1) TV/media survey

- **TV/media listening and hearing aids**
- **Shirley (2013).**

**References**

1) **TV/media survey**

- **Average unaided HAI scores** (Newman et al., 1991) were higher for HA users than for non-HA owners; **total HAI scores of 55 and 58 out of 100, respectively**
- **Used automated subject elimination to balance groups in terms of HAI scores and gender, resulting in 173 non-HA owners and 173 HA users with average score of 46**

**Do it matter?**

- **Nilsen (2015)** reported that American adults of ages 50+ spend on average 4-5 hours per day watching TV.
- **Using ecological momentary assessments via mobile phones, Haan et al. (2014) found that conversations (33%) and listening to media (31%) were the two most frequent listening activities of hearing aid (HA) wearers from their TV/media survey:**
  - **85% consider hearing well when watching TV/video as “very important” or “essential”**
  - **80% use speakers in the TV**
  - **36% use TV-to-HA streamers**
  - **1.2% use HA induction loop systems**

**Not just another speech-in-noise problem**

- **Factors reducing intelligibility:** foreign accents and dialects, mumbling and poor diction, fast speaking rate, TV soundtracks, echo effects being too loud
- **Dynamic-range compression (DRC) is enabled by default on most TVs; 85% consider hearing well when watching TV/video as “very important” or “essential”**

**Types of loudspeakers**

- **80% use speakers in the TV**
- **4% use external speakers connected to the TV**

**Satisfaction with TV loudness**

- **62% of the 336 included HA users with higher HAI scores are above the average score of TV/video streamers**
- **73% of HA users have more than one year experience, only 4% less than 6 weeks; 74% use HA more than 4/7 days, 6% less than 1/7 day**
- **Groups matched in age, median of 56 years, ranging from 51 to 66 (60th and 90th percentiles)**

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**TV/media listening and hearing aids**

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