post\_experiment\_version\_Factors\_alone\_VOD\_english - word

Start of Block: Description and agreement

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Q1 Number of tested subject (filled by researcher).

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Q2 In this section, we will ask you to evaluate various characteristics and factors in terms of how much you think they affected your experience during experiment. Think how much the given events and characteristics made the experience pleasant or annoying.  
  
Please mark it on a scale from „Not at all” to „A lot”. If you think an aspect has a big impact, choose "A lot" and if not, select "Not at all". We encourage you to differentiate as much as possible during the assessment. There are no "right or wrong" answers. If you do not understand an item, please select "I don't understand".

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Q3 Do you agree to participate in the study?

* Yes (1)
* No (2)

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| Page Break |  |

End of Block: Description and agreement

Start of Block: Factors General unified all

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Q1 In this section, rate **how much** these factors impacted your experience during the experiment.

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|  | **Not at all** (1) | **To some degree** (2) | **Moderately** (3) | **Considerably** (4) | **A lot** (5) | I don't understand (6) |
| Fluency of the video (e.g., Occurrence of stalling events, frame drop, freeze, time jumps, lack of continuity, etc.) (1) |  |  |  |  |  |  |
| Image and sound synchronization (2) |  |  |  |  |  |  |
| The presence of artifacts or distortion in the video (visibility of shapes that are strange and unnatural) (3) |  |  |  |  |  |  |
| Reproduction quality of dark / black parts of the video (visible blocks or other artifacts in the dark part of the video) (4) |  |  |  |  |  |  |
| Colors quality (reality, diversity, contrast) (5) |  |  |  |  |  |  |
| Video resolution (visible pixels, number of details, sharpness, etc.) (6) |  |  |  |  |  |  |
| Device type (resolution, size, quality) (7) |  |  |  |  |  |  |
| Network connection efficiency (8) |  |  |  |  |  |  |
| Application features (design, appearance, ease of use, ease of access) (9) |  |  |  |  |  |  |
| The presence of family, friends or a supervisor / boss / teacher (10) |  |  |  |  |  |  |
| Environment (lighting, time of day, comfort and temperature, etc.) (11) |  |  |  |  |  |  |
| Your attention (multitasking / other activity, lack of sleep, etc.) (12) |  |  |  |  |  |  |
| Your mood and emotions (13) |  |  |  |  |  |  |
| Previous experiences (screen time, significant events of this day, etc.) (14) |  |  |  |  |  |  |
| Cost / price (if access was paid, price of the service, how much money you have already spent on that service, etc.) (15) |  |  |  |  |  |  |
| Your interest in the content (16) |  |  |  |  |  |  |
| Content importance / significance (17) |  |  |  |  |  |  |
| Number of crucial details (e.g. presence of small essential elements, little drawings / inscriptions, slides with graphics, etc.) (18) |  |  |  |  |  |  |
| Purpose of use - work, education, entertainment, etc... (19) |  |  |  |  |  |  |
| Emotions evoked by the content (20) |  |  |  |  |  |  |
| Duration of the clip / video / movie (21) |  |  |  |  |  |  |
| Your familiarity with the content (how many times you've seen it, how much do you know what to expect) (22) |  |  |  |  |  |  |
| The fact that it was only available on one type of service (23) |  |  |  |  |  |  |
| The fact that it was or wasn't a premiere (24) |  |  |  |  |  |  |
| Your expectations regarding the content (e.g. based on reviews, other people's recommendations, etc.) (25) |  |  |  |  |  |  |
| Visibility of details in dark scenes - the quality of these scenes (26) |  |  |  |  |  |  |
| Your appreciation of the content (e.g. whether you find it interesting or boring) (27) |  |  |  |  |  |  |
| Content genre (e.g. comedy, sports, talk show ...) (28) |  |  |  |  |  |  |
| The presence of advertisements (playback interruption, screen covering, etc.) (29) |  |  |  |  |  |  |

End of Block: Factors General unified all