

Captioning Strategies and Options

April 24, 2024



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Introduction



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Ice Breaker

Would you rather....

- have unlimited **free food at any restaurant** for the rest of your life *or*
- have unlimited **free flights anywhere** for the rest of your life?

Tell me in the chat!

Webinar Objectives

Our goals for this webinar:

- **Understand** the importance of captioned multimedia content.
- **Identify** the limitations of auto-generated captions.
- **Apply** hands-on strategies for creating proper closed captions.
- **Practice** using tools like ChatGPT to speed up your captioning workflow.

Why Caption At All?

Benefits of Videos

- Video is an excellent way to provide material to students.
- When done well, it engages both audio and visual centers in the brain and can be an excellent way to "show" students a concept, process, or complex idea.

The Importance of Captioning

- Makes content accessible to all, including those with hearing impairments
- Enhances comprehension for non-native speakers
- Fulfills legal requirements, promoting inclusivity

The POUR Principle

When creating new video or selecting video for our online course, we need to be especially cognizant of two aspects of **POUR**.

- Is the video **P**erceivable?
- Is it **U**nderstandable?

When Creating Accessible Videos

- Write clear and cogent scripts
- Ensure visuals are understandable
- Be sure audio is clear
- Make sure all videos have accurate captions

All Video Needs Visual and Audio Equivalents

- The law mandates that all instructional material needs to be perceivable.
- If it is visual, there needs to be an audible equivalent.
- If it is audible, there needs to be a visual equivalent.

Is it Audible?

- While the audio that accompanies most videos *usually* fulfills the first requirement, some videos are visual only, or there is only a background music track.
- Close your eyes and listen to the beginning of this video.



Section 508

- Section 508 reads: **“All training and informational video and multimedia productions which support the agency’s mission, regardless of format, that contain speech or other audio information necessary for the comprehension of the content, shall be open or closed captioned.”**
- If you are creating instructional videos for your online course, then captioning is a requirement, whether or not you have a hearing-impaired student in your class.

Video Issues Affect All Students

- Poor audio or visual quality can increase cognitive load on students.
- Audio needs to be clear, with background noises minimized. Fluctuating volume, inaudible words, or startling background noises can ruin a video's effectiveness.
- Poor lighting can affect visuals.

Captions Affect All Students

- In a recent survey, researchers with 3PlayMedia discovered 75% of students use captions, and over a third of students use captions frequently.
- If you're wondering why, here's a short list of the most common reasons students use closed captions:
 - they are deaf or hard of hearing
 - they are listening/viewing in a public place
 - they are listening/viewing at work
 - captions help with studying

Closed Captions: The Basics

Challenges of Captioning

- Myth: It's too time-consuming and expensive
- Reality of auto-generated captions: Often inaccurate and lacking context
- Challenge: Balancing quality with efficiency

What are Closed Captions?

- Closed captions are added to a video to ensure all auditory material, including music and sounds, are perceivable to someone who is hearing impaired.
- Closed captions can be turned off and on using the "cc" button on a video player.

What are Open Captions?

- Open captions, on the other hand, are part of the video, and cannot be turned off and on (these are called "burned in").

Which Caption Type Should I Choose?

- Either open or closed captions will satisfy the Section 508 requirement, but **closed** captions are preferred.
- Though many learners benefit from captions, with closed captions, student can turn off the captions if that is their preference.
- Thus, closed captioning addresses all learning modalities, since some students will prefer auditory learning.

Are Transcripts Enough?

- Transcripts are only acceptable for audio-only recordings where there is no picture to synchronize to the text.
- Providing a transcript for videos may be useful to your students, and many instructors provide transcripts as a supplemental learning tool.
- That said, transcripts for videos are *not* a replacement for captions and do *not* satisfy the law.

Legal Guidelines for Captions (Part 1)

- The captions must be **99% accurate**. This includes grammar and punctuation.
- The captions should display synchronously with the audio, running neither too fast or too slow.
- Captions should be on-screen an adequate amount of time to allow careful reading.

Legal Guidelines for Captions (Part 2)

- Captions should include every spoken word.
- Captions should note opening music and background noises, when intentional.
- The caption placement should not obscure other important information. Usually, captions are placed at the bottom of the screen.

What about Auto-Generated Captions?

- **Auto-generated captions** are generated automatically without human input, using speech recognition technologies to convert speech into text.
- They are useful because they vastly speed up the captioning process, which used to be incredibly time-consuming.
- However, these captions *must* be corrected to be “closed captions.” Auto-generated captions have mistakes that violate the 99% rule.

Examples of Errors in Auto-Generated Captions

Auto-generated captions usually:

- lack ending punctuation (a period at the end of a sentence)
- don't have sentences that start with capital letters
- misspell complex terms or words that are hard to hear
- replace one word for a completely different word because it couldn't hear the speaker correctly

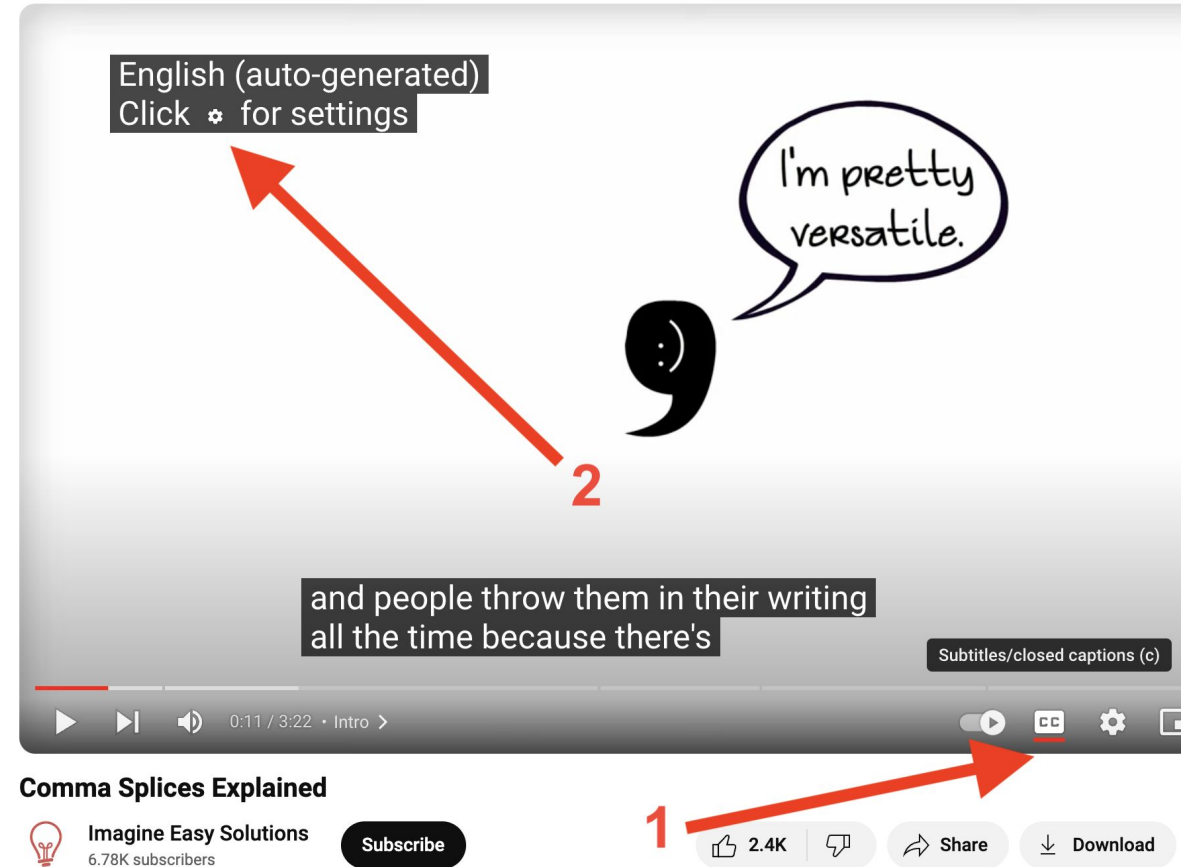
Auto-Generated Caption Example



YouTube is Full of Auto-Generated Captions

Want to see it for yourself?

1. Go to **YouTube** and search for any topic.
2. Choose a video and click **CC** on the toolbar.
3. Look to see if the words **English (auto-generated)** pop up.



Auto-Generated Captions Violate the Law

If you post a YouTube video with auto-generated or incorrect captions in your class, you are violating Section 508.

There are also other consequences:

- The most likely errors are misrepresentations of vocabulary and names—exactly the terms you want your students to get right.
- The hearing impaired rely on accurate captions, but so do students striving to learn the material better.

Finding Properly Captioned Videos

Use Websites that Reliably Caption Correctly

There are many reputable video producers and channels that offer open educational resources with closed captions:

- [TED.com](https://www.ted.com) (choose TEDTalks from here, not YouTube)
- [The History Channel](https://www.history.com)
- [Khan Academy](https://www.khanacademy.com)
- [National Geographic Education](https://www.nationalgeographic.com/education)
- [Discovery Education](https://www.discovery.com/education)
- [PBS LearningMedia](https://www.pbs.org/learningmedia)
- [Edutopia](https://www.edutopia.org)

Another Resource: Your Library!

- Check your campus library!
- Ask your librarian about streaming videos collections, such as Films on Demand, that have closed captions.

Finding Properly Captioned Videos on YouTube

YouTube is still an option, but you'll need to take multiple steps:

1. Do the speedy auto-generated check for existing videos.
2. Use the Subtitles filter to look for new videos.
3. Do the 20-30 second check.

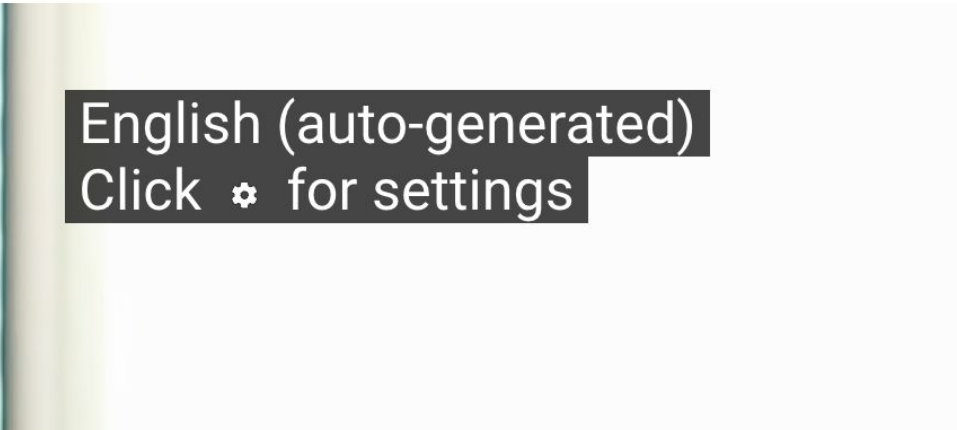
Once a video has passed all these checks, then you can watch the entire video to make sure it is 99% accurate.

Do the Speedy Auto-Generated Check

You've been using a YouTube video for years, but you've never checked its captions.

Let's start simply:

- Click "CC"
- Do the words "auto-generated" appear?
Then this video is not compliant!

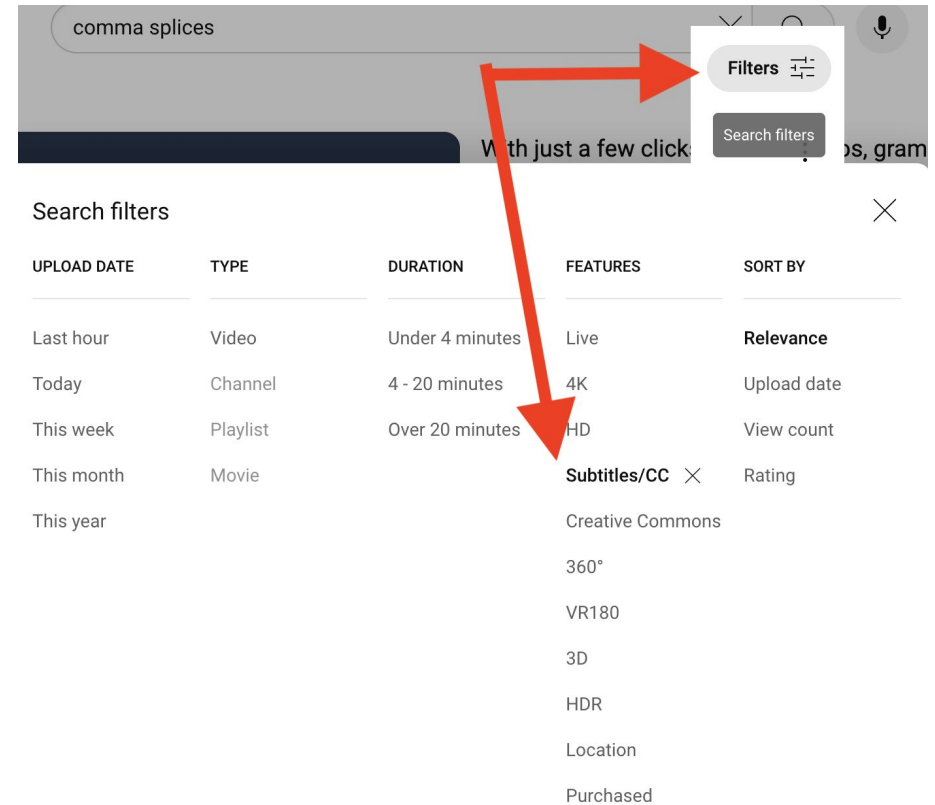


English (auto-generated)
Click * for settings

Use the Subtitles Filter

Filter by closed captioning:

- Enter your keywords in the YouTube search bar and click Search
- Click **Filters**
- Click **Subtitles/CC**



Do the 20-30 Second Check

The YouTube filter gets rid of *auto-generated* caption, but no program can check for *correct* captions. You may find videos that have been corrected but not at 99% accuracy!

For an initial check, watch 20-30 seconds of the video and look for these indications of trouble:

- Capital letters missing at the beginning of each sentence
- Periods missing at the end of sentences
- Mistakes made in the captioning

If you see these issues, move on! This video is not compliant.

But the Accessibility Checker Said It Was Fine!

An accessibility checker, such as Popetech or the Canvas accessibility check, cannot check for proper captions.
Only a human can check for proper captions.

My Favorite Video Isn't Captioned!!

You locate the perfect video to teach your content, only to discover it's not accessible. What can you do?

- Look for a similar video that has closed captioning.
- Message the creator. Tell them you want to use the video for an assignment, but you can't use it without captions.
- Add captions yourself by [adding them as another language option in YouTube](#).
- Add captions yourself through [Amara](#), which will create an overlay on the YouTube video that you can share.

Captioning Your Own Videos

Plan Ahead

Before pouring time and energy into making a video, be sure you have the tools you will need.

- Will you be capturing your computer screen (called a screencast), or will you use a camera to film yourself or others?
- If you intend to film with a camera, how will you control the lighting and the sound?

Consider Scripting

- Writing a script will allow you to create a video that stays on point, which will help keep your video short and sweet.
- You can also upload your pre-written script into YouTube, making closed captioning faster.

Preparing a Script for Upload to YouTube

- I recommend putting each potential segment or sentence on its own line.
- You can use any Word processor. Remember to save your script!
- Sample:

This is Meg.

She is my other rescue dog.

She is a mix, but she is predominantly the breeds of Jindo and Husky.

She is always aware of her surroundings and likes to be the leader of her pack.

Reduce Sound Issues With New Videos

- When recording something you plan to caption, try enunciating as much as possible. This will make it easier for the AI.
- If you're a fast talker, try talking more slowly.
- Consider eliminating background noise or purchasing a better microphone.

Tips for Creating High Quality Video

1. Use frontal light.
2. Be aware of what's behind you.
3. Get a good microphone.
4. Be real.
5. It gets better!
6. Keep it brief.

For more details, check out [Michelle Pacansky-Brock's website](#).

Decide Where to Host Your Videos

- Once you've created a video, you need a "host"—a place where your video will be stored.
- You can upload your video directly into your files in Canvas, but this may cause your page to load slowly.
- Many people, instead, choose to use an external host for their video, such as YouTube.

YouTube's Hosting Advantages

My personal favorite choice is YouTube:

- Anyone can create a [YouTube](#) account and store an unlimited number of videos.
- YouTube offers a variety of editing tools, including a tool to fix auto-generated captions.
- You can make videos private, so that only people with the link (your students) can view it.

Other popular choices include ScreenPal, Vimeo, 3CMedia, and Canvas Studio.

Improving Accessibility in Existing Videos

- Audit your content for caption quality
- Prioritize videos by viewership and impact
 - When choosing which videos to caption first, choose the videos that are most essential to students mastering the Learning Objectives.
- Update captions that are not compliant

Make Smart Captioning Decisions with Existing Videos

Before you start captioning every video you've ever made, please evaluate what you are captioning and whether it needs to be captioned.

For instance, let's say you have Zoom footage of yourself talking for 90 minutes. Consider:

- Do you need to share this entire video? Or can you pull out a specific part to caption?
- Can you find someone on YouTube who is talking about this topic and already has proper captions?

Consider the DECT Grant

- The Distance Education Captioning and Transcription Grant (DECT) is funded by the Chancellor's Office to "promote faculty innovation in the use of audio, video, and multimedia content in distance learning classes." The grant provides funds for professional captioning and transcription.
- Reach out to your local DSP&S Office for support.

Best Practices for Using Video in Canvas

- **Remind Students of Your Captions.** Captions must be turned on to be viewed. If you have numerous videos, consider a notice in your syllabus that all videos are captioned.
- **Provide Context** including instructions to students about the value the video adds to their learning experience.
- **Embed Videos** using the the embed option in Rich Content Editor. It looks like a cloud with <> superimposed on it.

Correcting Captions in Your YouTube Videos

Using scripts or auto-generated captions

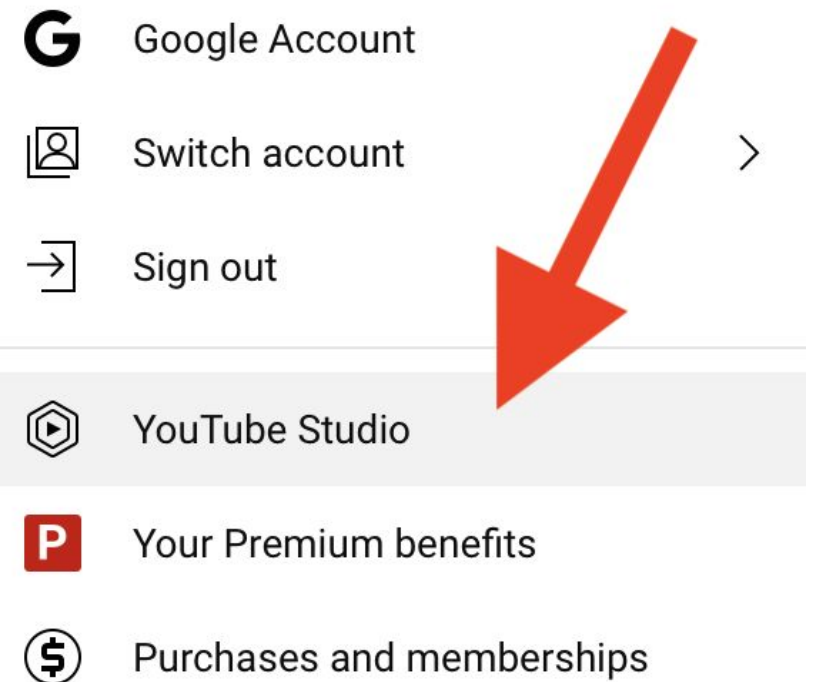
Create a YouTube Account

- To sign in to YouTube, you'll need to create a [Google Account](#).
- Go to [YouTube](#).
- In the top right, click Sign in.
- Click Create Account.
- Choose For myself or To manage my business.

These steps are slightly different if you are on a mobile device or tablet (see [instructions for Android and iPhone/iPad devices](#)).

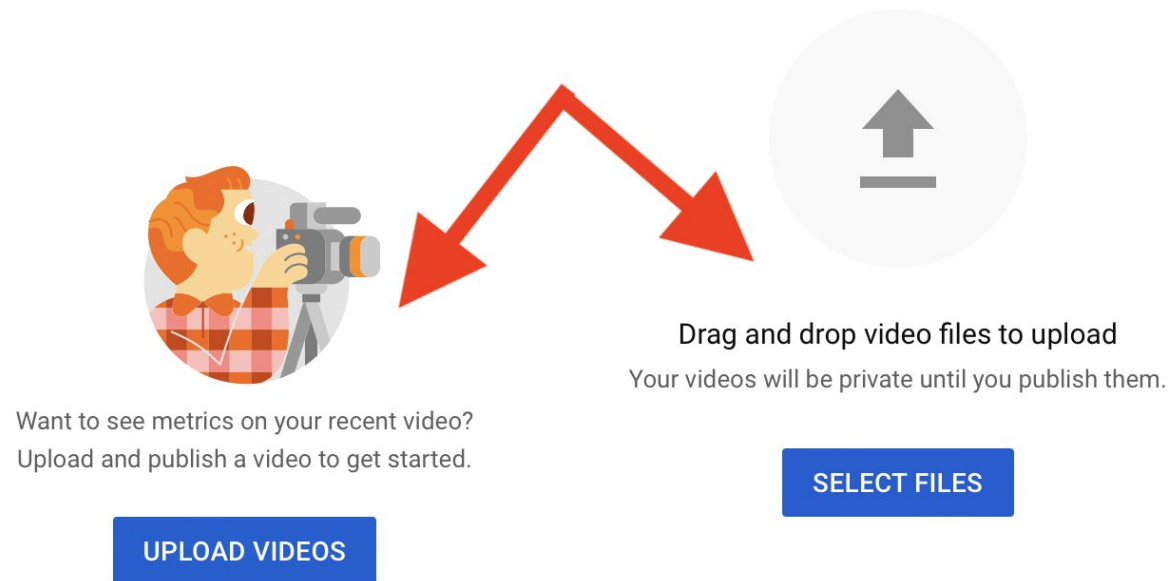
Create a YouTube Channel

- Sign in to YouTube on a computer or the mobile site.
- Click your profile picture, and then **Create a channel**.
- You'll be asked to choose a channel name.
- Click **Confirm** to create your channel.
- Now, by clicking your profile picture again, you can choose **YouTube Studio**.



Upload Your Video

- On the YouTube Studio dashboard, click **Upload Videos**.
- Drag and drop (or Select Files) to choose the video file(s) you want to upload.




Enter Video Details

- Choose a video name.
- Indicate that it's not for children (unless it is).
- For subtitles, you can ignore that for now.
- For Visibility, choose **Unlisted** so that only people with the link can view it.

Save or publish

Make your video **public**, **unlisted**, or **private**

- Private
Only you and people you choose can watch your video
- Unlisted
Anyone with the video link can watch your video
- Public
Everyone can watch your video
- Set as instant Premiere 

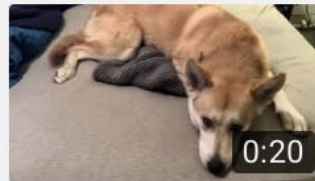
Allow Time for Processing

YouTube needs time to upload your video and check for any copyright violations (in music, for example).

YouTube's software also needs time to generate auto-generation captions.

Video processing

The standard definition (SD) version of your video needs to finish processing before your video is **unlisted** on YouTube



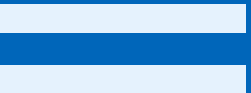
asd



Processing up to 4K ... 19 minutes left

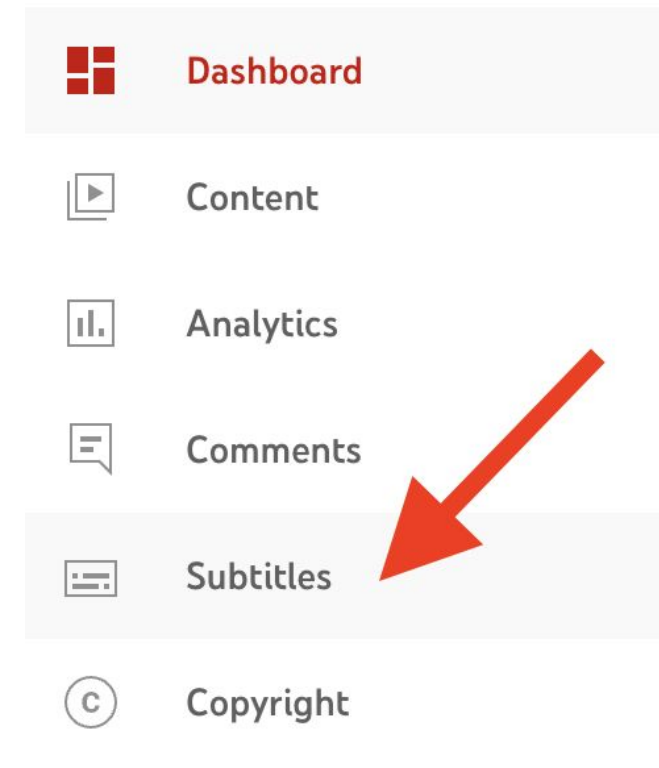
[CLOSE](#)

Correcting Captions with a Script



Uploading a Script to YouTube


- Sign in to [YouTube Studio](#).
- From the left menu, select **Subtitles**.
- A list of all uploaded videos should appear.
- Click the video that you'd like to edit.



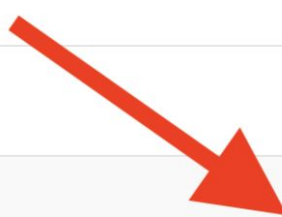
Uploading a Script to YouTube (part 1)

- Click the **ADD LANGUAGE** button and select your language (such as English - United States.)
- Next, look at the subtitles column. There is a dash. Hover over it, and it becomes a pencil that says “Add.” Click the **pencil**.

Video subtitles

Language	Subtitles
English (video language)	-
English (United States)	
English (automatic captions)	Add Published Mar 30, 2024 Automatic

[ADD LANGUAGE](#)



Choose Auto-Sync for Scripts (part 2)

While there are multiple ways to add captions, if you've already created a transcript, the easiest way is choosing Auto-Sync.

- Choose Auto-Sync.
- Copy and paste in your script.

English (United States)

Select how you want to add captions

- Upload file
- Auto-sync**
- Type manually
- Auto-translate

Review the Auto-Sync Results

- Hit Play to see if the captions synced properly.
- If they didn't, make corrections.
- If they did, hit Publish.

English (United States)

SAVE DRAFT

PUBLISH



EDIT TIMINGS

This is Meg.
She is my other rescue dog.
She is a mix, but she is predominantly the breeds of Jindo and Husky.
She is always aware of her surroundings and likes to be the leader of her pack.



Play or subtitles faster with keyboard shortcuts.

Pause while typing

Other Transcript Tips

- Syncing the transcript to your video may require a few minutes. In the meantime, you will be redirected to the video playlist.
- As soon as it's completed, your transcript will be automatically uploaded to your video.
- Avoid using transcripts for videos that have poor audio or are longer than an hour.

Correcting Auto-Generated Captions in Unscripted Videos



Overview of Auto-Generated Captions

- These are sometimes called “auto-captions” for short.
- These captions are not compliant with the law.
- Auto-captions are created through machine learning, which is why they make errors.
- Auto-captions take time to generate. Processing time depends on the complexity of the video's audio and the length of the video.
- After uploading a video, give YouTube 15 minutes to an hour to generate the auto-captions.

Correcting Auto-Captions in YouTube (part 1)

- Sign in to [YouTube Studio](#).
- From the left menu, select **Subtitles**.
- Click the video you want to add captions to.
- If the captions are ready, you will see English (automatic captions) as a language.

Video subtitles

Language

English (video language)

English (automatic captions)

ADD LANGUAGE



Correcting Auto-Captions in YouTube (part 2)

- Next to “English (automatic captions), hover over the place where it says Published, under the “Subtitles” column.
- A pencil pops up saying Duplicate and Edit. Click the pencil.
- Click inside any line in the caption track panel and edit the text.

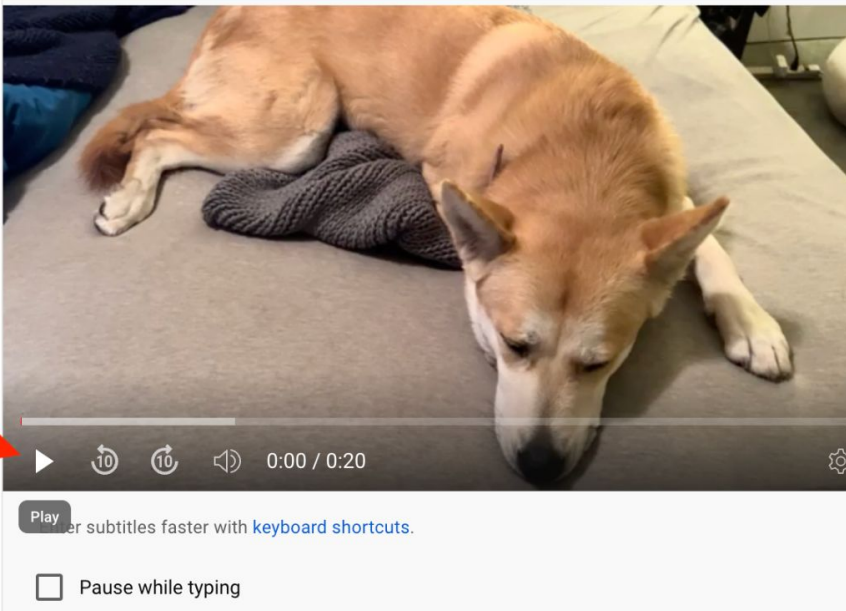
Correcting Auto-Captions in YouTube (part 3)

- Once you've made corrections, hit Play to check for errors.
- If it looks correct, hit Publish!

English (United States) SAVE DRAFT PUBLISH ×

[EDIT TIMINGS](#) ⋮

This is Meg.
She is my other rescue dog.
She is a mix, but she is predominantly the breeds of Jindo and Husky.
She is always aware of her surroundings and likes to be the leader of her pack.



0:00 / 0:20

Play [Learn more about keyboard shortcuts.](#)

Pause while typing

Tips to Speed Up Captioning

ChatGPT Hack

Thanks to one of LAMC's former English professors, Kirk Sever, for this idea!

Steps:

- Have YouTube's auto captions open in one tab.
- In another tab, go to [ChatGPT](#) and sign up for a free account.
- Use ChatGPT to help correct your auto-captions. It may not catch everything, but it will speed up your workflow.

ChatGPT Prompt

- Use this prompt:
 - *Please act as my transcript editor and correct these auto-generated captions. Add missing capital letters to the beginning of sentences and proper nouns, and add ending punctuation to the end of sentences. If a word seems to be wrong, please fix it.*
- Hit Shift+Enter to start a new line.
- Copy and paste in the auto captions.

ChatGPT Example (part 1)

- Here are the auto-captions I got from YouTube for a video about my other dog, Flynn:
 - hi students I want to tell you a little bit about my rescue dog his name is Flynn and he's 13 years old um I got him at a shelter and we've since done DNA testing and he's a bunch of different things aren't you Flynn but he has a lot of Chihuahua and Pomeranian in him and Flynn is almost always near me when I'm grading or I'm updating our class shell in canvas he has been my buddy through this whole journey as a professor so I just wanted to share thanks so much

ChatGPT Example (part 2)

- What I put into ChatGPT:

Please act as my transcript editor and correct these auto-generated captions. Add missing capital letters to the beginning of sentences and proper nouns, and add ending punctuation to the end of sentences. If a word seems to be wrong, please fix it.

hi students I want to tell you a little bit about my rescue dog his name is Flynn and he's 13 years old um I got him at a shelter and we've since done DNA testing and he's a bunch of different things aren't you Flynn but he has a lot of Chihuahua and Pomeranian in him and Flynn is almost always near me when I'm grading or I'm updating our class shell in canvas he has been my buddy through this whole journey as a professor so I just wanted to share thanks so much



ChatGPT can make mistakes. Consider checking important information.

ChatGPT Example (part 3)

What ChatGPT gave me:

Hi students, I want to tell you a little bit about my rescue dog. His name is Flynn, and he's 13 years old. Um, I got him at a shelter, and we've since done DNA testing, and he's a bunch of different things, aren't you, Flynn? But he has a lot of Chihuahua and Pomeranian in him. Flynn is almost always near me when I'm grading or I'm updating our class shell in Canvas. He has been my buddy through this whole journey as a professor. So I just wanted to share. Thanks so much.

ChatGPT Example (part 4)

Now, I paste this text back into YouTube and test it, then [Publish!](#)

English



SAVE DRAFT

PUBLISH



EDIT TIMINGS

Hi students, I want to tell you a little bit about my rescue dog. His name is Flynn, and he's 13 years old. Um, I got him at a shelter, and we've since done DNA testing, and he's a bunch of different things, aren't you, Flynn? But he has a lot of Chihuahua and Pomeranian in him. Flynn is almost always near me when I'm grading or I'm updating our class shell in Canvas. He has been my buddy through this whole journey as a professor. So I just wanted to share. Thanks so much.]



0:00 / 0:43

Enter subtitles faster with [keyboard shortcuts](#).

Pause while typing

Questions?

Attribution

Some of the language in today's training is adapted from *Creating Accessible Course Content* by [@ONE \(Online Network of Educators\)](#); shared under a [Creative Commons Attribution \(CC-BY\) 4.0](#) license and is made possible through funding from the California Community College Chancellor's Office.

Thank you!

**Recorded webinars and a schedule of upcoming events
are available at
onlinenetworkofeducators.org/spring-2024-webinars.**

Email support@cvc with any questions!