

## References

King, C. M., LaSasso, C. J. & Short, D.D. (1994). Digital captioning: Effects of color-coding and placement in synchronized text-audio presentations. In J. Willis, B. Robins, & D.A. Willis (eds.), *Educational Multimedia and Hypermedia, 1994* (pp. 329-334). Charlottesville, VA: Association for the Advancement of Computing in Education.

King, C. M. and LaSasso, C. J. (1993). Caption format research project. Presentation for Electronic Industries Association Television Display Standards Section. Washington, D.C., May.

# Appendix A

## Questionnaire on Awareness of Features

**LOOK AT THE CAPTION.**

Correct answer - 18%  
Partially correct answer - 13%  
Incorrect answer - 16%

**In this caption, what does >> mean?**

Please check ALL POSSIBLE answers:

- 28% The speaker began a new topic
- \* 31% A different speaker began talking
- 1% The speaker began to talk louder
- 2% It is a mistake in the captioning
- 53% Don't know/not sure

\* correct answer

# LOOK AT THE CAPTION.



Correct answer - 4%  
Partially correct answer - 27%  
Incorrect answer - 22%

## In this caption, why are the letters *SLANTED*?

Please check ALL POSSIBLE answers:

- 18% The person is shouting or yelling
- 3% The person has an accent
- \* 14% The person is thinking those words, not speaking those words
- \* 21% The person speaking is not on the screen
- 9% It is a mistake in the captioning
- 47% Don't know/not sure

\* correct answers

## LOOK AT THE CAPTION.



Correct answer - 25%  
Partially correct answer - 3%  
Incorrect answer - 20%

Upper case = LETTERS ARE IN CAPITALS (like most captions)

Lower case = letters are small, like this

Upper/Lower case = Some are capitals, some are small, as in a book or magazine

### In this caption, why are the letters upper/lower case?

Please check ALL POSSIBLE answers:

- 12% The person speaking is not on the screen
- \* 29% The person is whispering
- 3% The person has an accent
- 4% The person is shouting or yelling
- 4% It is a mistake in the captioning
- 52% Don't know/not sure

\* correct answer

LOOK AT THE CAPTION.



Correct answer - 65%  
Partially correct answer - 0%  
Incorrect answer - 7%

In this caption, why are a few words *SLANTED*?

Please check ALL POSSIBLE answers:

- 4% The person is shouting or yelling those words
- 2% The person is whispering those words
- \*  65% Those words are a title (like a book, movie, TV show, etc.)
- 2% It is a mistake in the captioning
- 28% Don't know/not sure

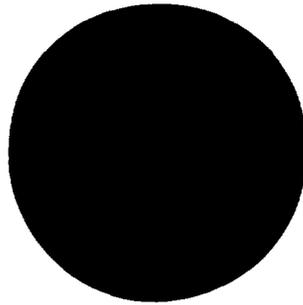
\* correct answer

# Appendix B

## Demographic Characteristics of the Sample

## Gender

Female 61.4%

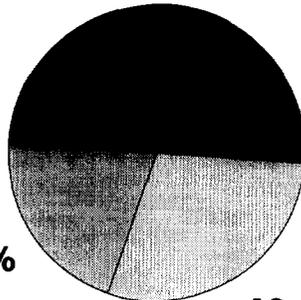


Male 38.6%

N=189

## Age

21-40 yrs 39.7%



14-20 yrs 9.5%

No response 1.1

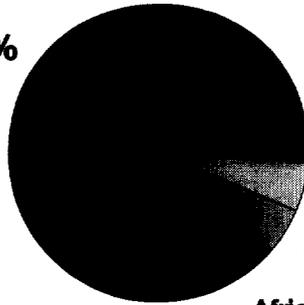
41-60 yrs 20.6%

60+ yrs 29.1%

N=189

## Ethnicity

Cauc., Non-Hisp 81.0%



Other 1.0%  
Asian/Pac. Islander 5.3

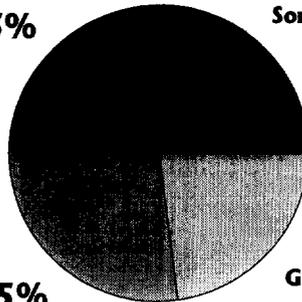
Hispanic 4.8%

African-Amer. 7.9%

N = 189

## Highest Level of Education

H.S. grad or less 23.3%



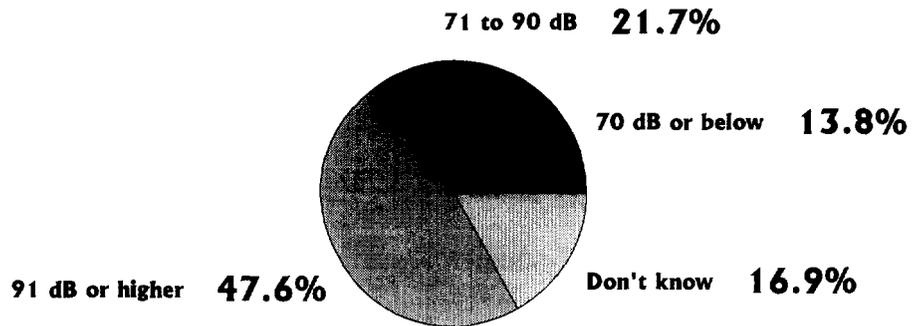
Some college 26.5%

College degree 27.5%

Grad degree 22.8%

N = 189

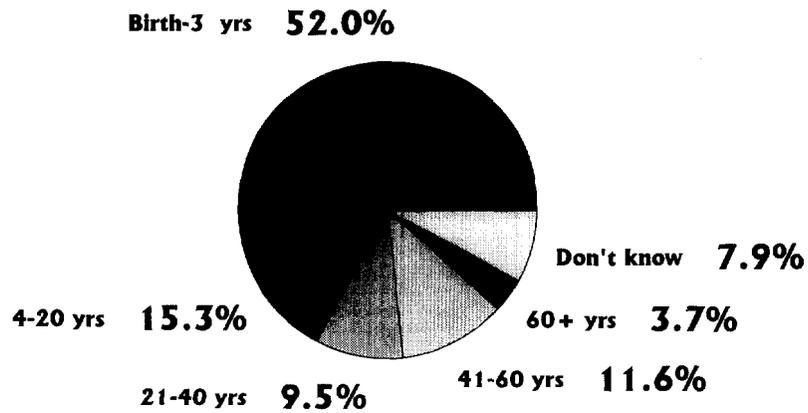
## Level of Hearing Loss in Better Ear



N=189

Self-reported estimates of hearing loss

## Age at First Occurrence of Hearing Loss



N=189

# Appendix C

## Companies and Organizations that Responded to the Draft Guidelines

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John P. Armour  
Captioner and Media Producer  
920 Stryker Avenue  
West St. Paul, MN 55118

Self-Help for Hard of Hearing People  
7910 Woodmont Avenue  
Suite 1200  
Bethesda, MD 20814

The Caption Center  
125 Western Avenue  
Boston, MA 02134

The Caption Company  
1700 Water Place  
Suite 300  
Atlanta, GA 30339

The Caption Connection  
1320 Edgewater NW  
Suite B10  
Salem, OR 97304

CaptionMax  
708 North First Street  
Suite 131  
Minneapolis, MN 55401

CBS Inc.  
51 West 52 Street  
New York, NY 10019

Closed Captioning Services  
2215 Oak Industrial Dr., N.E.  
Suite 18  
Grand Rapids, MI 49505

Maryland Public Television  
11767 Owings Mills Boulevard  
Owings Mills, MD 21117-1499

National Association of the Deaf  
Captioned Films/Videos Program  
Woodland Executive Center, Suite I  
1218 Reidville Road  
Spartanburg, SC 29301

# Appendix D

Advisors,  
Consultant,  
and  
Staff

## Advisory Committee

Rosemary Bennett  
Gallaudet University

JoAnn McCann  
Department of Education

Marjorie Boone  
Self Help for Hard of Hearing People

Linda Randall/Len Helmniak  
National Captioning Institute

Gertrude Galloway  
Marie Katzenbach School for the Deaf

Ramon Rodriguez  
U.S. Department of Education

Michael Grossman  
WGBH/The Captioning Center

Toby Silver  
Television for All Coalition

Carl Jensema  
Institute for Disabilities, Research &  
Training, Inc.

Patti Singleton  
Gallaudet University

Jeff Hutchins  
VITAC, Inc.

William Stark  
National Association of the Deaf

Sue Mather  
Gallaudet University

**Consultant:** Ves Bennett  
The Ganymede Group, Inc.

## Technology Assessment Program Staff on this Project

Judith E. Harkins, Director  
Ellie Korres, Research Associate  
Beth R. Singer, Research Associate  
Barbara M. Virvan, Research Associate  
Yoon K. Lee, Video Production Specialist



Gallaudet University, in Washington, D.C., is the world's only liberal arts university for deaf students. In addition to offering on-campus educational programs from the preschool to doctoral level, Gallaudet is an internationally recognized center for research, program development, and consultation related to deafness and hearing loss. Gallaudet University is an equal opportunity employer/educational institution and does not discriminate on the basis of race, color, sex, national origin, religion, age, hearing status, disability, covered veteran status, marital status, personal appearance, sexual orientation, family responsibilities, matriculation, political affiliation, source of income, place of business or residence, pregnancy, childbirth, or any other unlawful basis.