## What my research methods were

The methodology for answering the research questions will be established methods used in the field of user experience. These will involve user testing in the form of voice recorded interviews conducted individually or in a focus group. This is due to the acceptance that “focus groups often bring out users’ spontaneous reactions and ideas.” Such a concept is key to answering the questions due to the essential need of supporting the secondary research conducted as well as having primary research to further reinforce the validity of the project. Interviews “serve as a window on the soul, letting you discover what users really think,” enabling for the most inherent response from a user. In addition to interviews is a survey created on Google Forms. While creating questions, care was taken to avoid influence or guidance for user answers and thus most responses remain unbiased as much as possible.

The initial round of user testing will be a sample size of fifteen participants including focus groups which will be transcribed into a data matrix before being applied into the form of pie charts for easier visual representation. These will be presented in a research findings documentation where it will be analysed alongside the data matrix.

As for the surveys this will be a more concentrated group of ten individuals to outline the definitive result of the project. Before the survey stage, a pilot test will be conducted to determine whether the questions and artifact need altering. The findings of this will be revisited further in the report.

## How were my methods ethically fashioned

The research conducted for this project were ethically approved via UWE Bristol’s Faculty Research Ethics Committee. All participants before signing a consent form were required to read through a GDPR form as well as an information sheet regarding the project. This was also the case for the Google Forms survey conducted. Data collected via voice recordings were anonymised under new titles such as Participant A, Participant B, etc. Once each voice recording had been transcribed for the data matrix, they were soon deleted. Users are allowed to withdraw from the project at any time whether that is in present day or in the future. In regard to Google Forms, all answers are instantly anonymous so nobody viewing will be able to pinpoint who responded in what manner.

Music and sound effects for videos were used within copyright laws being sourced from *pixaby* a non-copyright sounds page.

## Summary of important findings

Following the research findings for the project, it was clear that many of the sources were accurate in their interpretation of cinematic elements and their influence upon audience emotions. This also highlighted a natural priority list of which factors were more important in resulting in emotional responses. This shows clear indication which elements may need uplifting to provide more influence in the final artifact but also the elements that are essential to the creation of an emotional piece and need the most attention.