SeeSaw : I See You Saw My Video Message - A Summary

This paper proposes a video messaging technique that uses reaction videos and auto reply feature to produce an authentic and engaging video messaging experience.

Reaction Video - Capturing viewer's reactions as they view a video message.
Auto Reply - Automatically move from viewing a message to recording a reply.

Video messaging has been on the rise in the past few years due to the pervasiveness of internet connections and the widespread diffusion of smartphones. Apps like Snapchat and Vine make it easy for users to send short video clips to others and tend to have very high user engagement.

Videos provide a richness of interaction despite being asynchronous , however the responses a video message usually generates are very minimal and lack human cues. The response is usually an emoticon or a text message. The authors argue that by adding reaction videos and auto reply features , they can increase the richness of information in responses to video messages. They build a prototype to test and evaluate this argument.

Asynchronous messaging is a powerful tool as it offers the flexibility to send , view and respond to messages anytime and anywhere at the convenience of the user. Previous research (cited in the paper) has shown that video messaging offers more authenticity and felt more personal than text and

audio messaging. Reaction videos try to bring the richness of video calling to asynchronous video messaging.

SeeSaw Prototype :

Interacting with an incoming video message in SeeSaw involved three steps -

1.REVIEW - The user reviews the previous video message he/she sent alongside the reaction video of the recipient.
2.REACT - The user now views the message (auto reply) the recipient sent and the user's reaction is filmed at the same time.
3.REPLY - Once the message is viewed , the camera continues to be on and the user's response to the video message is automatically recorded.

SeeSaw Pilot and Lab Study :

The study recruited participants who were familiar with video messaging tools like Snapchat and were already part of an intact social circle which previously used other tools for communication.

The results show that the nature of the interactions through SeeSaw were conversational, even though the messages were recorded and viewed asynchronously. Reaction videos was
the most liked feature in the study. The reaction videos provided the gift of attention to the sender of the message. Four different scenarios were explored in the lab study.

	Click to Reply	Auto Reply
No Reaction	1. No reaction video, click to reply	2. No reaction video, auto reply
Reaction Video	3. Reaction video, click to reply	4. Reaction video, auto reply

Observations :

- There were concerns about the extra time spent reviewing each reaction video, which was especially noticeable with long video messages.
- The two reaction video conditions (3 & 4) ranked significantly higher than the two non-reaction video conditions (1 & 2).
- Some participants felt that reaction videos could reveal reactions that they did not want to reveal to their friend.
- Click to reply was observed to be more familiar among users and generating less anxiety.

Reader's Thoughts / Conclusion :

This prototype shows a way of supporting face to face conversation like setup in an asynchronous setting. The same is done in synchronous setting through video calls. This is made possible by using reaction video - feedback and auto reply - immediate response. The option of reaction video alone is also highly useful as it supports richer responses from the viewers of a video message. While the survey results show that reaction video without auto reply is the most preferred option , there are a variety of use cases where this notion of simulating a video call like interaction is

immensely helpful - e.g. conducting a job interview when the interviewer and the interviewee are present in different timezones.