

# Appendix A

## Experimental Questionnaire

Appendix A contains all QoP-IA questions used in all of our research experiments. QoP-IA question, are defined as having been sourced by one or more of the following information sources:

V : Video-based information that comes from the video window, which does not contain text.

A : Audio-based information that is presented in the audio stream.

T : Textual-based information that is contained in the video window, e.g. the newscaster's name in a caption window.

QoP-IA is calculated as being the percentage of correctly assimilated information. Consequently, all QoP-IA questions are designed so that specific information must be assimilated in order to correctly answer each question. The majority of questions may be assimilated from a single information source, however, a number of questions relate to multiple information sources.

### **BA**

- 1) What is the relationship between the couple?
- 2) What is the colour of the product (what colour is the liquid)?
- 3) What is the male using the cream' for?
- 4) Name two qualities of the product.
- 5) What stereotype does the video attack?
- 6) Which of the qualities  
(a) clever      (b) hardworking      (c) crafty  
would you associate with the male?
- 7) Name one feature of the male's behaviour suggesting that he would like to keep the product a secret?
- 8) In what form does the product come?
- 9) Would you buy the product?

**Quality:** 0 / 1 / 2 / 3 / 4 / 5      **Enjoy:** 0 / 1 / 2 / 3 / 4 / 5

**BD**

- 1,2,3) Name three camera close-ups!
- 4) Name a musical instrument that a girl is playing?
- 5) What is the age of the players?
- 6) Are they wearing uniforms?
- 7) What colour is the background?
- 8) What kind of instruments are the majority of the players playing?
- 9) How would you describe the tune in one word?
- 10) Does the hand have a piano?
- 11) How many people are roughly in the band?

**Quality:** 0 / 1 / 2 / 3 / 4 / 5    **Enjoy:** 0 / 1 / 2 / 3 / 4 / 5

**CH**

- 1) What is the predominant colour of the clip?
- 2) What is the shape in which the singers are standing?
- 3) How many girls are in the choir?
- 4) How many close-ups are there?
- 5) What is the direction of the lighting during the clip?
- 6) Are the walls decorated? If so, with what?
- 7) What channel is the show on?
- 8) Do you perceive the decor as being:  
a) warm                      b) cold                      c) mixture of the two ?
- 9) How many candles are there in the clip?
- 10) Does the camera move during the clip!

**Quality:** 0 / 1 / 2 / 3 / 4 / 5    **Enjoy:** 0 / 1 / 2 / 3 / 4 / 5

**DA**

- 1) What sort of character does the woman in the fur coat have?
- 2) What do the man and dog have in common?
- 3) Is the woman in the fur coat fat or slim?
- 4) What is the weather outside like?
- 5) How many insults does the woman in the fur coat use?
- 6) Why is she angry?
- 7) How many characters talk in the clip? Which ones ?
- 8) How many characters behave happily? Which ones?
- 9) Does the woman in the fur coat get her bag when she leaves?
- 10) Name an element of the clip, which is similar to Cruela's (fur coat woman) temperament!
- 11) How many scared people are there in the clip?

**Quality:** 0 / 1 / 2 / 3 / 4 / 5      **Enjoy:** 0 / 1 / 2 / 3 / 4 / 5

**FC**

- 1) What day of the week is the forecast for?
- 2) What is the time?
- 3) How is the weather in the central part of the Mediterranean?
- 4) How many different maps have been used in the clip?
- 5) Where, according to the forecast, is there going to be sunshine?
- 6) Will driving be easy in the UK on that day?
- 7) What colour is the forecaster's hair?
- 8) What's the weather on the coast of the U.K. like?
- 9) What will the maximum visibility in foggy areas of the U.K. be?
- 10) What colour is the map of mainland Europe? What about the U.K. and Ireland?

**Quality:** 0 / 1 / 2 / 3 / 4 / 5      **Enjoy:** 0 / 1 / 2 / 3 / 4 / 5

**LN**

- 1) How many lions can you see in the first three seconds of the clip?
- 2) What are the cubs doing?
- 3) How many lions are there in the clip?
- 4) Use a single word to describe the vegetation?
- 5) What type of vegetation is it?
- 6) What is the speaker doing?
- 7) What is the approximate distance between the speaker and lions?
- 8) In what position is the man standing?
- 9) What is the colour of his shirt?
- 10) Are there any adult male lions in the clip?

**Quality:** 0 / 1 / 2 / 3 / 4 / 5    **Enjoy:** 0 / 1 / 2 / 3 / 4 / 5

**NA**

- 1) What time is it?
- 2) Tell us a fact about the singer!
- 3) What's the name of the singer?
- 4) What's the feeling of the clip? a) desperation    b) romantic    c) insecure    d) rebellious
- 5) Name two features of the clip related to the Orient?
- 6) How many different camera shots are there?
- 7) What is the singer wearing?
- 8) What is the bald man's job?
- 9) How many kisses are there in the clip?
- 10) How many close-ups of the singer are there?
- 11) Is the male character on time, according to the song?
- 12) According to the lyrics, how does the singer feel?

**Quality:** 0 / 1 / 2 / 3 / 4 / 5    **Enjoy:** 0 / 1 / 2 / 3 / 4 / 5

**NW**

- 1) How many pieces of news are there in the bulletin?                      2) Name one of them!
- 3) Name another!
- 4) What's the name of the presenter?
- 5) What channel is the news on?
- 6) What's the time of the news broadcast?
- 7) Around what time did the shooting occur?
- 8) How were the drugs concealed?
- 9) According to the bulletin, what is the frequency of shootings in the area?
- 10) Where was the drug transported from?
- 11) What type of drug is it?
- 12) How much of it was being transported (expressed in monetary terms or as total weight)?

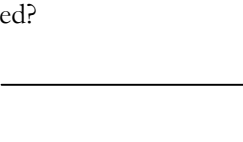
**Quality:** 0 / 1 / 2 / 3 / 4 / 5      **Enjoy:** 0 / 1 / 2 / 3 / 4 / 5

**OR**

- 1) Are there any forks/knives/spoons in the clip? Where ?
- 2) Do any of the characters wear aprons?
- 3) How many people are cooking? How many people are talking?
- 4) Do the characters wear hats?
- 5) Is the cooking mixture boiling?
- 6) How many pans are on the stove?
- 7) Do you think that the mixture is chilli?
- 8) Does the guy appear in a hurry?
- 9) Name two seafood ingredients used!
- 10) Name three spices used!

**Quality:** 0 / 1 / 2 / 3 / 4 / 5      **Enjoy:** 0 / 1 / 2 / 3 / 4 / 5

**RG**

- 1) What teams are playing?
- 2) Why was the try scored?
- 3) Roughly, how many passes are made before the first tackle?
- 4) Roughly, how many passes are made before the try is scored?
- 5) Is the referee ever in the picture? If so, what colour short does he have?
- 6) How many tackles are made before the try is scored?
- 7) How many stars does the flag waved immediately after the try have?
- 8) What is the score of the match when the try is scored?
- 9) On what side of the pitch is the try scored? 
- 10) Name the try scorer / his shirt number / the colour of his hair!
- 11) What team wins the ball from the lineout?

**Quality:** 0 / 1 / 2 / 3 / 4 / 5    **Enjoy:** 0 / 1 / 2 / 3 / 4 / 5

**SN**

- 1) How many players are there in the clip?
- 2) At what stage of the match are we?
  - a) beginning
  - b) middle
  - c) end
- 3) What are the names of the players?
- 4) Who is leading?
- 5) What is the colour of the floor?
- 6) How many balls are pocketed during the clip?
- 7) What colour is the ball that is pocketed?
- 8) Is the position from which the shot is made easy or difficult?
- 9) How many balls are hit by the shot?
- 10) Is the player left - or right – handed?
- 11) In what hole is the ball pocketed?

**Quality:** 0 / 1 / 2 / 3 / 4 / 5    **Enjoy:** 0 / 1 / 2 / 3 / 4 / 5

**SP**

- 1) Who fires first?
- 2) What is the intention of the main characters?
- 3) Are the space troopers eliminated?
- 4) Do the main characters escape (if yes, in which direction)?
- 5) How many guns does the blonde character have?
- 6) How many guns does the other character have?
- 7) What is the colour of the robots suit?
- 8) Is the scene of the action hot?
- 9) How was the control centre destroyed?
- 10) Are there any women in the clip?
- 11) How much time elapses between launch and explosion of grenade?

**Quality:** 0 / 1 / 2 / 3 / 4 / 5    **Enjoy:** 0 / 1 / 2 / 3 / 4 / 5