Appendix 3 – Subtitles Preferences

Thank you for taking part in this research project which aims to develop a set of guidelines for the production of subtitles for the deaf and the hard-of-hearing (SDH) specifically for the Turkish audience. Your opinion will provide me with invaluable information to develop guidelines that meet your needs and preferences and will ultimately help broadcasters to air programmes with subtitles specifically tailored for you.

You are going to watch four clips with subtitles for the deaf and the hard-of-hearing, each of them divided into two or four parts. After each clip you will be given time to answer some questions.

Please do not hesitate to let me know if something is unclear or if you need further explanations. I will be very happy to help.

Many thanks for your participation!

A) Speaker Identification:

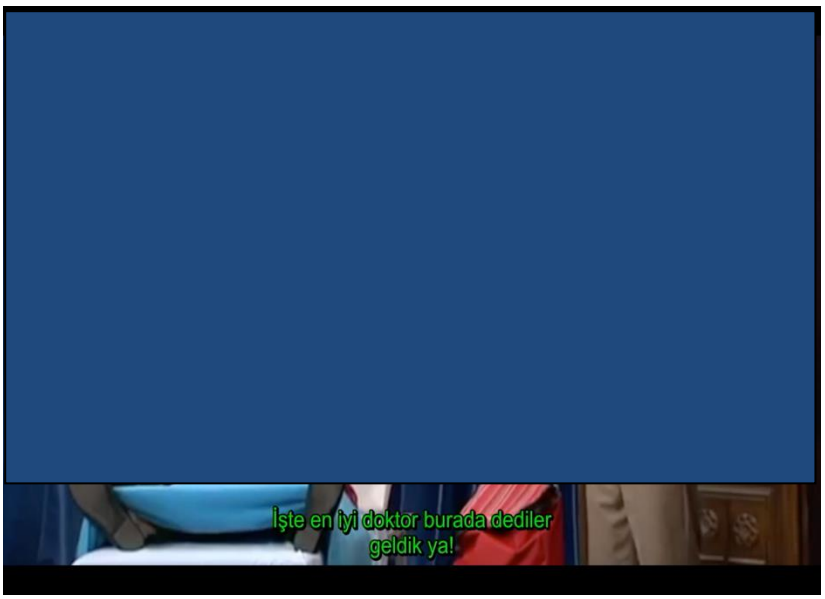
When different characters are talking, how do you prefer them to be identified?

(1 = I don't like ☹ 5 = I like a lot ☺)

1) Using different colours

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

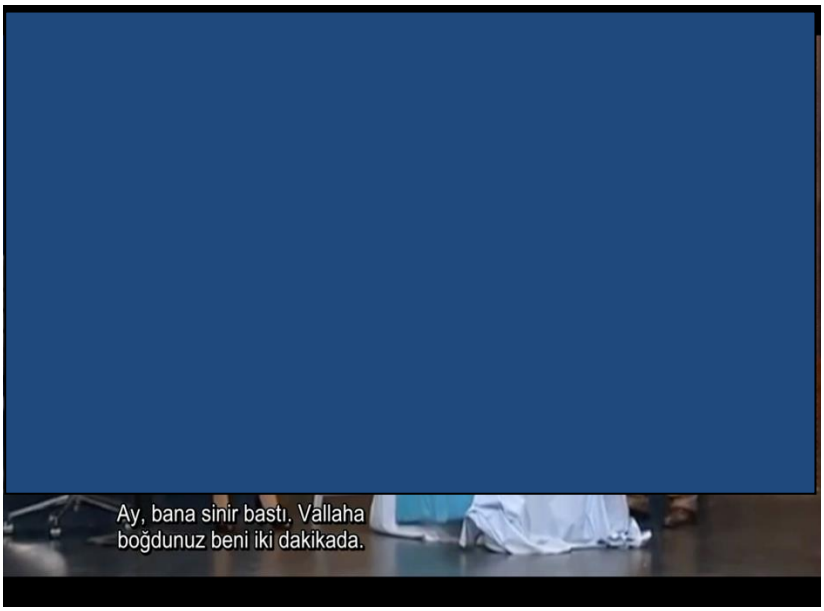
☹ ☺



2) Placing subtitles under the character who is speaking

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

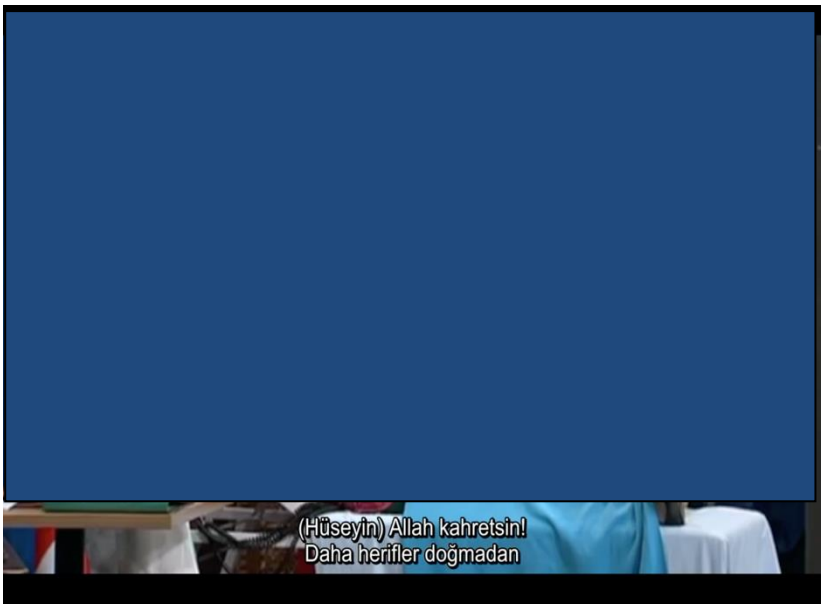
☹ ☺



3) Using labels with the name of the character

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

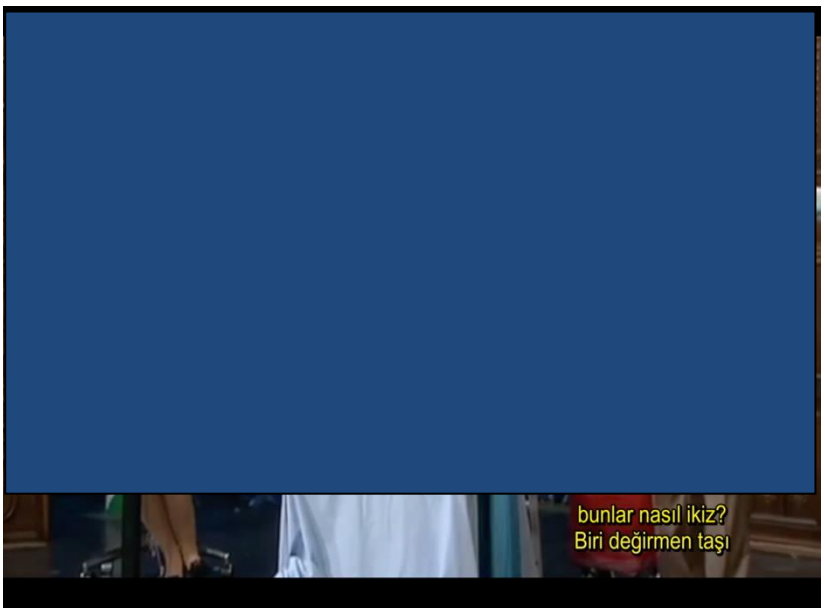
☹ ☺



4) Combining colours with placement of subtitles under the relevant character

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

☹ ☺



B) Reading Speed:

Which set of subtitles helps you most to read the text? and enjoy the clip at the same time?

(1 = not helpful 5 = very helpful)

1) Literal transcription of the dialogue

1 ☐ **2** ☐ **3** ☐ **4** ☐ **5** ☐

☹ ☺

2) Reduced transcription of the dialogue

1 ☐ **2** ☐ **3** ☐ **4** ☐ **5** ☐

☹ ☺

C) Sound Information:

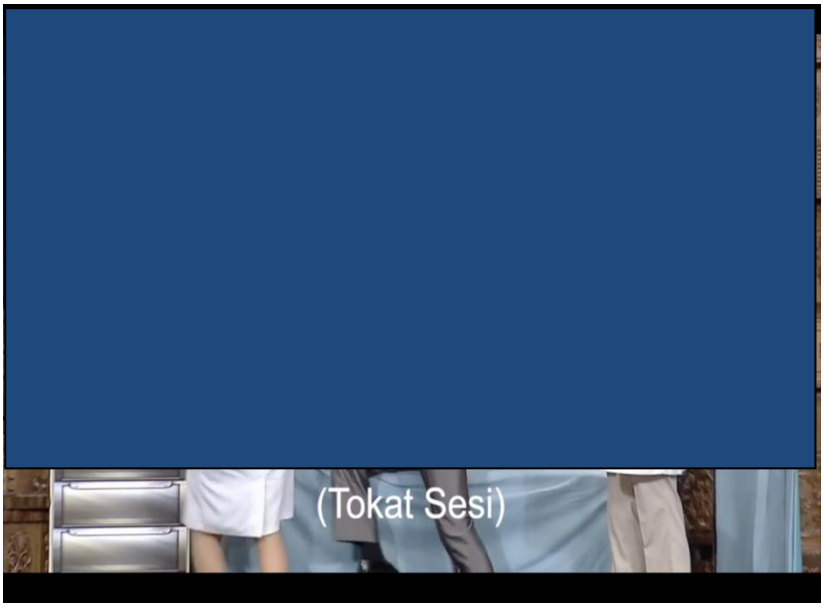
How do you prefer sound information to be stated in the subtitles?

(1 = I don't like 5 = I like a lot)

1) Use of labels describing the sound

1 ☐ **2** ☐ **3** ☐ **4** ☐ **5** ☐

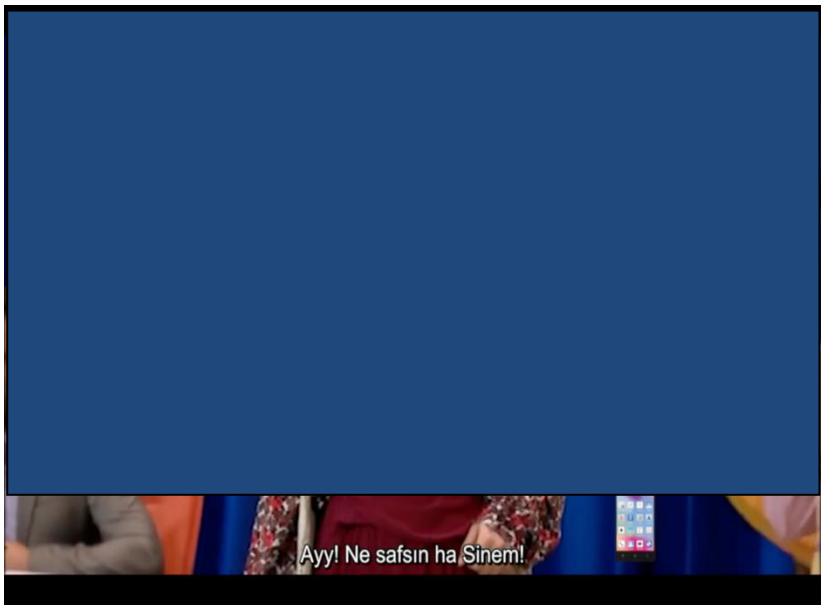
☹ ☺



2) Use of icons

1 ☐ **2** ☐ **3** ☐ **4** ☐ **5** ☐

☹ ☺



3) Use of onomatopoeias to reproduce the sounds

1 ☐ **2** ☐ **3** ☐ **4** ☐ **5** ☐

☹ ☺

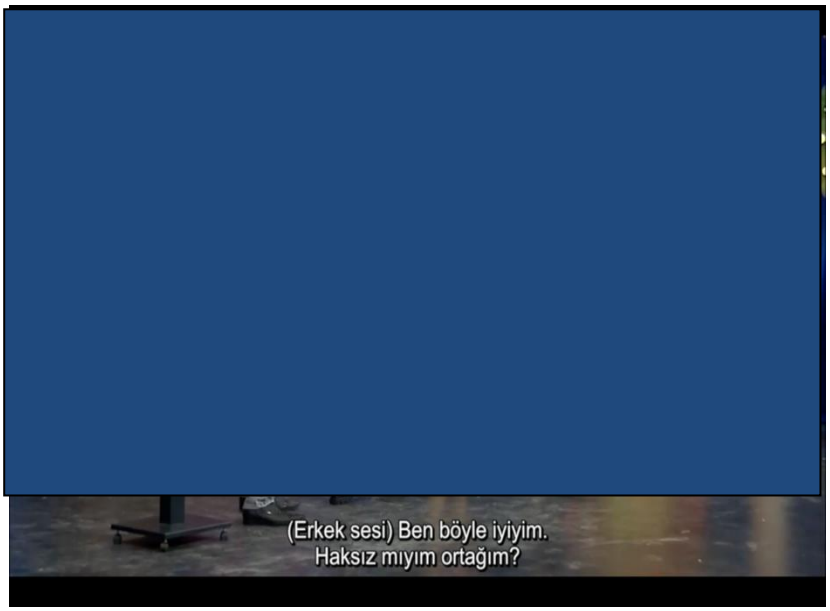
D) Paralinguistic Information:

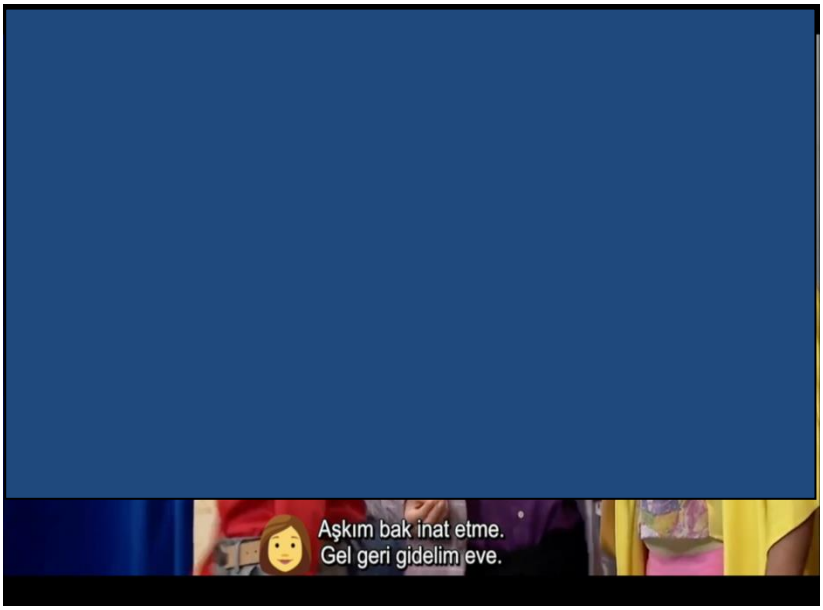
Please evaluate the methods used to show the way characters are speaking (angry, happy, ironic, whispering, etc.), especially when it is not obvious from screen.

(1 = I don't like 5 = I like a lot)

1) Use of labels

1 ☐ **2** ☐ **3** ☐ **4** ☐ **5** ☐



2) Use of emoticons

1 ☐ **2** ☐ **3** ☐ **4** ☐ **5** ☐