

Participants Needed for TV Accessibility Research

What are we researching?

BBC Research and Development are investigating techniques to improve TV audio for hard of hearing individuals. As part of this work we will be carrying out an experiment with hard of hearing and non-hard of hearing audience members to determine the effectiveness of these techniques. This research will equip the BBC as it endeavours to provide TV audio that is easier to understand and more comfortable to listen to for a wider range of audience members. To complete this research we need hard of hearing participants with mild to moderate hearing loss and participants without hearing loss.

What will the experiment involve?

Participants will complete a brief hearing test before the main experiment. In the main experiment the participant will be presented short audio clips and answer questions about their experience listening to them. There will be regular 10 minute breaks and refreshments.

Key details:

The experiment window runs from the 7th of August to the 1st of September at BBC R&D's base in Dock House, MediaCityUK, Salford. Each experiment will take between 1.5 and 2 hours per participant including breaks. There is the option to take longer breaks or split the experiment over two visits. We understand this is a considerable time commitment and therefore are offering £40 love2shop vouchers as compensation.

How do I Sign Up?

We need both hard of hearing participants and non-hard of hearing participants. If you would like to participate, please select a slot in the linked Calendly form.

<https://calendly.com/jack-alston-bbc/bbc-r-d-audio-accessibility-experiment>

If you have any questions or problems signing up please contact Jack Alston at:

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