Investigate how generative AI, when producing visuals and motion for different types of movie trailers, can support and enhance the expressive effects of various video genres

Thank you for participating in our research. The process includes filling out a questionnaire, watching two different types of trailers, and answering some questions.

1.	0. Please choose an option to begin experiment
	Mark only one oval.
	A Skip to question 32
	B Skip to question 32
A	1
2.	1. Your age range
	Mark only one oval.
	Under 18
	18-25
	26-30
	31-40
	40+

3. 2.Sex

Mark only one oval.



Female

4. 3. How much do you enjoy imaginative or emotional materials?



5. 4. How curious are you about scientific or technological progress?



6. 5. What is your preferred movie genre

Mark only one oval.

Sci-Fi

Fantasy

A2

You will watch two Al-generated movie trailers one after the other, and then answer some questions. Here are brief descriptions:

Sci-Fi: "There are no living legends in Night City. This is the story of a rebel leader who was transformed into a cat, and meets the female protagonist—the ultimate weapon of Night City."

Fantasy: "A girl named Vicky meets Uncle Li in the "Wonder Bookshop," where he often offers her inspiration. She travels through the fantastical worlds of various books. In the end, Uncle Li has to leave because he can't afford the rent, and the two lose contact. However, Uncle Li's influence on Vicky remains indelible."

7. 6.If you can choose, which video will you watch?

Mark only one oval.

- Sci-Fi Skip to section 4 (A2.1)
- Fantasy Skip to section 8 (A3.1)

A2.1

Now please watch the Sci-Fi video:



http://youtube.com/watch?v=EbkuOkQqStI

A2.1.2

8. 7.Please rate the trailer you watched



9. 8.Do you think the dynamic effects in video, such as motion and transitions, are smooth and natural?



10. 9.Do you think this video conveys the characteristics of science fiction visually?



11. 10. Do you think the visual elements in the video keep you interested?



12. 11.Did watching this video increase your appreciation for this type of genre or content?

13. 12. How likely are you to recommend this movie to a friend or family member?

A2.1.3

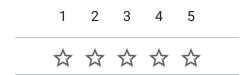
Now please watch the fantasy video:



http://youtube.com/watch?v=k4-TzQ5uyA4

A2.1.4

14. 13.Please rate the trailer you watched



15. 14.Do you think the dynamic effects in video, such as motion and transitions, are smooth and natural?



16. 15.Do you think this video conveys the characteristics of fantasy visually?



17. 16. Do you think the visual elements in the video keep you interested?



18. 17.Did watching this video increase your appreciation for this type of genre or content?

19. 18. How likely are you to recommend this movie to a friend or family member?

A3.1

Now please watch the fantasy video:



http://youtube.com/watch?v=k4-TzQ5uyA4

A3.1.2

20. 19.Please rate the trailer you watched

21. 20.Do you think the dynamic effects in video, such as motion and transitions, are smooth and natural?

22. 21.Do you think this video conveys the characteristics of fantasy visually?



23. 22. Do you think the visual elements in the video keep you interested?



24. 23.Did watching this video increase your appreciation for this type of genre or content?



25. 24. How likely are you to recommend this movie to a friend or family member?

A3.1.3

Now please watch the Sci-Fi video:



http://youtube.com/watch?v=EbkuOkQqStl

A3.1.4

26. 25.Please rate the trailer you watched

27. 26.Do you think the dynamic effects in video, such as motion and transitions, are smooth and natural?

28. 27.Do you think this video conveys the characteristics of science fiction visually?

29. 28. Do you think the visual elements in the video keep you interested?

1 2 3 4 5

30. 29.Did watching this video increase your appreciation for this type of genre or content?

1 2 3 4 5

31. 30. How likely are you to recommend this movie to a friend or family member?

1 2 3 4 5

B1

32. 31. Your age range

Mark only one oval.

Under 18

18-25

26-30

31-40

<u>40+</u>

33. 32.Sex

Mark only one oval.

Male

Female

34. 33. How much do you enjoy imaginative or emotional materials?



35. 34. How curious are you about scientific or technological progress?



36. 35. What is your preferred movie genre

Mark only one oval.

Sci-Fi Skip to question 37

Fantasy Skip to question 62

B2

You will watch two Al-generated movie trailers one after the other, and then answer some questions. Here are brief descriptions:

Sci-Fi: "There are no living legends in Night City. This is the story of a rebel leader who was transformed into a cat, and meets the female protagonist—the ultimate weapon of Night City." (This video has 15 seconds of advertisement.)

Fantasy: "A girl named Vicky meets Uncle Li in the "Wonder Bookshop," where he often offers her inspiration. She travels through the fantastical worlds of various books. In the end, Uncle Li has to leave because he can't afford the rent, and the two lose contact. However, Uncle Li's influence on Vicky remains indelible." (This video has no advertisement.)

37. 36. If you can choose, which video will you	ou watch?
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Mark only one oval.

Sci-Fi Skip to section 14 (B2.1)

Fantasy Skip to section 18 (B2.2)

B2.1

Now please watch the Sci-Fi video:



http://youtube.com/watch?v=EbkuOkQqStl

B2.1.2

38. 37.Please rate the trailer you watched



39. 38.Do you think the dynamic effects in video, such as motion and transitions, are smooth and natural?



40. 39.Do you think this video conveys the characteristics of science fiction visually?



41. 40. Do you think the visual elements in the video keep you interested?

42. 41.Did watching this video increase your appreciation for this type of genre or content?

43. 42. How likely are you to recommend this movie to a friend or family member?

B2.1.3

Now please watch the fantasy video:



http://youtube.com/watch?v=k4-TzQ5uyA4

B2.1.4

44. 43.Please rate the trailer you watched

1	2	3	4	5	
₹	7 \$	\Rightarrow	☆	☆	

45. 44.Do you think the dynamic effects in video, such as motion and transitions, are smooth and natural?



46. 45.Do you think this video conveys the characteristics of fantasy visually?



47. 46. Do you think the visual elements in the video keep you interested?



48. 47.Did watching this video increase your appreciation for this type of genre or content?

49. 48. How likely are you to recommend this movie to a friend or family member?



B2.2

Now please watch the fantasy video:



http://youtube.com/watch?v=k4-TzQ5uyA4

B2.2.2

50. 49.Please rate the trailer you watched

51. 50.Do you think the dynamic effects in video, such as motion and transitions, are smooth and natural?



52. 51.Do you think this video conveys the characteristics of fantasy visually?



53. 52. Do you think the visual elements in the video keep you interested?



54. 53.Did watching this video increase your appreciation for this type of genre or content?



55. 54. How likely are you to recommend this movie to a friend or family member?



B2.2.3

Now please watch the Sci-Fi video:



http://youtube.com/watch?v=EbkuOkQqStl

B2.2.4

56. 55.Please rate the trailer you watched

57. 56.Do you think the dynamic effects in video, such as motion and transitions, are smooth and natural?

58. 57.Do you think this video conveys the characteristics of science fiction visually?

59. 58. Do you think the visual elements in the video keep you interested?



60. 59.Did watching this video increase your appreciation for this type of genre or content?



61. 60. How likely are you to recommend this movie to a friend or family member?



B3

You will watch two Al-generated movie trailers one after the other, and then answer some questions. Here are brief descriptions:

Sci-Fi: "There are no living legends in Night City. This is the story of a rebel leader who was transformed into a cat, and meets the female protagonist—the ultimate weapon of Night City." (This video has no ads)

Fantasy: "A girl named Vicky meets Uncle Li in the "Wonder Bookshop," where he often offers her inspiration. She travels through the fantastical worlds of various books. In the end, Uncle Li has to leave because he can't afford the rent, and the two lose contact. However, Uncle Li's influence on Vicky remains indelible." (This video has 20 seconds of advertisement.)

62. 61.If you can choose, which video will you watch?

Mark only one oval.

Fantasy Skip to section 23 (B3.1)

Sci-fi Skip to section 27 (B3.2)

B3.1

Now please watch the fantasy video:



http://youtube.com/watch?v=k4-TzQ5uyA4

B3.1.2

63. 62.Please rate the trailer you watched

64. 63.Do you think the dynamic effects in video, such as motion and transitions, are smooth and natural?

65. 64.Do you think this video conveys the characteristics of fantasy visually?



66. 65. Do you think the visual elements in the video keep you interested?



67. 66.Did watching this video increase your appreciation for this type of genre or content?



68. 67. How likely are you to recommend this movie to a friend or family member?



B3.1.3

Now please watch the Sci-Fi video:



http://youtube.com/watch?v=EbkuOkQqStI

B3.1.4

69. 68.Please rate the trailer you watched

70. 69.Do you think the dynamic effects in video, such as motion and transitions, are smooth and natural?

71. 70.Do you think this video conveys the characteristics of science fiction visually?

72. 71. Do you think the visual elements in the video keep you interested?

73. 72.Did watching this video increase your appreciation for this type of genre or content?

74. 73. How likely are you to recommend this movie to a friend or family member?

B3.2

Now please watch the Sci-Fi video:



http://youtube.com/watch?v=EbkuOkQqStI

B3.2.2

75. 74.Please rate the trailer you watched



76. 75.Do you think the dynamic effects in video, such as motion and transitions, are smooth and natural?



77. 76.Do you think this video conveys the characteristics of science fiction visually?



78. 77. Do you think the visual elements in the video keep you interested?

79. 78.Did watching this video increase your appreciation for this type of genre or content?

80. 79. How likely are you to recommend this movie to a friend or family member?

B3.2.3

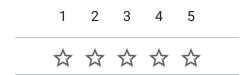
Now please watch the fantasy video:



http://youtube.com/watch?v=k4-TzQ5uyA4

B3.2.4

81. 80.Please rate the trailer you watched



82. 81.Do you think the dynamic effects in video, such as motion and transitions, are smooth and natural?



83. 82.Do you think this video conveys the characteristics of fantasy visually?



84. 83. Do you think the visual elements in the video keep you interested?



85. 84.Did watching this video increase your appreciation for this type of genre or content?

86. 85. How likely are you to recommend this movie to a friend or family member?



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