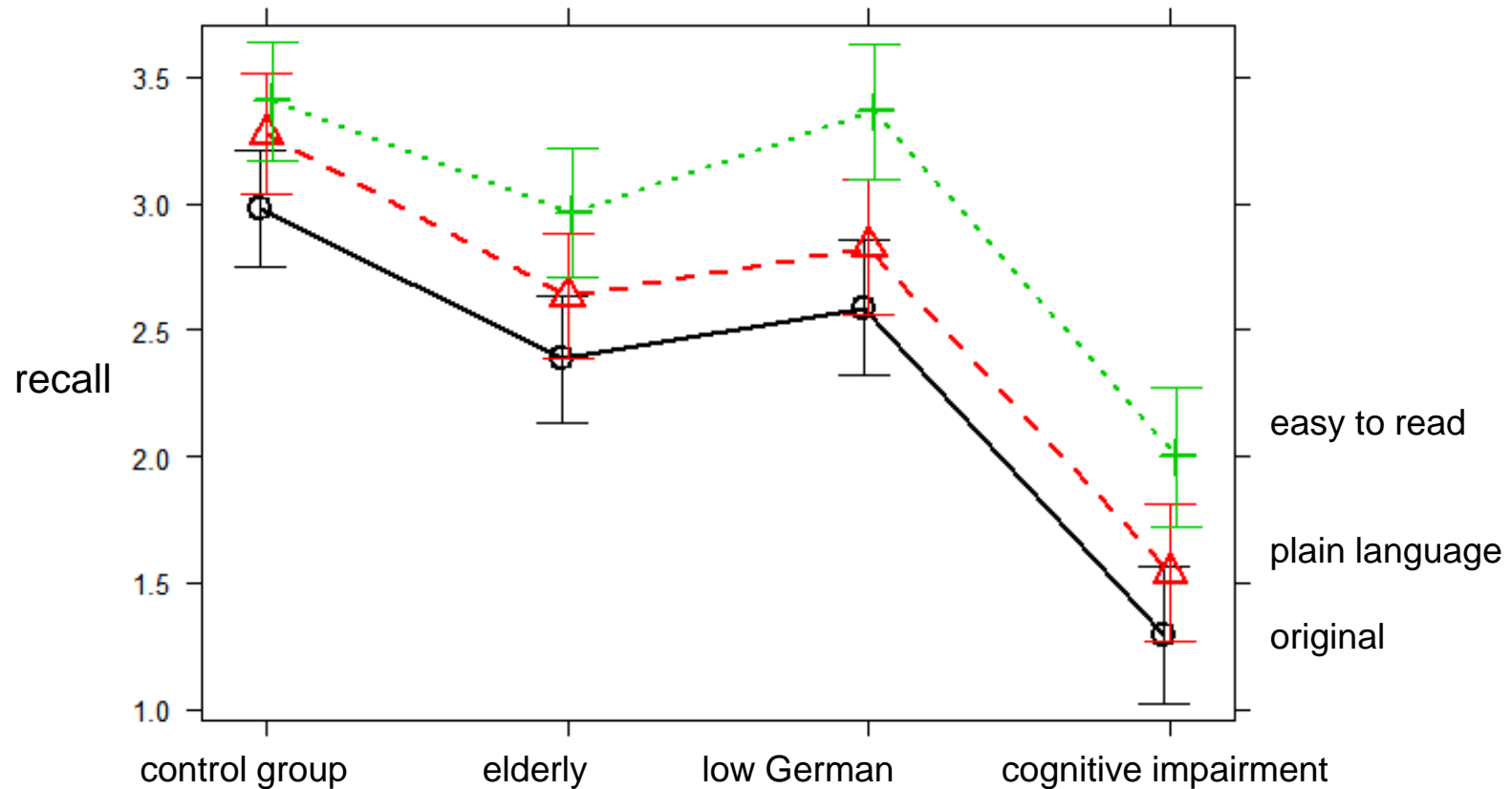
Empirical evidence: easy vs. plain language

- multi-method approach:
 - questionnaire
 - comprehensibility rating
 - recall task
 - eye-tracking study (Tobii TX300)
- different target groups (min. 30 participants per group):
 - elderly people
 - people with cognitive impairment
 - people with low German proficiency
 - control group
- different text variants:
 - original website: Ministerium für Soziales, Arbeit, Gesundheit und Demografie (<https://msagd.rlp.de>)
 - translation into plain language (Wolfer et al. 2015; Müller-Feldmeth et al. 2015, Hansen-Schirra & Gutermuth 2018)
 - translation into easy language (Maaß 2015)

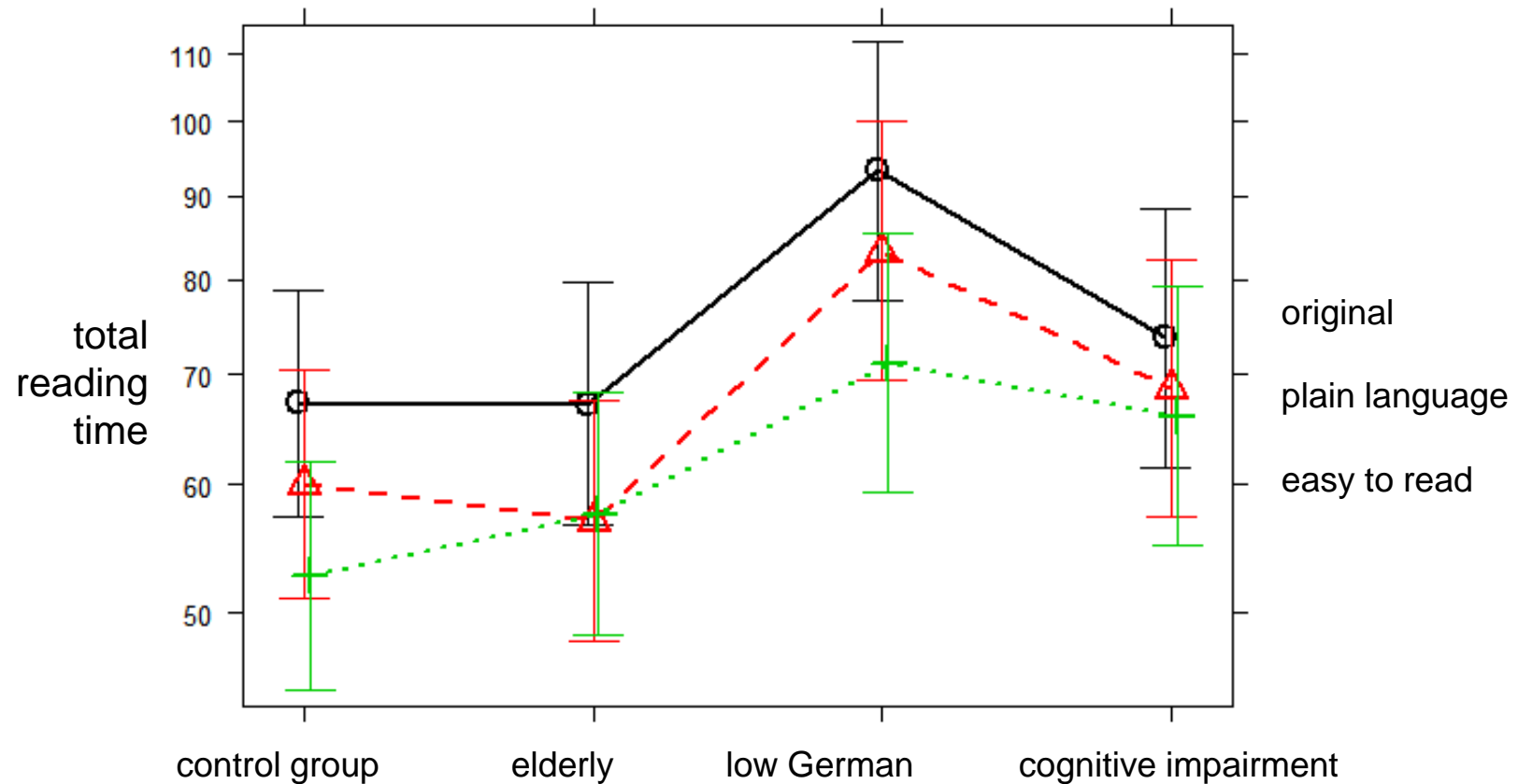
Empirical evidence: easy vs. plain language



Empirical evidence: easy vs. plain language



Empirical evidence: easy vs. plain language



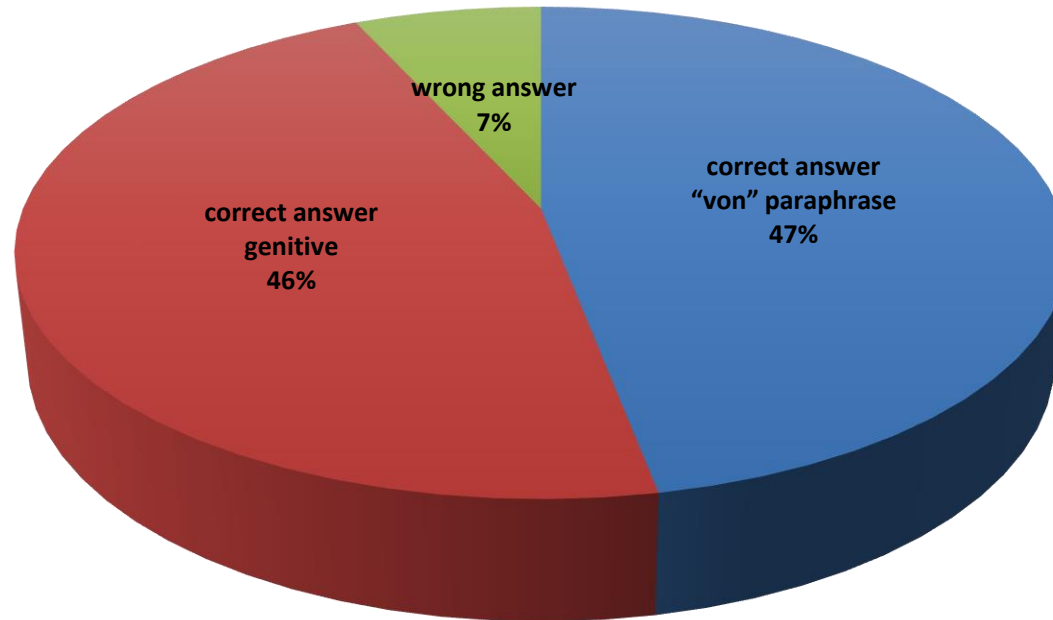
Empirical evidence: easy vs. plain language

- better rating for easy language
- better recall for easy language
- better readability for easy language

Empirical evidence: genitive vs. „von“ paraphrase

- 40 sentences: genitive (possessive) vs. „von“ paraphrase, distractors
- method: text-image mapping („Who owns...?“ question, paper-pencil, 5 alternatives)
- 8 participants
 - members of the review group for easy language capito Stuttgart
 - participants live and work in the GWW (Gemeinnützige Werkstätten und Wohnstätten GmbH) in Sindelfingen
 - degree of cognitive disability (Grad der Behinderung, GDB) between 50 % - 100 %
- Stimuli: images of Lebenshilfe Bremen e.V.

Empirical evidence: genitive vs. „von“ paraphrase



Empirical evidence: genitive vs. „von“ paraphrase

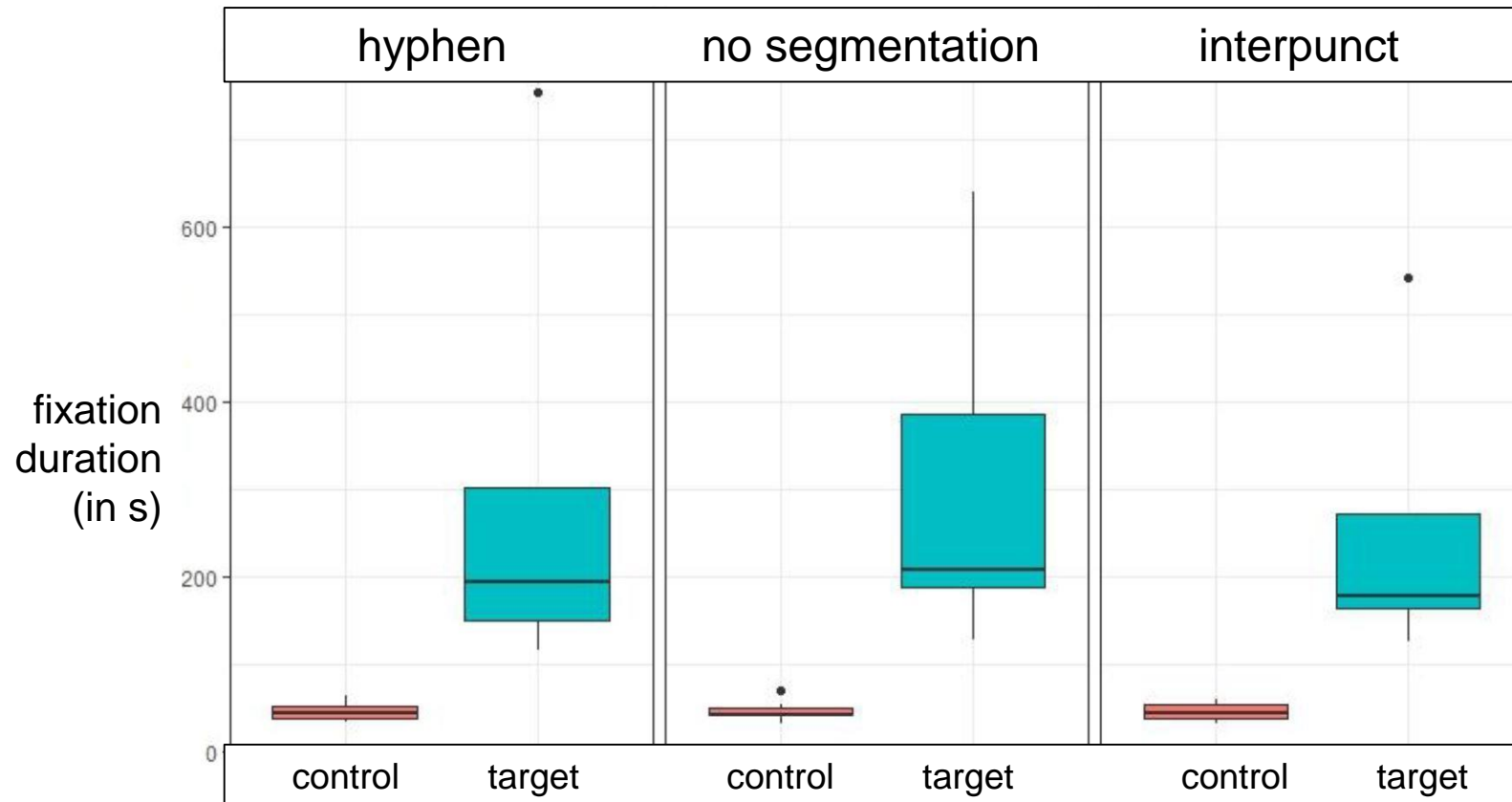
- no difference between genitive and „von“ paraphrase
- role of sentence position?
- difference between concrete and abstract nouns?

Empirical evidence: compound segmentation

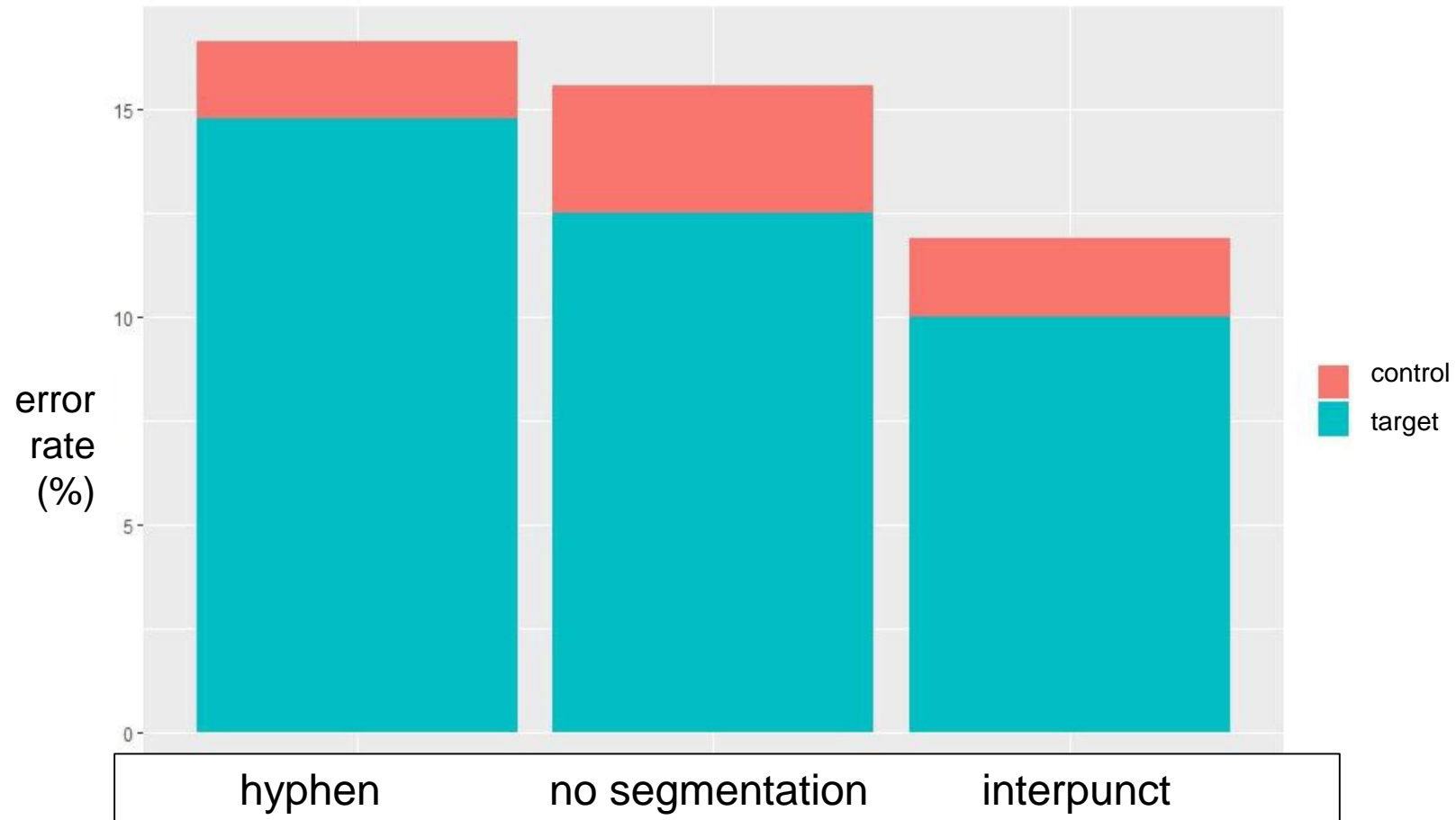
- 54 compounds, 3 randomized variants (hyphen, interpunct, no segmentation), distractors
- method: text-image mapping (4 alternatives)
- 5 women from a German course, adult literacy training (Kreisvolkshochschulkurs „Deutsch ‚Richtig schreiben lernen‘ - für ausländische Frauen mit Deutschkenntnissen“), more than 10 years in Germany, official certificate German course A1
- Stimuli: A1 vocabulary + Hueber images A1
- example:

Fach-Leute | Fach-leute | Fachleute

Empirical evidence: compound segmentation



Empirical evidence: compound segmentation



Empirical evidence: compound segmentation

- better readability and comprehensibility for interpunct
- higher error rate for hyphen

Easy language...

... meets integrated titles

Concept for easy integrated titles

- Static scenes (easier) vs. more active scenes (harder)
- No visible speaker vs. one or more visible speakers
- Speaker inside the frame vs. speaker outside the frame
- No cuts during speech act vs. cuts during speech act
- Secondary area is predominant vs. primary area is predominant
- Strong contrast vs. weak contrast

(Fox 2018)

Concept for easy integrated titles

- short distances for high(er) information processing
- no coverage of primary areas
- indication of speaking direction
- legibility
- individual aesthetic and/or typographic concepts

(Fox 2018)

Concept for easy integrated titles

Er hat gesagt ich sei perfekt geeignet für einen Werbefilm	Der Regisseur hat gesagt: \\N Du bist perfekt für einen Werbe•film.	direct speech, interpunct
Aber du bist doch keine Schauspielerin	Aber du bist doch \\N keine Schauspielerin.	bold face for negation
Nein...aber...ich soll auch gar nicht spielen.	Nein...Aber... \\N Ich soll auch nicht spielen.	bold face for negation
Und wofür soll die Werbung sein?	Und wofür \\N sollst du werben?	verbal style
Für Prontofix.	Ich soll für Prontofix werben.	no ellipsis
Was ist das?	Was ist das?	
Ich weiß nicht.	Ich weiß nicht .	bold face for negation
Er hat gesagt das Honorar sei gut.	Der Regisseur hat gesagt: \\N Das Honorar ist gut.	direct speech
Und alle Welt würde mich im Fernsehen sehen.	Und jeder sieht dich \\N im Fernsehen.	direct speech
Wie du für ein Abführmittel wirbst?	Vielleicht wirbst du\\N für ein Abführ•mittel \\N Dann sieht das jeder.	no ellipsis
Das kommt nicht in Frage.	Das kommt nicht in Frage.	bold face for negation
Dann werden sofort alle Funktionäre verhaftet.	Dann verhaftet die Polizei \\N alle Beamten.	active voice, lexical choice: familiar words

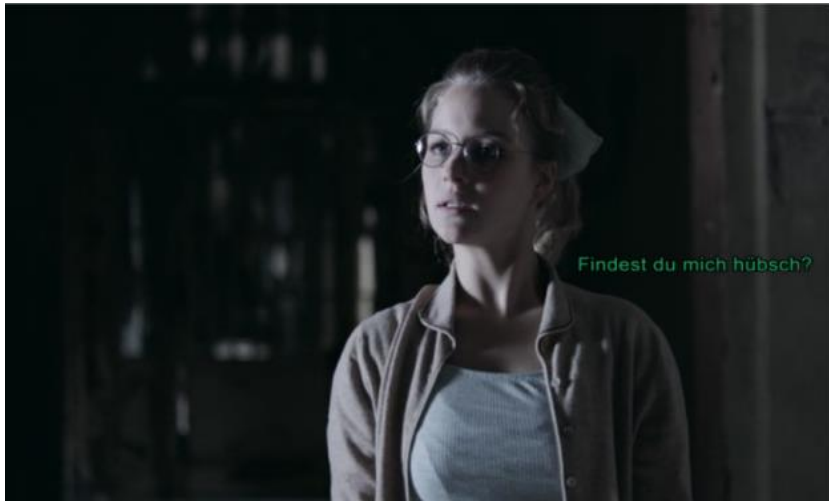
(Marmit 2018)

Concept for easy integrated titles



(Marmit 2018)

Concept for easy integrated titles



Future work

- more empirical evidence concerning easy language rules
- empirical evidence of easy subtitles with target groups
- empirical evidence for different genres
- formulation of standards, catalogue of standards
- development of automatized strategies, e.g.

Park, Seung-Bo / Kyung-Jin Oh / Heung Nam Kim / Geun-Sik Jo. 2008. "Automatic subtitles localization through speaker identification in multimedia system." *IEEE International Workshop on Semantic Computing and Applications*. DOI 10.1109/IWSCA.2008.28
- test complementary forms of presenting easy language contents, e.g. additional digital or printed materials

PhD School

“Einfach komplex – Leichte Sprache”

<https://leichtesprache.uni-mainz.de/>

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