

READING COMICS, READING CULTURES?

ON HOW TRANSLATION INFLUENCES MANGA READING PATTERNS

INTERCULTURAL STUDIES GROUP

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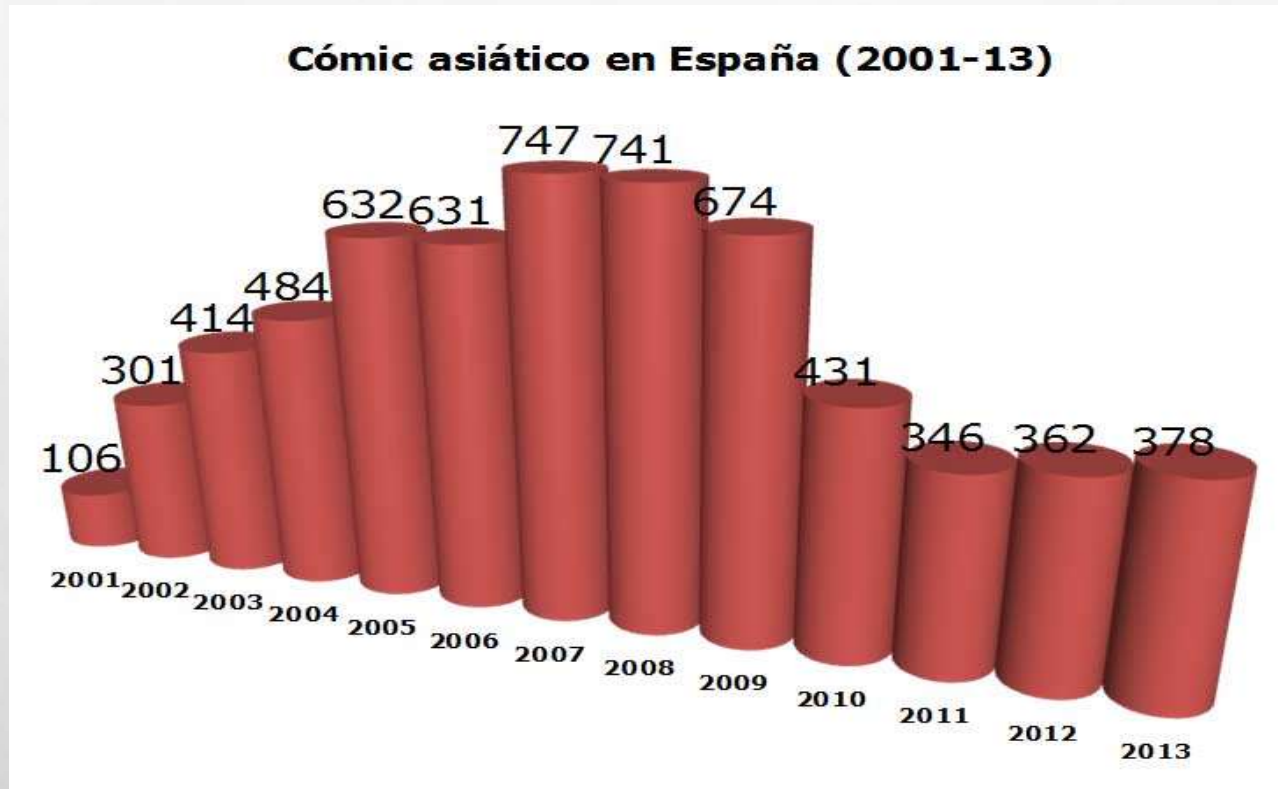
RESEARCH QUESTIONS

- HOW DO DIFFERENT TRANSLATION STRATEGIES AFFECT THE COMPREHENSION OF TRANSLATED COMICS?
- DO DIFFERENT TRANSLATION STRATEGIES CREATE DIFFERENT READING PATTERNS?

EXPERIMENTING MANGA

- INITIAL SURVEY: MANGA CONSUMPTION HABITS
- EXPERIMENT: EYE-TRACKING SESSION AND INTERVIEW

MANGA IN SPAIN



New titles published in Spain between 2001-2013 (mangaland.es)

SURVEY: MANGA READERS IN URV

- 1) WHY AND WHEN DID THEY START READING MANGA
- 2) READING HABITS (MEDIUM, QUANTITY, INVESTMENT ,LANGUAGE)
- 3) RELATED HOBBIES OR PREFERENCES

288 respondents

THE AVERAGE MANGA READER

WOMAN (54%)

20 YRS OLD (MEAN)

BEGAN READING:

- 11-15 YRS OLD (53%)

- BECAUSE OF ANIME (87%)

READS IN SPANISH (88%)



READS MOST MANGA ONLINE
(75%)

READS 2-5 VOL/ MONTH (48%)

BUYS 2 VOL/MONTH

(AND SPENDS 14,5€)

LIKES ANIME (89%) AND
VIDEOGAMES (68%)

MATERIAL

- MATERIAL:
 - SHIN CHAN > DOMESTICATION
 - RANMA 1/2 > FOREIGNIZATION



O. FOREIGNIZED



A. DOMESTICATED



O. DOMEST.



A. FOREIGN.

EXPERIMENT DESIGN

Ranma 1		Ranma 2		Shin Chan 1		Shin Chan 2	
OF	AD	OF	AD	OD	AF	OD	AF
n = 8	n = 8	n = 8	n = 8	n = 8	n = 8	n = 8	n = 8

- RANDOMIZATION

1. R1-OF

R2-AD

S1-OD

S2-AF

2. R1-AD

R2-OF

S1-AF

S2-OD

EYE-TRACKING SESSION

- QUESTIONNAIRE: OPEN-ENDED QUESTIONS
 - FREE RECALL TESTING: FOOD ITEMS AND IMAGE
 - HUMAN JUDGMENT: ENJOYMENT AND REPRESENTATION
- TOBII X1 20 EYE-TRACKER

PARTICIPANTS

- NUMBER OF PARTICIPANTS: 13 (7 WOMEN AND 6 MEN)
- AGE: 21.8 SD=3.4
- ORDER 1: 8 (9) PARTICIPANTS
- ORDER 2: 4 PARTICIPANTS



DATA

Original

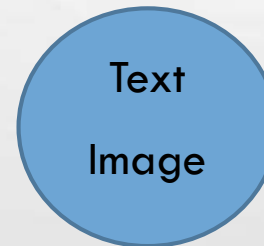


Alternative



AREAS OF INTEREST

- SELECTION OF RICH POINTS



Example

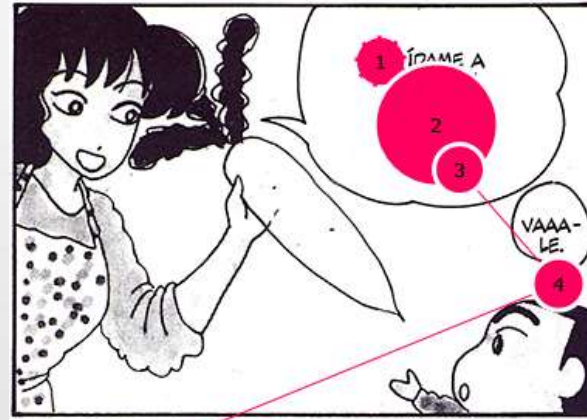


FIXATIONS

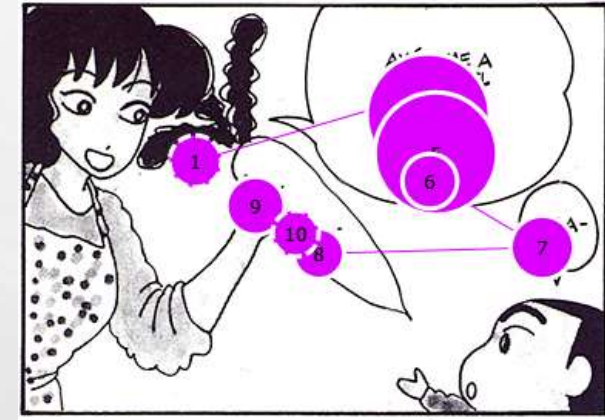
- MEAN FIXATION DURATION (MS)

Strategy	Region	Mean	StdDev
Domestication	Image	248,9	167,5
	Text	437,4	429,1
Foreignization	Image	269,9	171,9
	Text	476,3	548,4

READING PATTERNS (1)



Pattern T



Pattern ITI

READING PATTERNS (2)



Pattern T

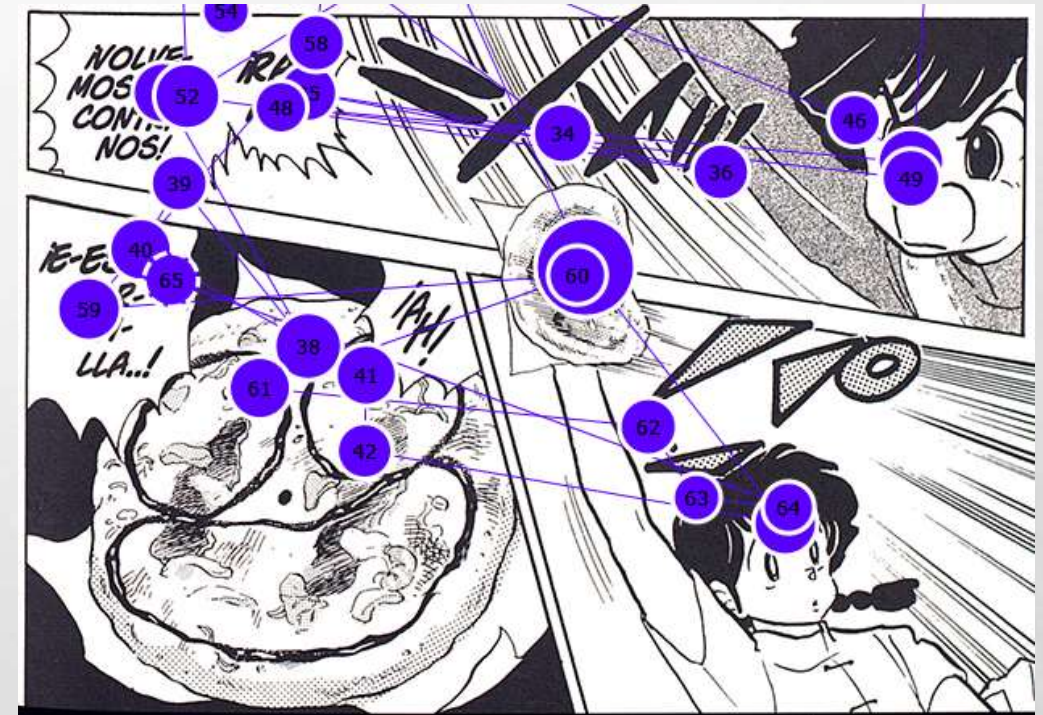


Pattern ITI



READING PATTERNS (3)

	Pattern	Domestication	Foreignization
Simple	IT	2	3
	T	3	2
	TI	11	6
Complex	ITI	4	7
	ITIT		2
	ITITI		1
	ITITIT	1	
	TIT	2	2
	TITI	1	1



Pattern ITITI

COMPREHENSION QUESTIONS

- RESULTS BASED ON 5 COMPREHENSION QUESTIONS

Strategy	Mean	StdDev
Domestication	4.5	0.5
Foreignization	4.0	1.2

INITIAL FINDINGS

- FOREIGNIZING STRATEGIES SEEM TO REQUIRE A HIGHER COGNITIVE LOAD.
- PARTICIPANTS SCORED LOWER IN THE FREE RECALL QUESTIONS AFTER READING THE SEGMENTS TRANSLATED USING FOREIGNIZING TECHNIQUES.
- SIMPLE READING PATTERNS ARE MORE COMMON WHEN PARTICIPANTS ARE READING DOMESTICATING TRANSLATIONS.

AND NOW... WHAT?

- WIDEN THE SAMPLE
- RELATE RESULTS TO FIXATION
- CLUSTER FIXATION BASED ON FIXATION DURATION
- EXPLORE CORRELATIONS BETWEEN THE COMPREHENSION QUESTIONS AND THE READING PATTERNS



¡Gracias!
Vielen Dank!
Thank you!



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