



**WP 7c**

## **Qualitative evaluation**

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# Questionnaire: summary of responses per experimental condition



Condition	Number of responses
0 – Random, no categories (CONTROL)	4
1 – Random, with categories	3
2 – Similar, no categories	8
3 – Similar, with categories (OPTIMAL?)	4
TOTAL	19 (approx 20% of total)

# Analysis: summary



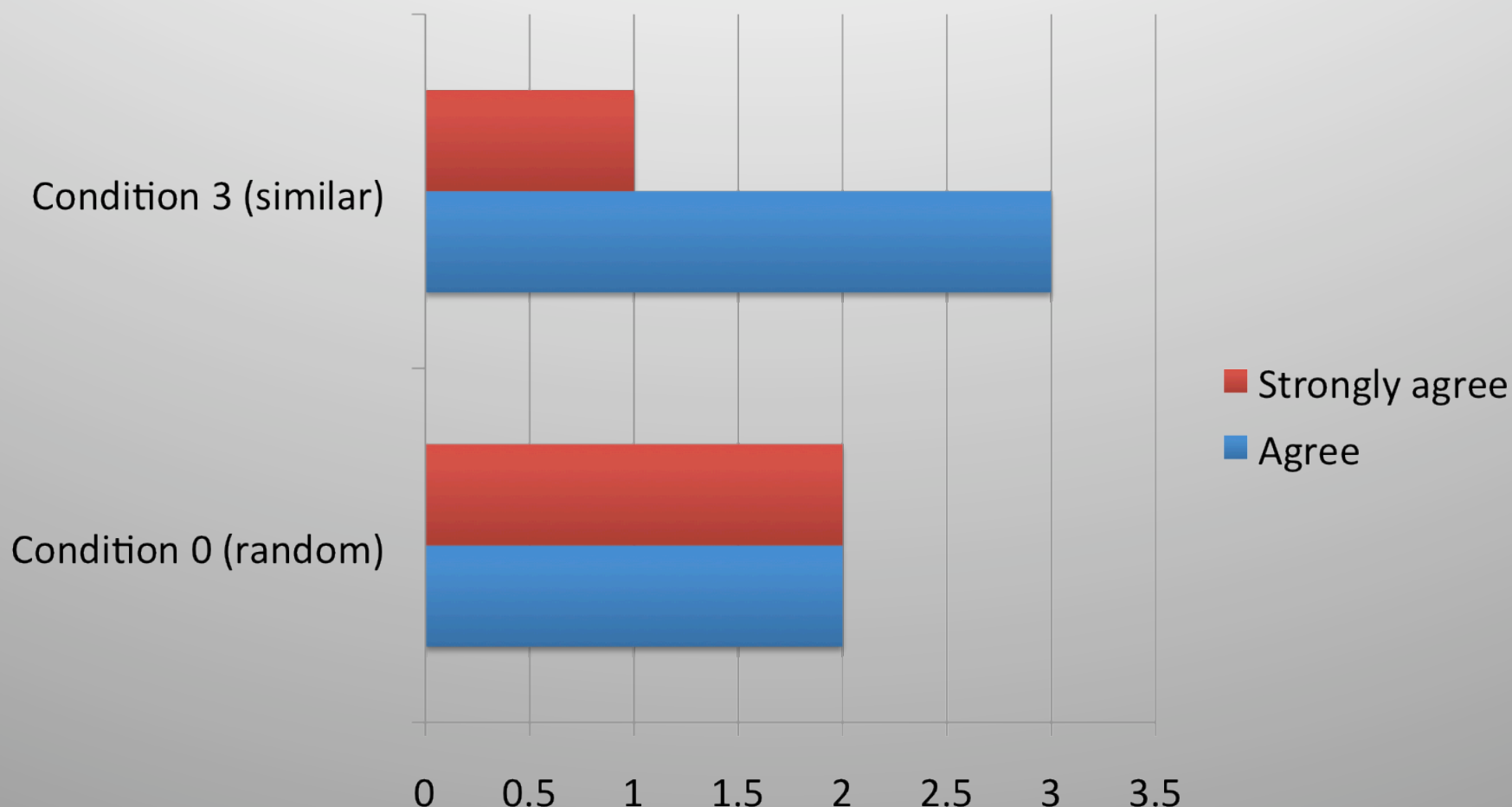
- Overall, people liked the app, regardless of the experimental condition
- Direct comparison of responses to our control condition (0) with our optimal condition (3) does not show any significant variation
- But, we are dealing with a very small dataset (4 responses for each condition)

# Research question 1



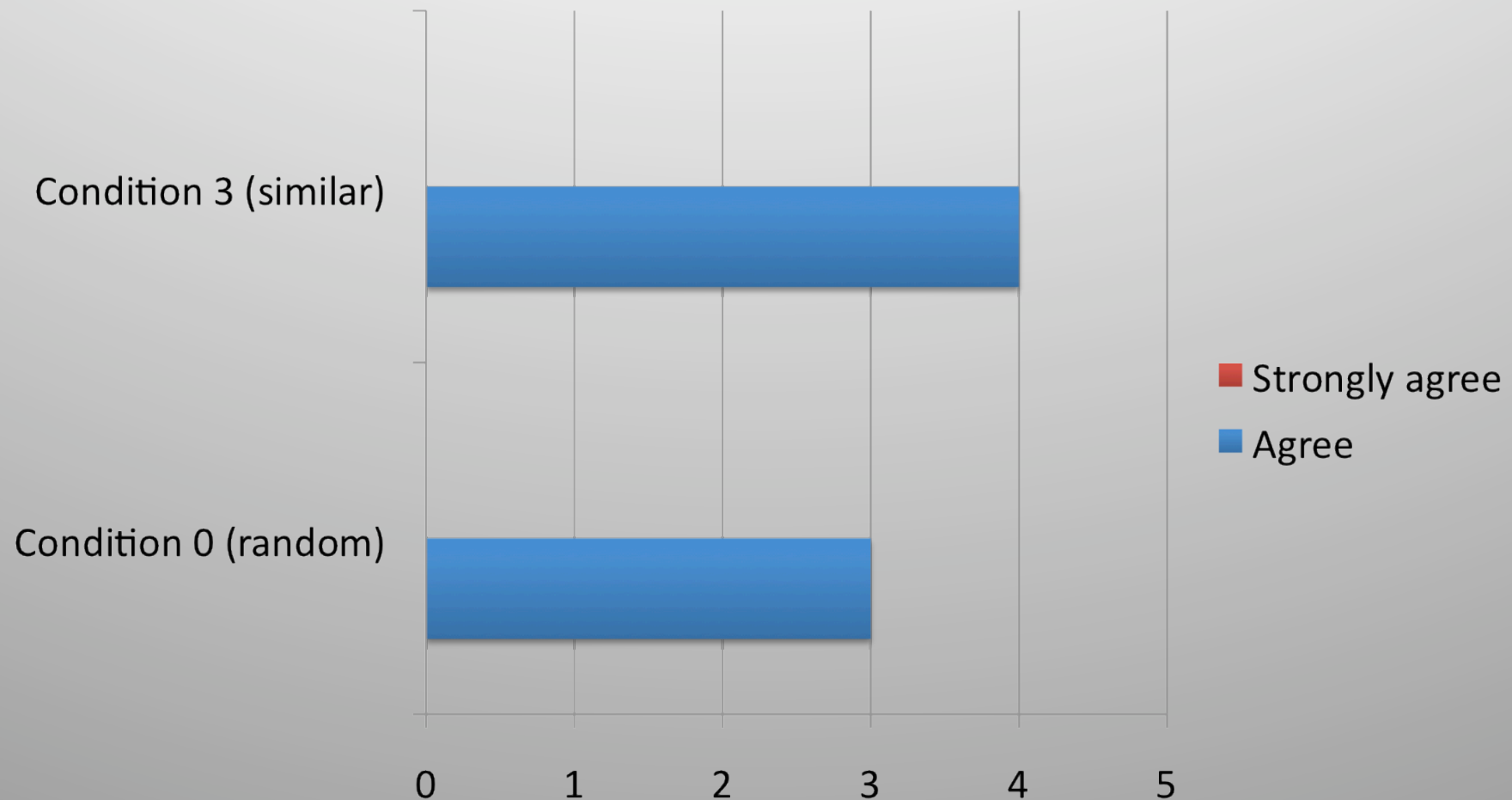
- Does presenting **similar** programmes support serendipitous browsing and help people to find new and diverse programmes in a large video collection?
- **Answer:** Presenting similar programmes produces almost the same responses as presenting random programmes

# I found interesting new programmes that I never knew existed



4 out of 4 respondents in **both** conditions agree or strongly agree

# I tended to add new programmes to my playlist that I didn't already know about



Most respondents in **both** conditions agree

# Research question 2



- Does it help people find more interesting programmes if we **provide category information** about the related programmes?
- **Answer:** presenting the category information about the related programmes does not seem to make a difference

## Who Do You Think You Are? : Julia Sawalha [+]

Thursday, 31 December, 2009 at 10:12AM



Julia Sawalha begins a quest to find her mother's Huguenot heritage.

More programmes about: [experiments](#), [ancestors](#), [research into ancestors](#), [entertainers](#), [family trees](#), [tracing ones family tree](#)

## Super Vets [+]

Monday, 20 August, 2007 at 18:08PM



At London Zoo, Messy the gorilla needs x-rays to investigate a tumour in her chest.

More programmes about: [specialist establishments](#) ([higher education](#)), [hatfield \(hertfordshire\)](#), [veterinary medicine](#), [veterinary surgeons](#)

## The 800 Million Pound Railway Station : The Devil In The Detail [+]

Tuesday, 18 December, 2007 at 02:12AM



The story of architect Alastair Lansley, whose expensive vision unnerved the engineers.

More programmes about: [implementation](#), [modernisation \(alteration\)](#), [terminals](#), [the chan](#) [pancras \(london\)](#), [construction of tunnels \(underwater\)](#), [channel tunnel](#), [railway stations](#), [pancras station \(london\)](#), [railway services](#)

## RAILWAY STATIONS

[X]

### Great Railway Journeys: Crewe To Crewe [+]

Thursday, 02 October, 2008 at 21:10PM bbcfour



Victoria Wood makes a round trip to the north of Britain from Crewe.

### The Culture Show [+]

Saturday, 03 November, 2007 at 19:11PM bbctwo



With an interview with Robert Redford and a visit to the refurbished St Pancras station.

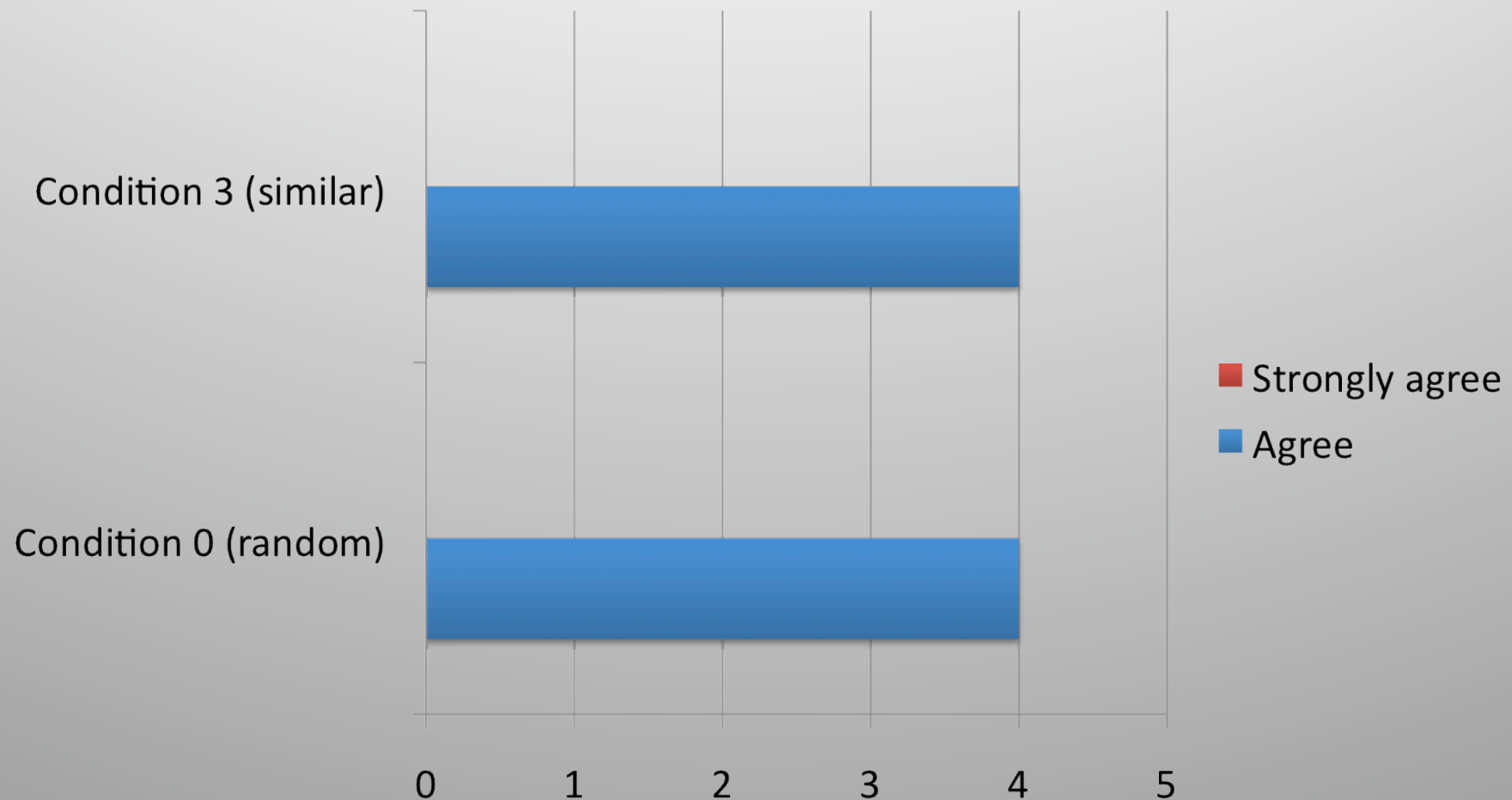
### The 800 Million Pound Railway Station: The Devil In The Detail [+]

Tuesday, 18 December, 2007 at 02:12AM bbcone



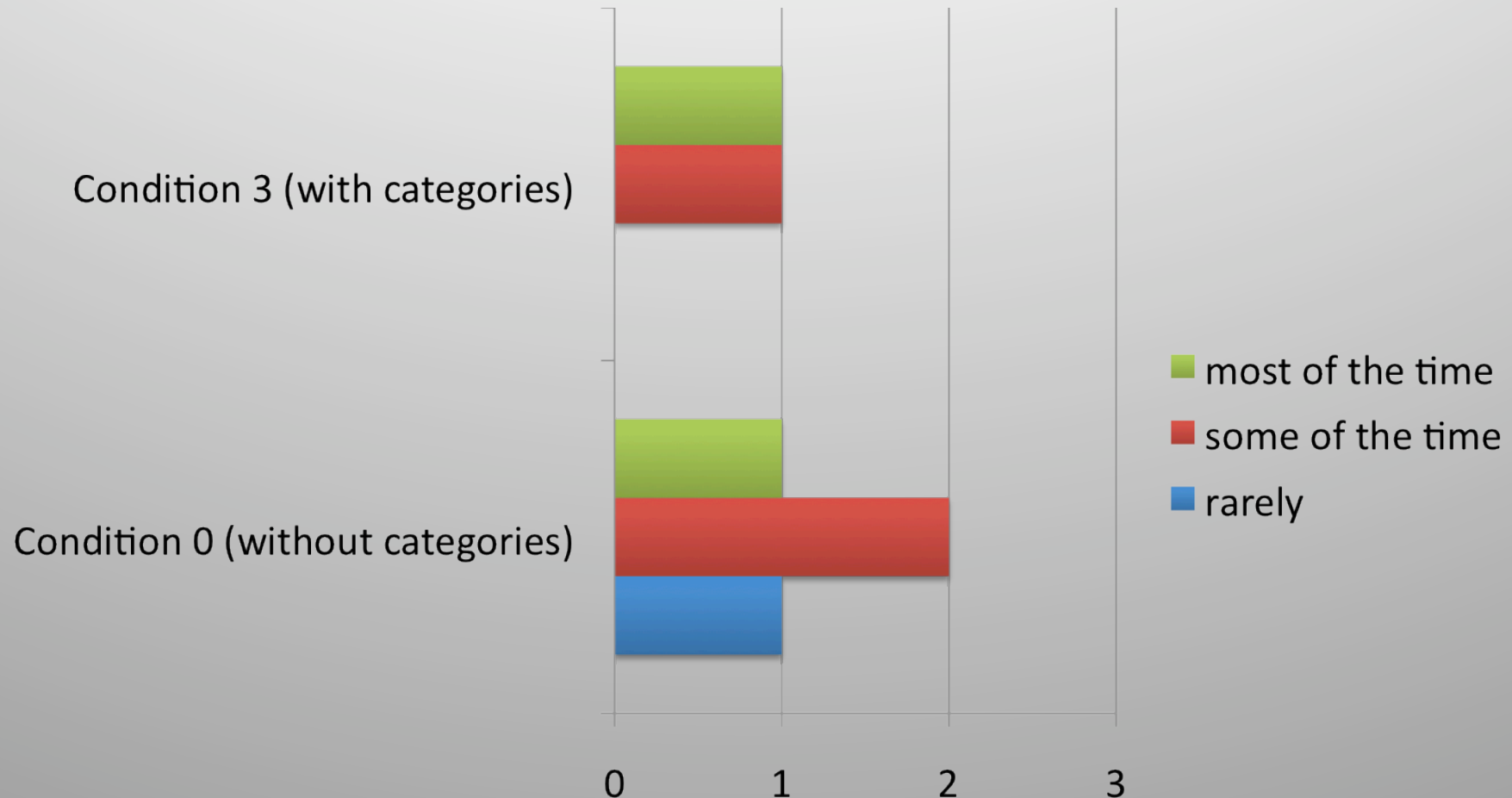


# I found interesting new programmes which matched my personal interests



4 out of 4 respondents in **both** conditions agree

When I clicked on a subject category of interest  
I found programmes I wanted to watch:



Unexpectedly, **2 out of 4** respondents in the optimal condition (condition 3)  
said they didn't actually click on any categories

# Subject categories: comments



“Partly, in a way I can't put my finger on, the categories are Not Right. I think a lot of them are either very specific ("dog sled racing", and match hardly any programmes) or very vague ("nature"). And you have to do a lot of clicking to find out which is which (when it's not obvious).”

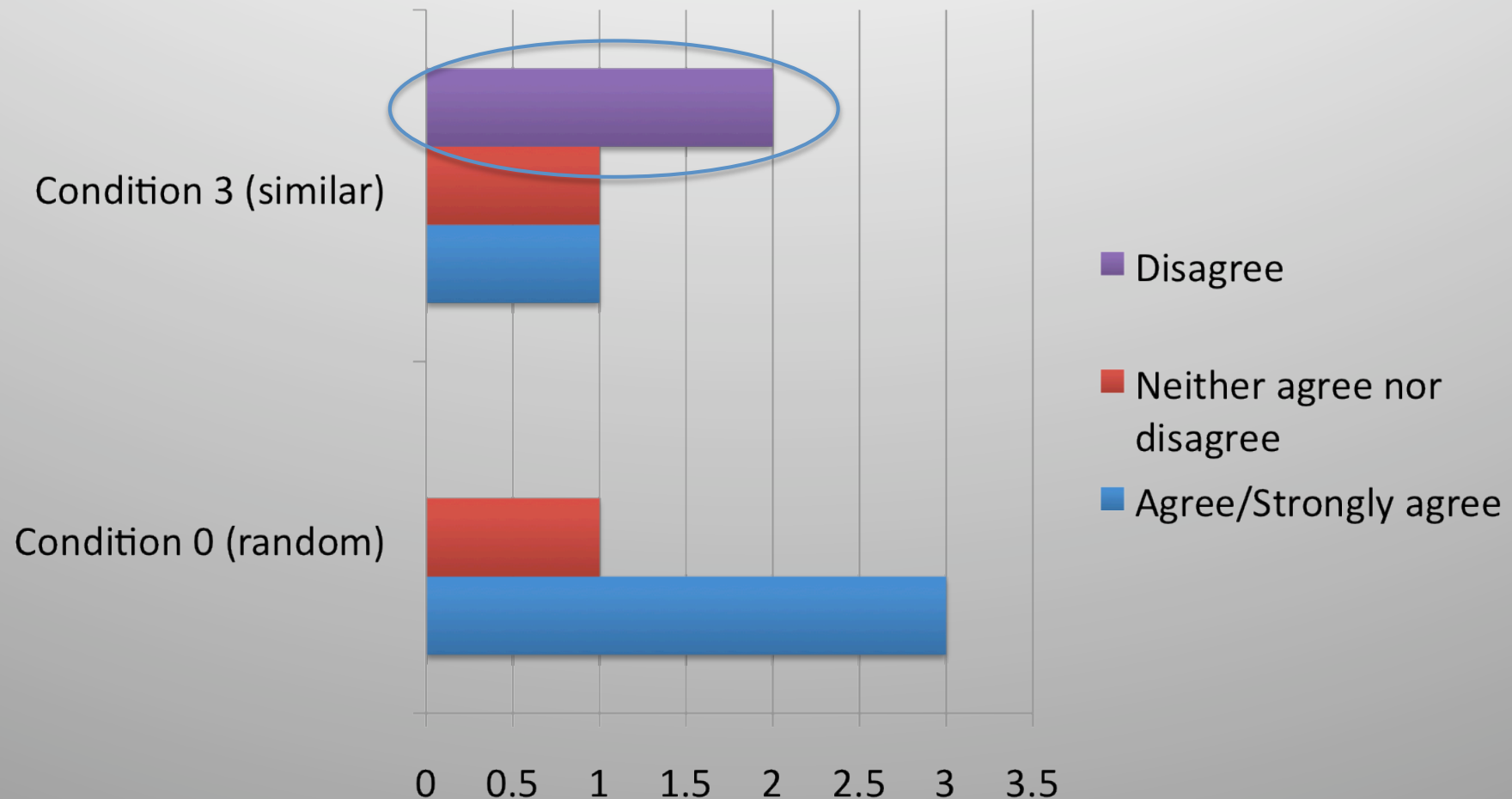
*(Condition 2, similar, without categories)*

# Research question 3



- Did the experimental condition **affect the time** it took to find interesting programmes?
- **Answer:** perhaps, but not in the way we expected

# It was *quick* to find programmes I wanted to watch



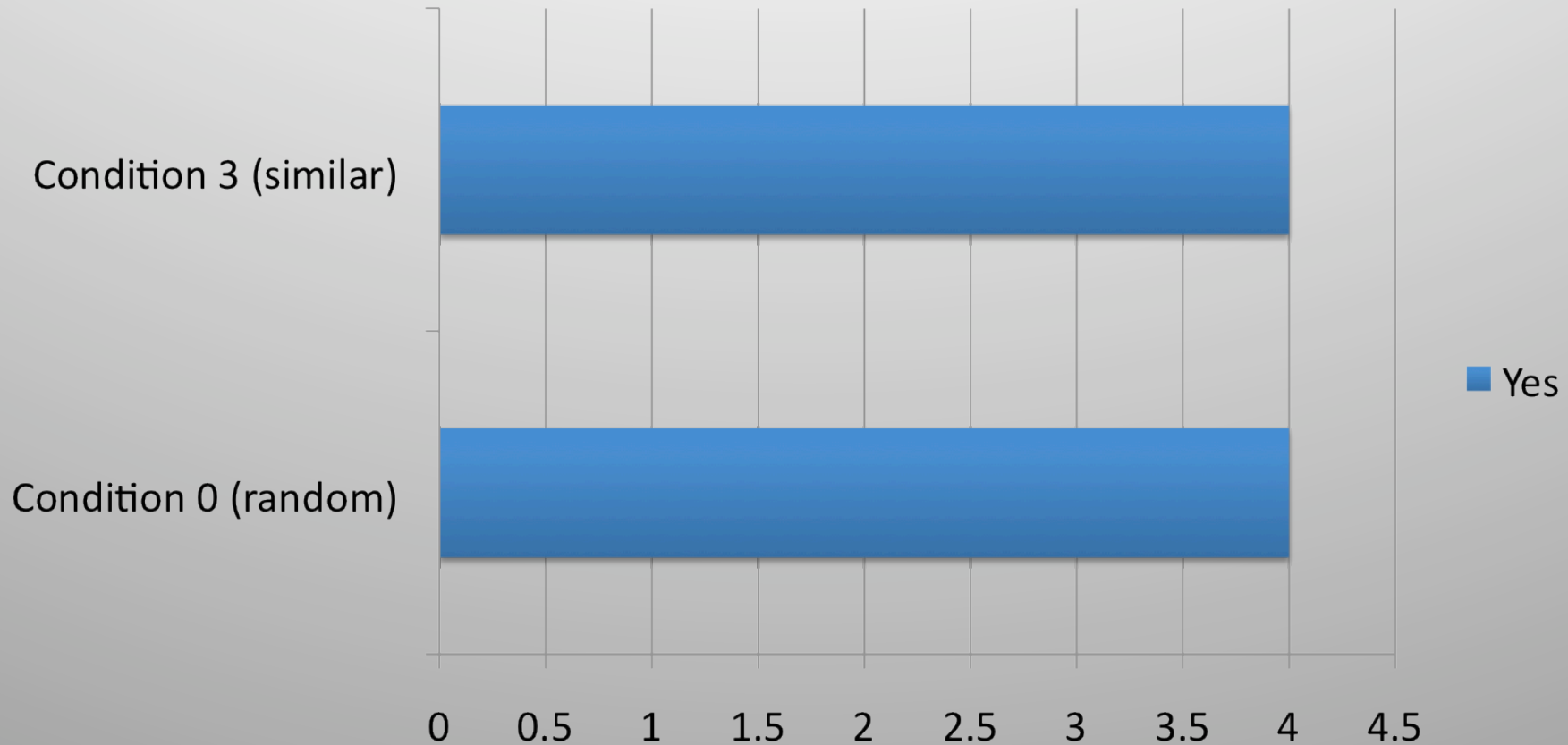
We expected the optimal condition (similar programmes, with categories) to be quicker for finding interesting programmes

# General feedback



- Overall, it was positive!

# Would you recommend this app to others?



4 out of 4 respondents in **both** conditions would recommend the app.  
Overall **14 out of the 19** respondents said they would recommend it.

# Comments



- "Certainly this is an improvement of the existing site [*Redux, the BBC's research project*], so anyone casually browsing I would recommend this to."  
*(Condition 3/optimal)*
- "It is a nice voyage of serendipity."  
*(Condition 2, similar, without categories)*



# Comments



- “I liked the way the app threw up programmes I had forgotten about. I liked the way that on selecting one programme I always found even more interesting programmes on the Related Programmes list.”

*(Condition 2, similar, without categories)*

# Comments



- "Good, enjoyable app. And frankly, I really liked the random selection and the easy way to shuffle it."

*(Condition 0, random, without categories)*

- "It is a good way of discovering interesting content. It is what I would like the iPlayer suggestions to do."

*(Condition 1, random, with categories)*