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Assignment 4

Hypothesis :

I propose that the adults' level of engagement with movies could be measured by some properties. At first, it is expected that people will gaze a screen more when they are engaged with the movie than they are not. I also propose that gestures such as trembling legs could be seen when people are not engaged into the movie and feel bored. After the movie, I expect that people have more remembrance if they were deeply engaged with it. Thus, if we ask about the stories or the specific scenes after the movie, the answers will be longer and minuter if people are engaged into the movie more deeply. At last, although most people will lean back into their seats while watching movies, observing postures could be still useful because we can measure how deeply they lean and how often they change their postures. The skin conductivity or the blood pressure could be tested as one of the measurements, but they should be used carefully because, even when people are deeply engaged and sympathize with the movie, it could keep low if there is no stressful event in the movie.

Methodology :

At first, each participant will complete the questionnaire about his/her basic profile such as genders or ages, movie taste, and the experience with the movie which will be used for the experiment. And then, they will receive the modified Galvactivators which contain memories for recording the data instead of LEDs. The audience will watch the movie in the room where several video cameras are installed and record the eye movements, gestures, and postures of the participants. After the movie, participants will complete another questionnaire about his/her impression and remembrance of the movie.

After the experiment, we can analyze the data recorded by video cameras and Galvactivator and the questionnaires written by participants.

Questionnaire :

1. Before watching the movie
1) Gender, Age
2) Which genre of movie do you like?
3) What is the most important factor when you choose the movie to watch?
4) Have you ever seen this movie (which will be used in the experiment)? If then, what was your impression of this movie?

2. After watching the movie
Participants will be requested to answer as fully as possible, in detail and lengthy.
1) Your impression of this movie
2) How deeply were you engaged into this movie?
3) Can you narrate the whole story of this movie?
4) What are the most impressive scenes in this movie?
5) What are the most impressive dialogues in this movie?
6) Did you feel bored? If then, when or in which scenes?