Appendix A

Experimental Questionnaire

Appendix A contains all QoP-IA questions used in all of our research experiments. QoP-IA questions 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 cameras 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

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**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