

# 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

A1

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.*

☐ Male

☐ Female

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

1	2	3	4	5
☆	☆	☆	☆	☆

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

1	2	3	4	5
☆	☆	☆	☆	☆

## 6. 5.What is your preferred movie genre

*Mark only one oval.*

☐ Sci-Fi

☐ Fantasy

A2

You will watch two AI-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=EbkuOkQgStl>

A2.1.2

8. 7.Please rate the trailer you watched

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

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

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

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12.

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

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13.

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

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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

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15.

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

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16.

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

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17.

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

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18.

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

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19.

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

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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

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21.

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

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22.

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

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23.

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

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24.

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

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25.

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

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A3.1.3



Now please watch the Sci-Fi video:



<http://youtube.com/watch?v=EbkuOkQgStl>

A3.1.4

26. 25.Please rate the trailer you watched

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

1	2	3	4	5
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28. 27.Do you think this video conveys the characteristics of science fiction visually?

1	2	3	4	5
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29.

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

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30.

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

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31.

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

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B1

32.

31.Your age range

Mark only one oval.

- Under 18
- 18-25
- 26-30
- 31-40
- 40+

33. 32.Sex

*Mark only one oval.*

☐ Male

☐ Female

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

1	2	3	4	5
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☆	☆	☆	☆	☆
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35. 34.How curious are you about scientific or technological progress?

1	2	3	4	5
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☆	☆	☆	☆	☆
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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 AI-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 watch?

*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=EbkuOkQgStl>

B2.1.2

38.

37.Please rate the trailer you watched

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39.

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

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

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41.

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

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

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

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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

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

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

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

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

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

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B2.2

Now please watch the fantasy video:



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

B2.2.2

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49.Please rate the trailer you watched

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

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

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

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

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

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B2.2.3

Now please watch the Sci-Fi video:



<http://youtube.com/watch?v=EbkuOkQgStl>

#### B2.2.4

56. 55. Please rate the trailer you watched

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

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

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

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

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

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B3

You will watch two AI-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

1   2   3   4   5

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

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65.

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

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

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

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

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B3.1.3

Now please watch the Sci-Fi video:



<http://youtube.com/watch?v=EbkuOkQgStl>

B3.1.4

69. 68.Please rate the trailer you watched

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

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

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

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

1	2	3	4	5
☆	☆	☆	☆	☆

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

1	2	3	4	5
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## B3.2

Now please watch the Sci-Fi video:



<http://youtube.com/watch?v=EbkuOkQgStI>

## B3.2.2

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74.Please rate the trailer you watched

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

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

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

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

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

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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

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

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

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

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85.

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

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86.

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

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