

# Appendix B

## Experimental Material

In Appendix B, we describe in detail the set of video clips used in our research. The multimedia video clips were specifically chosen to cover a broad spectrum of infotainment. Moreover, the clips were chosen to present the majority of individuals with no peak in personal interest, whilst limiting the number of individuals watching the clip with previous knowledge and experience. The multimedia video clips used in our research varied from those that are informational in nature (such as a news / weather broadcast) to ones those that are usually viewed purely for entertainment purposes (such as an action sequence, a cartoon, a music clip or a sports event).

The following appendix includes video duration, audio content, audio content timings and screen shots for all videos used in our experiments.

### BA {Duration: 26 sec}

Statement 1: Are you using the Cream?

Statement 2: Yes! Scrubbing, Rinsing. If you'd rather be relaxing than rinsing, try flash bathroom.

Statement 3: It cleans the place easier than creams -

Statement 4: without leaving that powdery residue. A doddle!

Statement 5: Whoa, you must have worked flat out to get it this clean.

Statement 6: Yer, you could say that.

Statement 7: Flash bathroom does the hard work, so you don't have to.

Statement No.	Delta Duration Before Statement (sec)
1	0
2	2
3	2
4	7
5	3
6	4
7	3







BD {Duration: 36 sec}

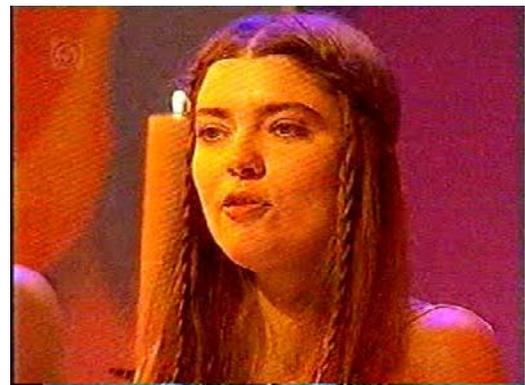
NOTHING WAS SAID FOR THE DURATION OF THIS VIDEO.





CH {Duration: 33 sec}

SONG IN LATIN





## DA {Duration: 32 sec}

- Statement 1: You! All right, keep the little beasts for all I care.  
 Statement 2: Do as you like with them, drown them.  
 Statement 3: But I warn you Anita we're through!  
 Statement 4: I'm through with all of you!  
 Statement 5: I'll get even! Just wait, you'll be sorry!  
 Statement 6: YOU FOOLS! YOU, YOU IDIOTS!  
 Statement 7: <DOOR SMASHES>  
 Statement 8: <DOG BARKS>  
 Statement 9: <THUNDER>  
 Statement 10: Oh Roger, you were magnificent darling!  
 Statement 11: Oh, he was a bloom-a-dear oh mum. A Bloom-a-dear!

Statement No.	Delta Duration Before Statement (sec)
1	0
2	6
3	2
4	2
5	2
6	3
7	3
8	2
9	2
10	3
11	3

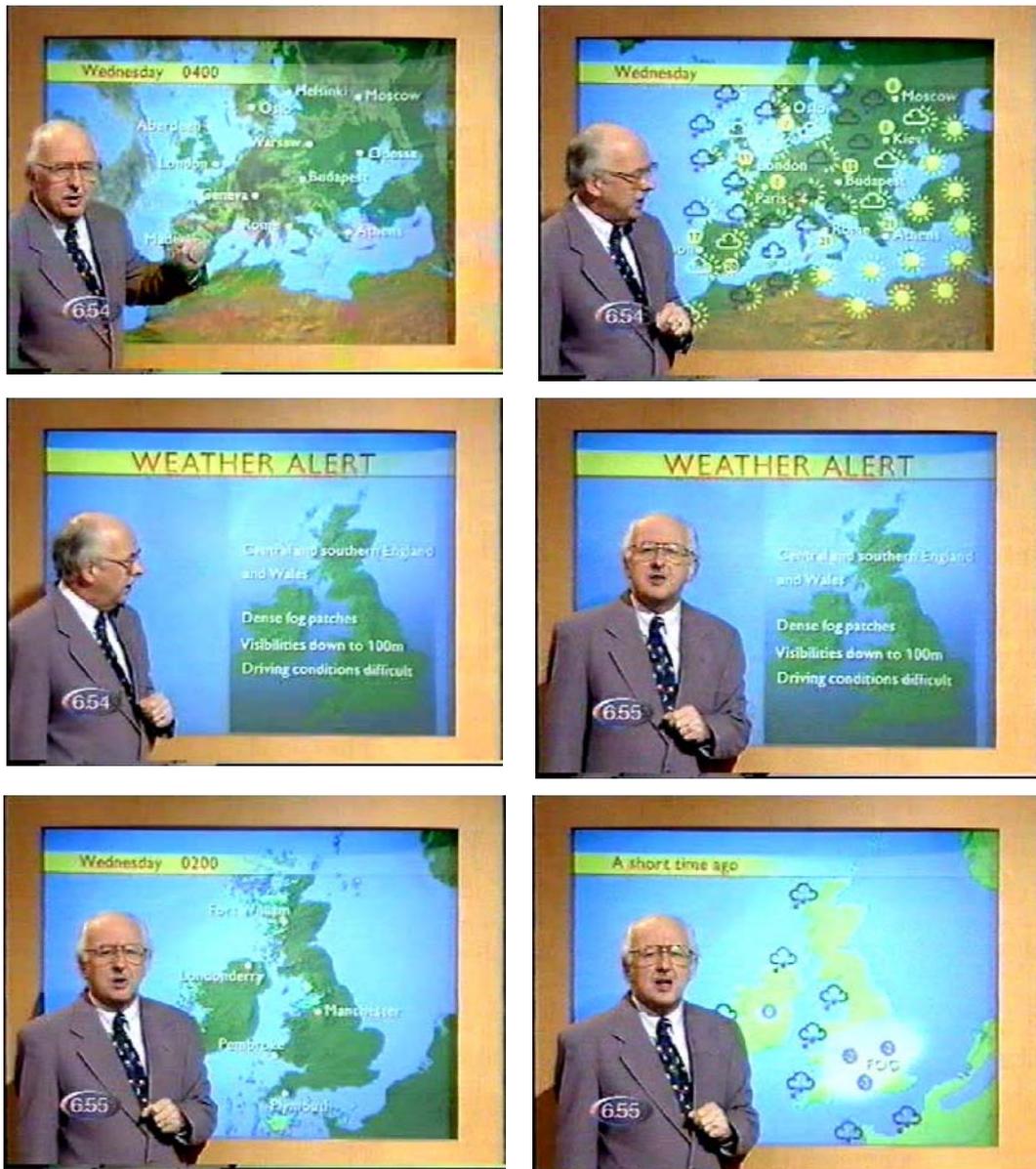




## FC {Duration: 45 sec}

- Statement 1: Brewing up over night, and all that rain swinging in the central part of the Mediterranean as well.
- Statement 2: So there will be some heavy and thundery shows in that central part of the Mediterranean and some heavy rain in central Europe as well.
- Statement 3: For some sunshine, head to the east of the Mediterranean, around about Cyprus and Egypt.
- Statement 4: Now we have quite a problem at home at the moment.
- Statement 5: There's a lot of dense fog around, chiefly in the more southern parts of England.
- Statement 6: Dense and freezing fog at that, visibility is down to about one hundred meters in some places, so do take care coming into work in the next few hours!
- Statement 7: That apart, we do have some showers around some of the coastal areas, particularly heavy showers in some north-western parts of England, into western Scotland.
- Statement 8: And those showers have been coming and going during the night, trying to feed a little bit further inland, but really not getting very far!
- Statement 9: And that I think is the story for the day.

Statement No.	Delta Duration Before Statement (sec)
1	0
2	6
3	7
4	5
5	2
6	3
7	7
8	7
9	6



## LN {Duration: 31 sec}

- Statement 1: Indian Music  
 Statement 2: (BLANK SCREEN)  
 Statement 3: Greetings from India  
 Statement 4: I'm Val Me Thupper, and we're about to begin a journey that you will never forget!

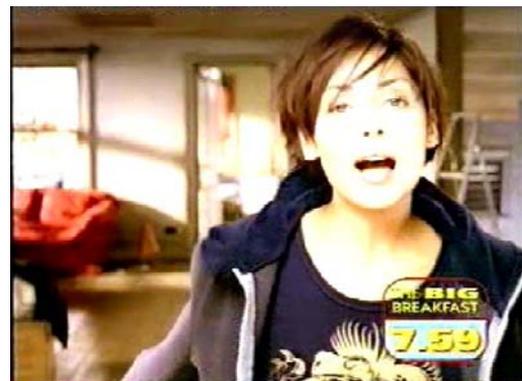
Statement No.	Delta Duration Before Statement (sec)
1	0
2	5
3	17
4	4



**NA {Duration: 36 sec}**

- Statement 1: There's nothing where he used to lie  
 Statement 2: My conversation has run dry  
 Statement 3: That's what's going on, nothing's fine I'm torn  
 Statement 4: I'm all out of faith, this is how I feel  
 Statement 5: I'm cold and I am shamed lying naked on the floor  
 Statement 6: Illusion never changed into something real  
 Statement 7: I'm wide awake and I can see the perfect sky is torn  
 Statement 8: You're a little late, I'm already torn

Statement No.	Delta Duration Before Statement (sec)
1	0
2	4
3	2
4	6
5	5
6	4
7	6
8	4





## NW {Duration: 38 sec}

- Statement 1: Hello, Good Morning from newsroom southeast.
- Statement 2: A man has been shot dead in Willesden in northwest London.
- Statement 3: Police were called to the church end estate at around 8 o'clock last night.
- Statement 4: The victim had multiple gunshot wounds, and died in hospital soon afterwards.
- Statement 5: It's the second shooting in the area in two days.
- Statement 6: Two men appear in court today, charged with smuggling two and a half million pounds of heroin into Britain.
- Statement 7: Carl Quber from Edmonton and Esavich Eurocogulari from Finsbury Park,
- Statement 8: were arrested after the discovery of 30 Kilos of the drug in books flown to Britain from Istanbul.
- Statement 9: Both will appear at city magistrates.

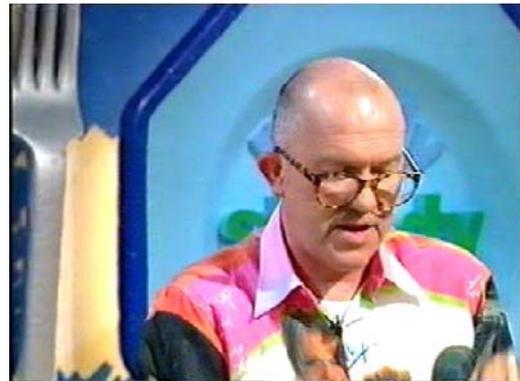
Statement No.	Delta Duration Before Statement (sec)
1	2
2	3
3	2
4	3
5	4
6	3.5
7	5
8	5
9	4.5



**OR            {Duration: 39 sec}**

- Statement 1: This is going to go on the top  
 Statement 2: Real oregano will be better still I suppose!  
 Statement 3: Mm, funny enough oregano's one of these herbs, that when you cook with it, it is quite nice dry.  
 Statement 4: It has quite an intense flavour.  
 Statement 5: When your cooking it in wet, like that.  
 Statement 6: But I would never put dry oregano on a salad for instance!  
 Statement 7: No I understand!  
 Statement 8: All right. Dried oregano is good for some things. Is that delicious?  
 Statement 9: Yes it is! Put the garlic in there?  
 Statement 10: Garlic, mayonnaise, tomato puree, paprika and tabasco.  
 Statement 11: So how long have we got Fern?  
 Statement 12: We've got about 6 minutes!  
 Statement 13: What are we going to do with these little sprats ?  
 Statement 14: OK, What I'd like to do. Put some flour into a big bowl.  
 Statement 15: Put lots of seasoning, a big of that dried oregano.  
 Statement 16: In one of those bowls! OK. ?  
 Statement 17: And we're going to try and deep fry them like white bate in olive oil!

Statement No.	Delta Duration Before Statement (sec)
1	
2	2
3	2
4	4
5	2
6	3
7	3
8	1
9	3
10	2
11	3
12	1
13	1
14	2
15	2
16	3
17	3





## RG {Duration: 34 sec}

- Statement 1: New Zealand were very very disappointed mid week,  
 Statement 2: with the England aid performance, when they just really laid down and died.  
 Statement 3: Just shielding the ball back, and it comes to Murphy.  
 Statement 4: And there's suddenly an overlap up on the right.  
 Statement 5: Brookes aiming for the line, and Jeff Wilson's going to get there!  
 Statement 6: <WHISTLE. Cheers from Crowd>  
 Statement 7: (BLANK SCREEN)

Statement No.	Delta Duration Before Statement (sec)
1	0
2	4
3	8
4	3
5	3
6	4
7	3





## SN {Duration: 33 sec}

- Statement 1: Choice of two or three reds, two to the right corner and one to the left.
- Statement 2: The position, not particularly easy off any of them.
- Statement 3: Got to come back off the side cushion and over the pink.
- Statement 4: Well that was nice. To delicate a shot, but he's not too bad.
- Statement 5: A bit to do to just weed one or two of those reds away from around the black spot.

Statement No.	Delta Duration Before Statement (sec)
1	0
2	4
3	5
4	6
5	10



## SP {Duration: 36 sec}

- Statement 1: BATTLE STATIONS AND INTERCEPT THE AIRCRAFT  
 Statement 2: (BLANK SCREEN)  
 Statement 3: Let's get out of here boome? There's too many of them.  
 Statement 4: What about the control centre ?  
 Statement 5: (BLANK SCREEN)  
 Statement 6: Did you find the control centre?  
 Statement 7: We found it alright.  
 Statement 8: Where?  
 Statement 9: There!

Statement No.	Delta Duration Before Statement (sec)
1	0
2	4
3	2
4	3
5	2
6	3.5
7	1
8	1
9	0.5



