

Captioning in the COVID-19 Era

Presented by:

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Agenda

- Introductory information
- Why caption? What are our obligations?
- Types of captions
- What are some tools or vendors that I can use?
- How do I integrate captions into popular platforms, such as Zoom and Panopto?

What makes captioning so different during COVID?

The systemic shift to virtual learning has dramatically increased the need for captioning services.

We have obligations as a University that make it more important than ever to give captioning the attention it deserves.

Introductory Information

Terminology

Transcript:

- A verbatim text representation of audio present in either video or audio-only material (i.e. Podcast).
- Usually includes speaker designations

Captions:

- An accurate transcript with timestamps
- Synchronized and appearing at approximately the same time the audio is delivered in the video
- Includes speaker identification, sound affects, and music description
- Assumes the viewer of the video cannot hear

Terminology Continued

Interactive Transcript:

- Post-production captioning solution and dependent upon player used
- Transcript appears alongside the video
- Commonly, as the words are spoken, they are highlighted in the transcript
- Includes timestamps and is searchable
- Provided in Zoom, Panopto, YouTube

Interactive Transcript

The screenshot shows a video player on the left and a transcript panel on the right. The video player displays the OSU and 3PlayMedia logos, the title, a presenter photo, and a caption: "We're going to save questions until the end." The transcript panel includes a search bar, the transcript text, and two download buttons.

OSU Oregon State University **3PlayMedia**

National Research Results: How Colleges Nationwide are Handling Captioning

Presented by:

Dr. Katie Linder, Research Director
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Tweet using:
[@ecresearchunit](#)
[@Katie_Linder](#)
[@3playmedia](#)

We're going to save questions until the end.

Search Transcript ... **Searchable transcript**

LILY BOND: I'm Lily Bond from 3Play Media, and I'll be moderating today. And I'm joined by Dr. Katie Linder, who is the research director at Oregon State University's Ecampus Research Unit, and the head researcher on the study that we're talking about today.

KATIE LINDER: So I'm excited to share the results from the second part of a study that we've run in collaboration with 3Play Media. And this is the institutional component of this study, where we were looking at how colleges nationwide are handling closed captioning.

The first study that we talked about in our September 15 webinar is available now for replay on 3Play Media's

DOWNLOAD TRANSCRIPT **PLAIN TRANSCRIPT**

Two types of downloadable transcripts

Captions

Two Types of Captions

- **Live Captioning/CART/Realtime Captioning:** captioning during a live event (meeting, class, program, etc.).
- **Post-Production Captioning:** adding captions after you record or create video or audio material.

Why Caption?

(What are these obligations?)

Legal Requirements

UVA is an entity covered by Title II of the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act which bars discrimination against individuals with disabilities.

The ADA requires that we provide “Effective Communication” for all participants – including individuals with a hearing disability.

This requires us to ensure a person with a hearing disability can communicate with, receive information from, and convey information to, an entity covered by the ADA.



Supports the Mission of the University

“... development of the full potential of talented students from all walks of life.”

“... serves the Commonwealth of Virginia, the nation, and the world...advancing, preserving, and disseminating knowledge..”

[University Code of Ethics and Mission Statement](#)

Academic & Non-Academic Benefits

- Offers better comprehension of materials for all students (2016 Oregon State Univ/3Play Media Study)
 - Focus
 - Ability to retain information
 - Increased engagement
- Increased intelligibility
- Overcome poor audio quality / slow internet bandwidth
- Very helpful when the speaker is hard to understand
- Very helpful for participants whose native language is not English

Guidance – When are transcription and captioning REQUIRED?

We are required to provide captions and accurate transcripts of live and recorded events/materials when:

- An accommodation is provided for a student
- An accommodation request has been made by a faculty member, staff member, or guest of the University
- The event/class will be available to the public / an “unknown” audience

Guidance – When SHOULD I Caption?

Providing captions and transcripts are not required but strongly recommended in the following circumstances:

- When your class/event will have over 250 participants
- When the speaker is difficult to understand
- To provide multiple means of engagement for your audience
- When the recording will be reused
- During a live event, understand some participants will not have sufficient internet bandwidth for video to download – captions usually will

Guidance – Ask If Accommodations Are Requested

- If you are providing live captions and recording the session, make sure to let your audience know this in the invitation and marketing materials.
- Even with captions in place, it is important that you also ask if other accommodations will be required by members of your audience.

A sample statement:

*The University of Virginia is committed to providing universal access to our events. Please contact [**name, email, phone**] to request disability accommodations. Advance notice is necessary to arrange for some accessibility needs. Please contact us at least seven days prior to the start of this event.*

Who Pays for Captions?

Student accommodation notice:

- SDAC arranges and pays for the service

Faculty/Staff accommodation:

- Department funds first \$500 / Disability Accommodation Fund (DAF)*
- Employee must initiate accommodation request

When your class/event will be available to the public, an accommodation request has been made by an event participant, or no accommodation request has been made and you are providing captions as a best-practice:

- Funding by department/event sponsor

Captioning is considered part of video production costs. Currently, the University does not centrally fund non-accommodation captioning*.

Types of Captions

Refresher: The Two Types of Captions

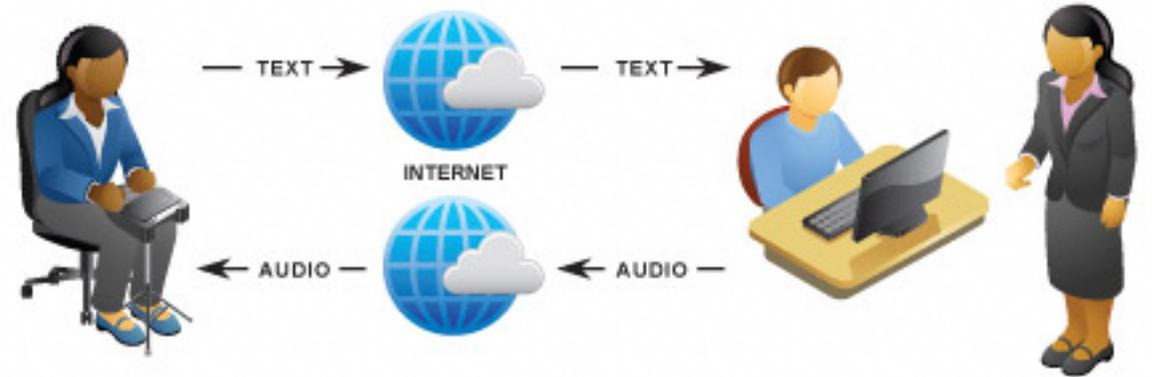
Live/CART/Realtime vs. Post-production

These can be done via automatic speech recognition (ASR) or a human captionist.

Realtime/CART/Live Captioning

Used for live classes, meetings, webinars, etc. If for a student accommodation, coordinated by SDAC.

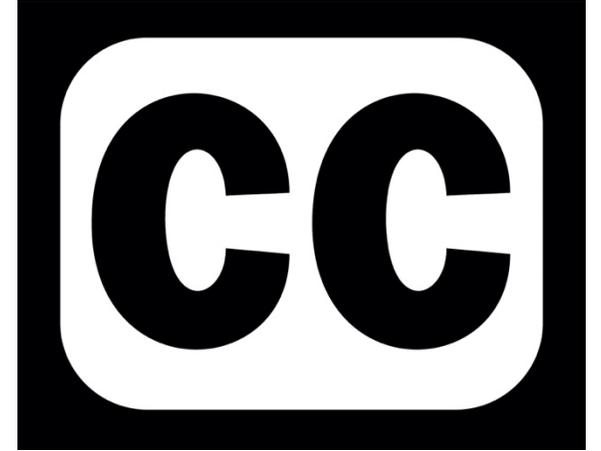
During COVID, we only provide remote captioners. The captioner listens to the event via the video-conferencing tool link, telephone, etc., and relays back the text.



Post-Production Captioning

Captions are added after the video or audio material has been created/recorded. This can be done by you (DIY), using automatic speech recognition (ASR), or a contracted vendor (recommended).

Closed Captions vs. Open Captions – our focus today is on closed captions



Automatic Captions vs. Human Captionist

There is a large discrepancy in the accuracy of captions created by Automatic Speech Recognition (ASR) versus a human captionist.

We strive for better than 98% accuracy! If relying on ASR, you **must** edit for accuracy.

- 98% allows for two inaccuracies per 100 words
- can vs. can't – the difference is important!

The Joys of Automatic Speech Recognition (ASR)

14:05:32 And the purpose is to promote
and protect the rights of
14:05:36 people with disabilities.

14:05:37 And then we have the W3C

14:05:39 , web is sex with

14:05:45 accessibility initiative.

14:05:46 And they have published the
web content accessibility

14:05:48 guidelines.

14:05:49 The acronym WCAG.



Tools & Vendors

Zoom: Captioning & Transcription

Pros:

- Easily integrate with live captioning vendors
- For recorded sessions, the built-in Audio Transcription feature provides an interactive transcript and captions when saved in the Zoom Cloud
- ASR used for Audio Transcription is good, but it **MUST** be edited for accuracy

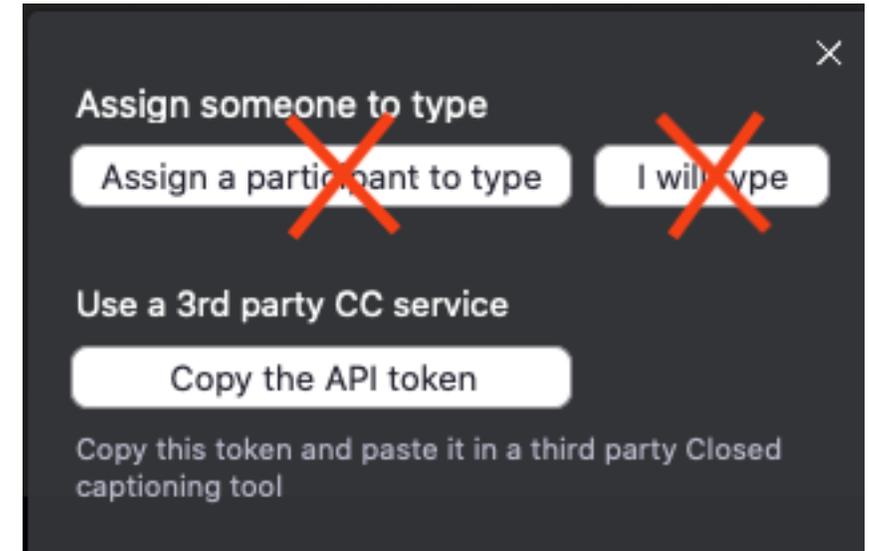
Cons:

- Only the host can edit the transcript when Audio Transcription is used
- No “fee-free” solution for live captioning
- When recorded session with transcript is moved from the Zoom Cloud, the transcription is lost

Zoom: Captioning & Transcription

Integrating with a Live Captioning Vendor

1. Contact the vendor you would like to use at least one week prior to your event and provide the date(s) and time(s) their services are needed.
2. You will receive a confirmation from the vendor your event has a captionist assigned along with their contact information.
3. Make sure the host of the event is using a UVA provisioned Zoom Pro account and the settings are configured to allow captioning.
4. Day of the event, send the API token to the captionist via their direction.

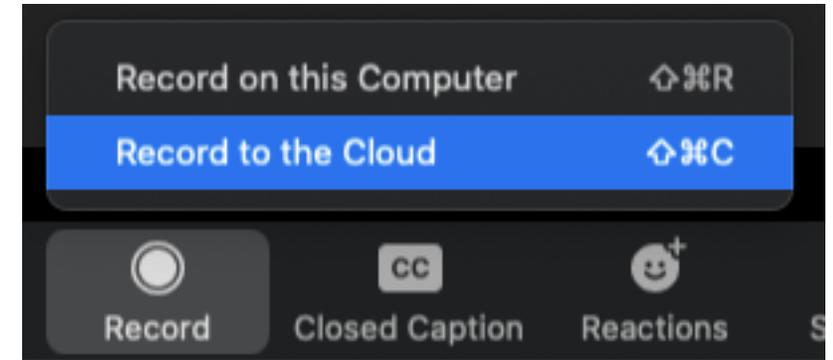


There is an exception to “Assign a participant to type” when a professional captionist is a participant.

Zoom: Captioning & Transcription

Setting Up Audio Transcription

1. Make sure the host of the event is using a UVA provisioned Zoom Pro account and the settings are configured to allow Audio Transcription.
2. When you are ready to start recording your event, make sure to select “Record to the Cloud”.
3. You will receive a notification when your recording is complete.
4. Only the host of the Zoom session (owner of the recording) has access to edit the transcript.
5. Once the transcript has been edited for accuracy the session host can share a link to the recording.

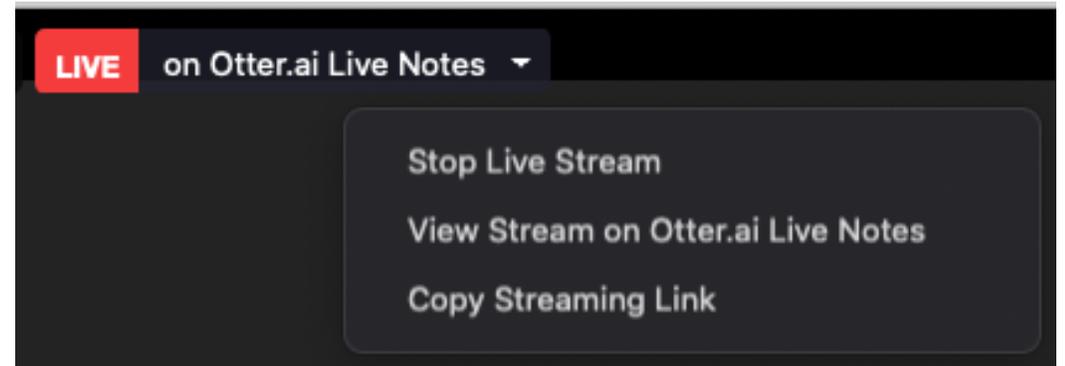


REMEMBER: Removing the recording from the Zoom Cloud will remove the transcript.

Zoom: Captioning & Transcription

Live Transcription Option: Otter.ai Live Notes

1. Request a UVA provisioned Otter for Teams account from Lori Kressin.
2. Use of this tool requires intervention from ITS to pair Otter.ai with a UVA provisioned Zoom Pro account. When your Otter.ai account is requested, a request for pairing will also be made.
3. Once paired and as **the host** of an event, the options for live transcription will be in the upper left corner and available to all participants.



NOTE: There are a limited number of accounts available.

Zoom: Captioning & Transcription

Otter.ai Live Notes Examples

The image shows a Zoom meeting interface with two main windows. The left window is a web browser displaying the Otter.ai interface for a meeting titled "Lori Kressin's Personal Meeting Room". The meeting details include the date and time "Mon, 8/10 · 12:54 PM", the status "Live", and "Shared by Lori Kressin". The transcript shows two messages: one at 2:11 saying "Hello Hello, and welcome to the session." and another at 2:18 saying "This is a demonstration of otter.ai live notes." The right window is the Zoom meeting video feed, showing a "LIVE on Otter.ai Live Notes" banner at the top. The video content is a still image of a classical building facade. The Zoom control bar at the bottom includes icons for Mute, Start Video, Security, Participants, Share Screen, Polling, Reactions, and an End button.

Zoom: Captioning & Transcription

Other Considerations for Recorded Materials

- If you are storing your Zoom recording locally, you will need to create the transcript and captions and assure they are accurate before sharing.
- Most economical method is to use a post-production captioning vendor and upload the recording to an account you have established with that vendor.
- Directions for adding the caption file to your Zoom recording are provided by each vendor and on our websites.
- If you are using Zoom within your LMS (Canvas, UVACollab, Blackboard) reach out to your support team for additional guidance.
- Turn-around time should be no less than four business days for non-academic work and much sooner for academic course materials.

Panopto: Captioning & Transcription

AKA: Lecture Capture (UVACollab)

Pros:

- Faculty are familiar with the tool
- Provides interactive transcript when transcription/caption are attached to the file
- Allows for more than just the host/owner to request and edit transcripts/captions
- Easy integration of caption files

Cons:

- Does not allow for live captioning in any form
- No “fee-free” or built-in solution for post-production transcription/captioning

Panopto: Captioning & Transcription

- There is no “fee-free” option for post-production transcription
- Access to 3Play Media captioning services is currently available
 - Request access through Lori Kressin
- Four service levels are available

Panopto: Captioning & Transcription

Captioning Service Levels

Overview

Share

Outputs

Quiz Results

Streams

Clips

Search

Captions

Manage

Log

Available Captions

No captions found for this video

Request Captions

Once you click the "Order" button, the session will not be editable until the captions have returned. If this session is edited after the captions have been added, the entire session may need to be re-captioned.

Estimated Total Caption Time 4 minute(s)

Service level

- ✓ -- Choose a caption service --
- 3Play Media: 8 Hours
- 3Play Media: 1 Business Day
- 3Play Media: 2 Business Days
- 3Play Media: 4 Business Days

Panopto: Captioning & Transcription

Interactive Transcript Example



PRIMING OF NEUTROPHILS

Also called "pre-activation"

- mobilization of intracellular granules to plasma membrane
- activation of transcription factors that increase lifespan

Unprimed neutrophils

Priming

Anti-neutrophil cytoplasmic autoantibodies and leukocyte-endothelial interactions: a sticky connection?
Hoeftma, Peter et al.
Trends in Immunology, Volume 26, issue 11, 561 - 564

in a resting state or unprimed state, where you know,

10 16:25 -29:20 1x Speed Quality Screen

Search this recording

Contents	and cause ANCA vasculitis.	
Captions	The next step would be what is called	16:17
Discussion	as the timing of neutrophils.	16:19
	Normally in circulation, neutrophils are present	16:21
	in a resting state or unprimed state, where you know,	16:23
	the granules are distributed in the cytoplasm.	16:26
	And when there is pro inflammatory cytokines,	16:29

ANCA

Molecular mimicry-can lead to ANCA formation.

14:59

PRIMING OF NEUTROPHILS

Also called "pre-activation"

- mobilization of intracellular granules to plasma membrane
- activation of transcription factors that increase lifespan

16:16

NEUTROPHIL ACTIVATION

ANCAe bind → activation of ROS and superoxide ONOO

Vendors

Live Captioning

- VZP Digital
- AI Media
- VITAC

Post-Production Captioning (State Contract)

- 3Play Media
- Verbit*
- Cielo24

* This vendor also offers ASR live captioning.

Key Resources

[UVA Accessibility](#)

[UVA Library Accessibility Services](#)

- [Accessible Audio and Video Materials](#) (primary resource location for captioning info)
 - [Live Captioning/CART/Live Streaming](#)
 - [Post-Production Captioning](#)
 - [Zoom: Accessibility Considerations & Best Practices](#)

[UVA Digital Accessibility](#)

- [Working with Online Video Conferencing Tools](#)
- [Creating Accessible Video and Audio Materials](#)

[Coordinator of Academic Accessibility](#) / [Student Disability Access Center \(SDAC\)](#)

Time to get started!

