Appendices

Appendix A
This appendix contains questions/ questionnaires in:-
- **Focus Groups**
- ***MovieBrowser* Usability Testing Experiment**
- **Initial User Evaluation**

Appendix B
This appendix contains questions/ questionnaires in:-
- **Deployment**
- **Controlled Lab Experiment**

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Appendix A – Focus Group Questions

Focus Group **List of Questions**	
1.	Could you describe what kind of analysis (close-study or in-depth analysis) that you do when analyze film?
2	What kinds of assignments are given to you by the lecturer? Given the assignment, describe your typical approach to solving these problems (task)/steps you do when working on an assignment. What do you need to find out in the assignment?
3	Where do you normally get the resources for your studies for watching movies (e.g. DVD) from library, from friends, from Xtravision? a. How do you identify relevant scenes? (e.g by which criteria, and how to find it on the DVD)? b. How do you watch a DVD? c. How often do you pause, rewind or forward? d. How often do you typically repeat watching relevant scene? e. Is there any problem looking for relevant scene from a DVD?
4	Do you know any online resources? [i.e. YouTube or imdb.com -internet movie database] a. What kind of information [e.g director, actors, synopsis, genre etc] that you looking for when using these resources? b. How do these tools help you in your studies?
5	Can you describe your experiences or problems faces in learning this course?
6	What features would you like to see if there is a tool that can help your work in your studies? [Discussion]

Appendix A - MovieBrowser Usability Testing Experiment

Welcome to the MovieBrowser Usability Testing

The objective of the usability testing is to get your feedback and opinion on the current system (MovieBrowser). For this study we are interested in gaining a better understanding of the problems you have when using MovieBrowser for Film Studies purposes.

MovieBrowser is a single system (stand-alone) that can accommodate all three methods of locating events in film for further analysis Three methods of locating events are (1) browse all by keyframe, (2) browse detected events and (3) manual search. There are 12 films stored in MovieBrowser.

In order to achieve this objective, we provide some task to participant. Please spend 10-15 minutes on exploring the task given and considering what you are thinking in your mind during the system exploration.

There are two parts in the questionnaires: **PART A** and **B**. You need to answer all questions in **PART A** before you start with the **TASK.** After you have finished with the **TASK** (exploring MovieBrowser), please answer the questionnaire in **PART B**. Please read task description provided below.

TASK DESCRIPTION

Imagine that you need to do close textual analysis on some film provided in the system on a chosen topic given in class recently. Choose any film that interests you for the purpose of this study. Try to explore (compare, contrast, search and browse) scene/part(s) by:

- Browse at all keyframes that the film has listed/shown.
- Browse at any scene/part that you like (such as fighting, music or conversation or combinations) in   the film
- Play the scene/part in the film.

MovieBrowser Usability Testing Experiment

Name   :

1. What is your age?
   - ☐ Younger than 18
   - ☐ 18-20
   - ☐ 21-23
   - ☐ 24-26
   - ☐ Older than 26

2. What is your gender?
   - ☐ Male
   - ☐ Female

3. What are your main sources when working on your assignment for this module?
   You can tick more than one box.
   - ☐ DVD watching
   - ☐ Book Reading
   - ☐ Lecture Notes
   - ☐ Internet resources
     - Please specify: (e.g. imdb.com/YouTube etc) _____
   - ☐ Other
     - Please specify: _____

4. How many times do you watch part(s) of film sequence in order to accomplish your work?
   - ☐ Average less than 5 times
   - ☐ Average 5 to 10 times
   - ☐ Average 10 to 20 times
   - ☐ Average more than 20 times

5. What information do you use when looking for relevant items in film - by?
   You can tick more than one box.
   - ☐ Director
   - ☐ Main character
   - ☐ Film rating
   - ☐ Critics opinion
   - ☐ Year
   - ☐ Synopsis (brief summary)
   - ☐ Genre
   - ☐ Other – please specify: _____

PART B: Post-test Questionnaire
To evaluate the system you have just used, we now ask you to answer some questions in PART B. Take into account that we are interested in knowing your opinion: answer question freely, and consider there are no right or wrong answers.
Please remember that we are evaluating the system you have just used and not you.

1. Please rate (**TICK**) agreement or disagreement with the following statements:

Strongly   Strongly
Disagree   Agree
  1   2   3   4   5   6   7

	1	2	3	4	5	6	7
Screen:							
The screen layout make task easier							
The amount of information is adequate							
Learning:							
The system is easy to use							
The system is easy to learn							
The system provides an efficient way to access information							
Number of steps per task is just right							
System:							
The system helped me to compare and contrast scene/part more effectively							
The system helped me explore the collection more effectively							
The system helped me analyze the scene/part better compare to regular DVD							
The system is overall useful							

2. The keyframe browsing is useful for my studies.

    Strongly   Strongly
    Disagree   Agree
    1   2   3   4   5   6   7

    Reason for this rating, if any:

    _____
    _____
    _____

3. The event-based browsing (exciting, dialogue, musical) is useful for my studies.
    Strongly   Strongly
    Disagree   Agree
    1   2   3   4   5   6   7

    Reason for this rating, if any:

    _____
    _____
    _____

4. The searching and filtering function is useful for my studies.
    Strongly   Strongly
    Disagree   Agree
    1   2   3   4   5   6   7

    Reason for this rating, if any:

    _____
    _____
    _____

5. The playback features is useful for my studies.
    Strongly   Strongly
    Disagree   Agree
    1   2   3   4   5   6   7

    Reason for this rating, if any:

    _____
    _____
    _____

6. What are beneficial features about MovieBrowser that can help you in your studies? Why?

_____
_____
_____
_____
_____
_____

7. What are unsatisfactory things about MovieBrowser? Why?

_____
_____
_____
_____

8. If you use MovieBrowser in your studies, what are other features or changes you would like to see in order you accomplish your work (e.g. to compare, contrast, view and playback film and etc)?

_____
_____
_____
_____
_____
_____

9. What are your overall comments on MovieBrowser?

_____
_____
_____
_____

Thank you for your help!

Appendix A – Initial User Evaluation

Name/ID : _____

1 What benefits do you think you will get as a Film Study student by using MovieBrowser2?

2 There is a "Notes" feature where you can write down your comments on any events/whole movie. Is writing the Notes useful for your study? Why?

3 Is reading other students' Notes useful for your study? Why?

4   What new features would you want to see on future MovieBrowser2?

5   Any OTHER (feedback/thoughts/problem encountered/suggestion).

Thank you for your help!

Appendix B – Deployment Questionnaires

MOVIEBROWSER2 ONLINE QUESTIONAIRES

This questionnaires is carryout to get your feedback and opinion on the MovieBrowser2 system. MovieBrowser2 has been deployed during the Semester 2 2007/08 and students from **CM272 National and Irish Cinema** and **CM135 Analyzing Media Content** have the authority to use it.

It will take 10-15 minutes to answer this questionaires. It is composed of two pages (**PART A** and **B**). Please answer all questions.

OTHER INFORMATION

Feel free to email for any questions or suggestions to **moviebrowser@computing.dcu.ie.** Any feedbacks are appreciated. Thank you.

MovieBrowser2 Administrator (Naz)
Centre for Digital Video Processing
Dublin City University
2008

PART A: Please place a TICK that best matches your opinion. Please answer ALL questions.

Please insert your student No:

Q1.

What is your gender?

☐ Male

☐ Female

Q2.

What is your age?

☐ Younger than 18

☐ 18-20

☐ 21-23

☐ 24-26

☐ Older than 26

Q3.

What is your course?

▼

Q4.

How often did you use the system?

☐ Never

☐ 1-5 times total

☐ 6-10 times total

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☐ More than 10 times total

☐ Almost everyday

Q5. When did you use the system?

☐ Once I got the username and password

☐ Couple of weeks before assignment deadline

☐ Once I got email remainder

☐ When I'm looking for film

☐ When I start doing my assignment

Others: Please state

Q6. What made you motivate to use the system? You can tick more than one box:

☐ Interesting Irish movie selections

☐ Interesting Hollywood movie selections

☐ Inconvenient to borrow DVD from library

☐ Convienience access to web based system

☐ Explore new tools with features which I never thought of

☐ To find out more information on the technology

☐ Difficult to get a DVD on a particular film

Others: please state:

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Q7.   How did you access the system?

☐ School Laboratory

☐ Pesonal PC/Laptop

☐ Library PC

END OF PART A

PART B : Please place a TICK that best matches your opinion. Please answer ALL questions.

			1	2	3	4	5	
Q8.	The features provided in the system is useful in my studies.	Totally Disagree	☐	☐	☐	☐	☐	Totally Agree
Q9.	The movie collections is useful in my studies.	Totally Disagree	☐	☐	☐	☐	☐	Totally Agree
Q10.	The tool helped me to supports my information needs.	Totally Disagree	☐	☐	☐	☐	☐	Totally Agree
Q11.	The tool helped me to enhance my ability to read film well.	Totally Disagree	☐	☐	☐	☐	☐	Totally Agree
Q12.	The tool helped me to discover new ideas in my work.	Totally Disagree	☐	☐	☐	☐	☐	Totally Agree
Q13.	The tool helped me to explore the collections better.	Totally Disagree	☐	☐	☐	☐	☐	Totally Agree
Q14.	The tool helped me to analyze the scene better than a DVD	Totally Disagree	☐	☐	☐	☐	☐	Totally Agree

Overall reaction to the system:

		1	2	3	4	5	
Q15.	Difficult	☐	☐	☐	☐	☐	Easy to use
	Difficult	☐	☐	☐	☐	☐	Easy to learn

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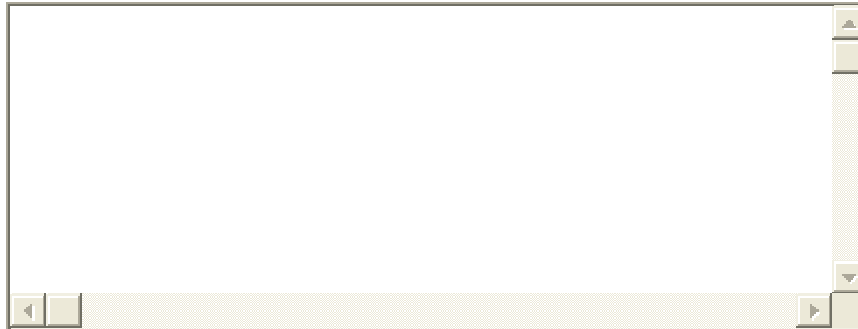|					
Complex	▣	▣	▣	▣	▣	Simple
Frustrating	▣	▣	▣	▣	▣	Satisfying
Ineffective	▣	▣	▣	▣	▣	Effective
Dull	▣	▣	▣	▣	▣	Stimulating
Bad	▣	▣	▣	▣	▣	Excellent
Standard	▣	▣	▣	▣	▣	Novel
Not Useful	▣	▣	▣	▣	▣	Useful

What features of the system do you LIKE most? and WHY? (i.e. timeline, keyframe list,notes taking, playback, my movie workarea, events categorizations and etc)

Q16.

What features of the system do you DISLIKE most? and WHY? (i.e. timeline, keyframe list, notes taking, playback, my movie workarea, events categorizations and etc)

Q17.

What benefits do you think you got as a Film Study student by using MovieBorwser2?

Q18.

Please provide any other comments/opinions you have on the MovieBrowser2? i.e.
a) Did you get any interesting ideas discover during browsing/reading movies?
b) How did the tool support your work?
c) How did the tool help you acquire the skills for reading film?
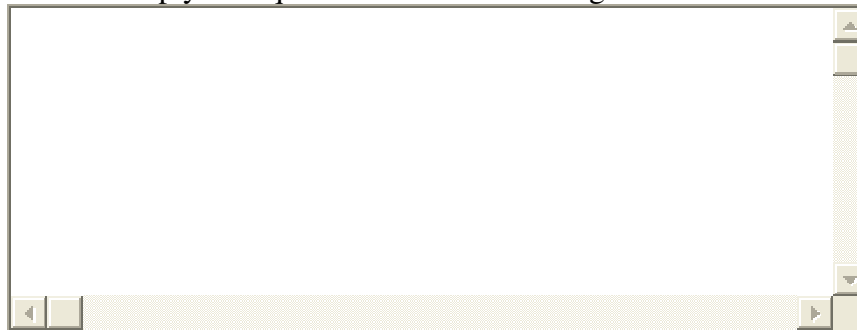
Q19.

d) Others..

Will you use tool like MovieBrowser2 in your future studies?

Q20.
- ☐ Yes
- ☐ No
- ☐ Not Sure

END OF PART B

Appendix B - Controlled Lab Experiment

Pre-test Questionnaires

Student Name :   _____
Student No: _____
Date :   _____

Personal Detail
Please place a TICK in the square that best matches your opinion. Please answer all questions.

1. Gender
   - ☐ Male
   - ☐ Female

2. Age
   - ☐ Younger than 18
   - ☐ 18-20
   - ☐ 21-23
   - ☐ 24-26
   - ☐ Older than 26

3. What is your background education area?
   - ☐ Psychology
   - ☐ Journalism
   - ☐ Multimedia
   - ☐ Communications
   - ☐ Other: pls state _____

4. How often do you watch movies?
   - ☐ More than 10 times a month
   - ☐ Average 5-9 times a month
   - ☐ Average 3-4 times a month
   - ☐ Average 1-2 times a month
   - ☐ Less than once a month

5. How many times have you watched the movie American Beauty before today?
   - ☐ More than 5 times
   - ☐ 3 - 4 times
   - ☐ 1- 2 times
   - ☐ Never

6. What is your level of skill in writing/analysing a movie sequence?
   - ☐ Very Good
   - ☐ Good
   - ☐ Moderate
   - ☐ Not Very Good

☐ Not good at all

7. If you can watch a movie online easily rather than borrowing a DVD from a library, would it be useful for you?

☐ Very useful
☐ Useful
☐ Not sure
☐ Not very useful
☐ Not useful at all

8. How useful do you think the DVD add-ons (extras) in your studies are in assisting your film-reading task?

☐ Very useful
☐ Useful
☐ Not sure
☐ Not very useful
☐ Not useful at all

9. If you have a DVD movie, how do you normally play it?

☐ Using software (e.g. Media Player, QuickTime, VLC Player, etc.) on my laptop/PC
☐ Using a DVD player with TV
☐ Other: pls state _____

10. How useful do you think it is to be able to browse specific scenes of dialogue, exciting or montage in a film-reading task?

☐ Very useful
☐ Useful
☐ Not sure
☐ Not very useful
☐ Not useful at all

11. If there are technologies that can provide scene categorisations, shot keyframes extraction, dialogue text searching, filtering by characters, etc., would it be useful for your film-reading task?

☐ Very useful
☐ Useful
☐ Not sure
☐ Not very useful
☐ Not useful at all

12. How useful do you think to be able to jump to particular parts/scenes of a movie easily (non-linear) in your film-reading task?

☐ Very useful
☐ Useful
☐ Not sure
☐ Not very useful
☐ Not useful at all

13. How would you describe your general level of computer experience?

☐ Very High
☐ High
☐ Moderate
☐ Low
☐ Very Low

14. Why are you interested in joining this module (Film Theory & History)?

_____

_____

_____

_____

THANK YOU!

Appendix B - Controlled Lab Experiment

QUESTION FOR TASK 1

Analyse the techniques used by the director to make the scene more tense between all family members in the fighting dinner scene where *Lester* (the father) throws away the food plate onto the wall.

[Hint: e.g. Characters smiling to/at each other in the beginning; there are some recognizable changes in dress etc].

QUESTION FOR TASK 2

Analyse the director's use of music to express the characters' emotion more cinematically.

[Hint: e.g. You could contrast these scenes - a scene where *Carolyn* (the mother) is driving and singing in the car on the way back home and a scene where *Lester* (the father) and *Angela* (Jane's friend) are together in the bath].

Post-test Questionnaire

Student Name : _____

Student No: _____

Date : _____

System : DVD media player / MovieBrowser2 (Please circle one)

1. The task I performed was:

	1	2	3	4	5	6	7	
Complex	☐	☐	☐	☐	☐	☐	☐	Simple
Unclear	☐	☐	☐	☐	☐	☐	☐	Clear

2. During the task I felt:

	1	2	3	4	5	6	7	
Stressed	☐	☐	☐	☐	☐	☐	☐	Relaxed
Bored	☐	☐	☐	☐	☐	☐	☐	Interested
Dissatisfied	☐	☐	☐	☐	☐	☐	☐	Satisfied
Difficult	☐	☐	☐	☐	☐	☐	☐	Easy

3.

	Totally Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Totally Agree
I believe I have succeeded in my performance of the task	☐	☐	☐	☐	☐	☐	☐

4. Do you have any comments on the task you have just performed?

_____

_____

_____

5. After completing the task, I felt the system was:

	1	2	3	4	5	6	7	
Difficult to use	☐	☐	☐	☐	☐	☐	☐	Easy to use
Difficult to learn	☐	☐	☐	☐	☐	☐	☐	Easy to learn

Ineffective	☐	☐	☐	☐	☐	☐	☐	Effective
Frustrating	☐	☐	☐	☐	☐	☐	☐	Satisfying
Dull	☐	☐	☐	☐	☐	☐	☐	Stimulating
Standard	☐	☐	☐	☐	☐	☐	☐	Novel
Not Intuitive	☐	☐	☐	☐	☐	☐	☐	Intuitive
Unhelpful	☐	☐	☐	☐	☐	☐	☐	Helpful

		Totally Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Totally Agree
6.	The system helped me to **access** movie content efficiently	☐	☐	☐	☐	☐	☐	☐
7.	The system helped me to **analyse** movie efficiently	☐	☐	☐	☐	☐	☐	☐
8.	The system helped me to **explore** the movie scenes efficiently	☐	☐	☐	☐	☐	☐	☐
9.	The system helped me to **complete** a given task quickly	☐	☐	☐	☐	☐	☐	☐
10.	The system helped me to **enhance my ability** to read/analyze film	☐	☐	☐	☐	☐	☐	☐
11.	The system helped me to **produce** a **better** outcome/essay	☐	☐	☐	☐	☐	☐	☐
12.	The system helped me to **discover new ideas** when reading film	☐	☐	☐	☐	☐	☐	☐
13.	The system helped me to get **deeper insight/focused** in reading a film.	☐	☐	☐	☐	☐	☐	☐

Part 3: System Specific Features (**for MovieBrowser2)

		Totally Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Totally Agree
14.	The timeline graphic for movie content navigation is useful in my studies	☐	☐	☐	☐	☐	☐	☐

Reason for your rating:

_____

_____

		Totally Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Totally Agree
15.	Browsing by shot keyframes is useful in my studies	☐	☐	☐	☐	☐	☐	☐

Reason for your rating:

_____

_____

16. Scene categorizations into dialogue, exciting and montage in a movie is useful in my studies	Totally Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Totally Agree
	☐	☐	☐	☐	☐	☐	☐

Reason for your rating:

_____

_____

17. What did you **LIKE** about the MovieBrowser2 interface?

_____

_____

18. What did you **DISLIKE** about the MovieBrowser2 interface?

_____

_____

Part 3: System Specific Features (**for DVD media player)

	Totally Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Totally Agree
14. Browsing by play, pause, stop, fast forward, rewind etc. button is useful in my studies	☐	☐	☐	☐	☐	☐	☐

_____

_____

	Totally Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Totally Agree
15. DVD media player features are useful for movie content analysis.	☐	☐	☐	☐	☐	☐	☐

Reason for your rating:

_____

_____

16. What did you **LIKE** about the DVD media player?

_____

_____

17. What did you **DISLIKE** about the DVD media player?

_____

_____

Student Name/No: _____

Please tick in the box.

1. Which system did you find easier to use?

    ☐ DVD media player
    ☐ MovieBrowser2
    ☐ No difference
    Why?

    _____

    _____

2. Which experiments did you find more useful for you in carrying out your tasks?

    ☐ DVD media player
    ☐ MovieBrowser2
    ☐ No difference
    Why?

    _____

    _____

3. If you have to analyze a movie in future, which system would you prefer to?
    ☐ DVD media player
    ☐ MovieBrowser2
    ☐ No difference
    Why?

    _____

    _____

4. Do you have any comments on the experiments you just performed?

    _____
    _____

<div align="center">Thank you very much for your cooperation!</div>

OBSERVATION SHEET - DVD media player - TASK 1/2											
Observer name: _____ Student ID/name: _____											
Play	Pause	Stop	slower	faster	slider	Vup	Vdn	mute	fullscrn	Start & finish	General Notes and Observations

OBSERVATION SHEET – MovieBrowser2 - Task 1/2

Observer name: _____   Student ID/name: _____

Time start & finish	General Notes and Observations

Example of observations/annotation

OBSERVATION SHEET - DVD media player - TASK 2											
Observer name: *Observer_Name* Student ID/name: U2											
Play	Pause	Stop	slower	faster	slider	Vup	Vdn	mute	fullscrn	Start & finish	General Notes and Observations
||	||		|		||||| ||||| ||||| |||					10.27 – *start* 10.49 – *end*	*Listen.* *Makes notes on paper while watching. Reaches end of movie by "sliding [bar]" and does not find the scene he wants. Has to start again. Makes notes on paper as watching. Then type in WORD.*

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Example of observations/annotation

OBSERVATION SHEET – MovieBrowser2 - Task 1	
Observer name: *Observer_Name*	Student ID/name: U2

Time start & finish	General Notes and Observations
9.41 – *start* 10.11 – *finish*	Clicks on "Dialogue [timeline bar]", use event-keyframe view [browse], listens and plays video clips, use event-keyframe view [browse], stops. Reads task sheet. Clicks "Back" as think this will return him to start of scene, just watched. Writes on paper as watching video playback. Replays clip/scene again and makes more notes on paper as watching. Finishes watching scene and type answer in WORD.

Appendix C
List of Publications

[1]   **N. Mohamad Ali** and A. F. Smeaton. Visualisation of Movie Contents in a Film Studies Context. In *VGV08 - Irish Graduate Student Symposium on Vision, Graphics and Visualisation*, Dublin, Ireland, 2008.

[2] **N. Mohamad Ali**, A. F. Smeaton, H. Lee, and P. Brereton. Developing a MovieBrowser for Supporting Analysis and Browsing of Movie Content. In *iHCI 2008 - Irish Human Computer Interaction Conference*, Cork, Ireland, 2008.

[3] **N. Mohamad Ali**, A. F. Smeaton, H. Lee, and P. Brereton. Developing, Deploying and Assessing the Usage of a Movie Archive System. In *HCI International 2009 - 13th International Conference on Human-Computer Interaction*, San Diego, CA, Volume 5613/2009, pp. 567-576, Springer Berlin/Heidelberg, 2009.

[4] **N. Mohamad Ali** and A. F. Smeaton, Are Visual Informatics Actually Useful in Practice: A Study in a Film Studies Context. In *1st International Visual Informatics Conference 2009 (IVIC'09),* Kuala Lumpur, Malaysia, Springer Berlin/Heidelberg, November 2009. [*Paper Accepted*]