

Subtitle Processing in Video Games: A Case Study in a Desert Herding Game

Haiting Lan

Macquarie University

Video games are gaining increasing popularity in subtitling research. While these studies largely focus on the user experience of subtitles and subtitling guidelines, little is known about how subtitles are processed in video games. This eye-tracking study aims to investigate the impact of subtitles on players' cognitive processes and gaming performance in video games. As a case study, we used an action-based desert herding game developed by Macquarie University and recruited 60 participants for the experiment. During the study, we observed and recorded the participants' eye movements to understand how they process subtitles during gameplay and analysed the influence of subtitles on their gaming performance. Understanding how subtitles are processed in interactive multimedia (i.e., video games) is important not only for optimising subtitling practices in gaming settings but also for informing the theoretical developments in the broad field of audiovisual translation (AVT).

Keywords: subtitle processing, video games, audiovisual translation

Bio:

Haiting Lan is a PhD candidate in Linguistics at Macquarie University. Her research focuses on how people read in interactive multimedia, particularly how they process subtitles in cooperative video games. Through her work, she aims to better understand how language is processed in interactive multimedia, offering insights into language learning, accessibility, and user experience design.