

# Demo-day-feedback

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All answers are anonymous.

This first section is about which demographic group you fit.

## Your gender \*

Female

Male

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Other

## What age are you? \*

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30-34

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40-44

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How many times a week do you watch TV and/or movies? \*

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## Part two

This section is about your opinion and standings in regards to key elements of this project.

Are you familliar with the Netflix movie "Bandersnatch"? \*

- Yes.
- No.
- Somewhat, but i have not seen it myself.

Do you like the concept of a personalised movie/narrative experience? \*

Yes.

No.

In your own words, what do you think about the concept of personalized experiences in movies, TV and entertainment? \*

I think you need to find a really clever way to do it. because from my point of view it seems to be taking an artistic intend out of the content you are watching. I

---

Would you be comfortable with a camera detecting your face to extract emotional response that will alter the movie's story or plot. (The data is private and goes nowhere) \*

Yes.

No.

Would you accept the data being used for optimizing facial recognition and other related optimization? \*

Yes.

No.

If no to the previous question, can you please tell us why?

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**Thank you for taking this questionnaire.**



We apriicate you :).

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Do you like the concept of a personalised movie/narrative experience? \*

Yes.

No.

In your own words, what do you think about the concept of personalized experiences in movies, TV and entertainment? \*

I like the idea, even though it is a bit paradoxical. That is, there is an inherent tension between watching films/TV which is inherently passive and personalized experiences that are interactive.

---

Would you be comfortable with a camera detecting your face to extract emotional response that will alter the movie's story or plot. (The data is private and goes nowhere) \*

Yes.

No.

Would you accept the data being used for optimizing facial recognition and other related optimization? \*

Yes.

No.

If no to the previous question, can you please tell us why?

Answered yes to both of the above. However, I am generally reluctant to permit anyone to use any of my data. Thus, guaranteeing protection of my data in an explicit and transparent way would be paramount.

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Yes.

No.

In your own words, what do you think about the concept of personalized experiences in movies, TV and entertainment? \*

narcistic

---

Would you be comfortable with a camera detecting your face to extract emotional response that will alter the movie's story or plot. (The data is private and goes nowhere) \*

Yes.

No.

Would you accept the data being used for optimizing facial recognition and other related optimization? \*

Yes.

No.

If no to the previous question, can you please tell us why?

china

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Somewhat, but i have not seen it myself.

Do you like the concept of a personalised movie/narrative experience? \*

Yes.

No.

In your own words, what do you think about the concept of personalized experiences in movies, TV and entertainment? \*

i find it very xciting to change he movie/ or game according to what you are afraid off. wants to explore more

---

Would you be comfortable with a camera detecting your face to extract emotional response that will alter the movie's story or plot. (The data is private and goes nowhere) \*

Yes.

No.

Would you accept the data being used for optimizing facial recognition and other related optimization? \*

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No.

Somewhat, but i have not seen it myself.

Do you like the concept of a personalised movie/narrative experience? \*

Yes.

No.

In your own words, what do you think about the concept of personalized experiences in movies, TV and entertainment? \*

It is a nice concept, but maybe it can be difficult to make different movies etc. if they all change according to feeling

---

Would you be comfortable with a camera detecting your face to extract emotional response that will alter the movie's story or plot. (The data is private and goes nowhere) \*

Yes.

No.

Would you accept the data being used for optimizing facial recognition and other related optimization? \*

Yes.

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Do you like the concept of a personalised movie/narrative experience? \*

Yes.

No.

In your own words, what do you think about the concept of personalized experiences in movies, TV and entertainment? \*

it's an interesting idea to make movies more personalized

---

Would you be comfortable with a camera detecting your face to extract emotional response that will alter the movie's story or plot. (The data is private and goes nowhere) \*

Yes.

No.

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Somewhat, but i have not seen it myself.

Do you like the concept of a personalised movie/narrative experience? \*

Yes.

No.

In your own words, what do you think about the concept of personalized experiences in movies, TV and entertainment? \*

It has potential

---

Would you be comfortable with a camera detecting your face to extract emotional response that will alter the movie's story or plot. (The data is private and goes nowhere) \*

Yes.

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Yes.

No.

In your own words, what do you think about the concept of personalized experiences in movies, TV and entertainment? \*

not much(good) experience from movies/TV but have had some really fantastic experiences in theatre productions

---

Would you be comfortable with a camera detecting your face to extract emotional response that will alter the movie's story or plot. (The data is private and goes nowhere) \*

Yes.

No.

Would you accept the data being used for optimizing facial recognition and other related optimization? \*

Yes.

No.

If no to the previous question, can you please tell us why?

unclear question, it seems like data would be used by other parties. you would need to tell me what "other related optimization" would be

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Yes.

No.

Somewhat, but i have not seen it myself.

Do you like the concept of a personalised movie/narrative experience? \*

Yes.

No.

In your own words, what do you think about the concept of personalized experiences in movies, TV and entertainment? \*

It's a special experience, that instead of just watching a movie, you decide what happens in the movie.

---

Would you be comfortable with a camera detecting your face to extract emotional response that will alter the movie's story or plot. (The data is private and goes nowhere) \*

Yes.

No.

Would you accept the data being used for optimizing facial recognition and other related optimization? \*

Yes.

No.

If no to the previous question, can you please tell us why?

I feel it is disturbing my privacy. I like to just be myself when i watch movies, and knowing a camera is filming me would ruin that-

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Somewhat, but i have not seen it myself.

Do you like the concept of a personalised movie/narrative experience? \*

Yes.

No.

In your own words, what do you think about the concept of personalized experiences in movies, TV and entertainment? \*

i really liked the "CYoa" books when i was little so maybe it's a good idea. but maybe it depends.. many people watched bandersnatch seeral times to get all the stories.. will that be possible then?

---

Would you be comfortable with a camera detecting your face to extract emotional response that will alter the movie's story or plot. (The data is private and goes nowhere) \*

Yes.

No.

Would you accept the data being used for optimizing facial recognition and other related optimization? \*

Yes.

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If no to the previous question, can you please tell us why?

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No.

Somewhat, but i have not seen it myself.

Do you like the concept of a personalised movie/narrative experience? \*

Yes.

No.

In your own words, what do you think about the concept of personalized experiences in movies, TV and entertainment? \*

I didn't really like the bandersnatch movie. But I think this kind of experience can be improved upon to potentially become an experience I like.

Would you be comfortable with a camera detecting your face to extract emotional response that will alter the movie's story or plot. (The data is private and goes nowhere) \*

Yes.

No.

Would you accept the data being used for optimizing facial recognition and other related optimization? \*

Yes.

No.

If no to the previous question, can you please tell us why?

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- Somewhat, but i have not seen it myself.

Do you like the concept of a personalised movie/narrative experience? \*

Yes.

No.

In your own words, what do you think about the concept of personalized experiences in movies, TV and entertainment? \*

It would be very inventive and modern way of making movies, which could actually be a big deal later in the world

---

Would you be comfortable with a camera detecting your face to extract emotional response that will alter the movie's story or plot. (The data is private and goes nowhere) \*

Yes.

No.

Would you accept the data being used for optimizing facial recognition and other related optimization? \*

Yes.

No.

If no to the previous question, can you please tell us why?

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- No.
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Do you like the concept of a personalised movie/narrative experience? \*

Yes.

No.

In your own words, what do you think about the concept of personalized experiences in movies, TV and entertainment? \*

It's very interesting and I'd love to have more experiences like them

---

Would you be comfortable with a camera detecting your face to extract emotional response that will alter the movie's story or plot. (The data is private and goes nowhere) \*

Yes.

No.

Would you accept the data being used for optimizing facial recognition and other related optimization? \*

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Do you like the concept of a personalised movie/narrative experience? \*

Yes.

No.

In your own words, what do you think about the concept of personalized experiences in movies, TV and entertainment? \*

It's like storytelling for non thinkers. Give me your full vision, not your perceived idea of my likes.

---

Would you be comfortable with a camera detecting your face to extract emotional response that will alter the movie's story or plot. (The data is private and goes nowhere) \*

Yes.

No.

Would you accept the data being used for optimizing facial recognition and other related optimization? \*

Yes.

No.

If no to the previous question, can you please tell us why?

>Privacy

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- Yes.
- No.
- Somewhat, but i have not seen it myself.

Do you like the concept of a personalised movie/narrative experience? \*

Yes.

No.

In your own words, what do you think about the concept of personalized experiences in movies, TV and entertainment? \*

I think it can be used for improvement of movies

---

Would you be comfortable with a camera detecting your face to extract emotional response that will alter the movie's story or plot. (The data is private and goes nowhere) \*

Yes.

No.

Would you accept the data being used for optimizing facial recognition and other related optimization? \*

Yes.

No.

If no to the previous question, can you please tell us why?

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- Yes.
- No.
- Somewhat, but i have not seen it myself.

Do you like the concept of a personalised movie/narrative experience? \*

Yes.

No.

In your own words, what do you think about the concept of personalized experiences in movies, TV and entertainment? \*

higher engagement

---

Would you be comfortable with a camera detecting your face to extract emotional response that will alter the movie's story or plot. (The data is private and goes nowhere) \*

Yes.

No.

Would you accept the data being used for optimizing facial recognition and other related optimization? \*

Yes.

No.

If no to the previous question, can you please tell us why?

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- Yes.
- No.
- Somewhat, but i have not seen it myself.

Do you like the concept of a personalised movie/narrative experience? \*

Yes.

No.

In your own words, what do you think about the concept of personalized experiences in movies, TV and entertainment? \*

Nice

---

Would you be comfortable with a camera detecting your face to extract emotional response that will alter the movie's story or plot. (The data is private and goes nowhere) \*

Yes.

No.

Would you accept the data being used for optimizing facial recognition and other related optimization? \*

Yes.

No.

If no to the previous question, can you please tell us why?

Big data..

---

Thank you for taking this questionnaire.



We appreciate you :).

This content is neither created nor endorsed by Google.



# Demo-day-feedback

This is a short questionnaire we would like you to fill out to help us with our project.  
All answers are anonymous.

This first section is about which demographic group you fit.

## Your gender \*

Female

Male

Prefer not to say

Other

## What age are you? \*

15-19

20-24

25-29

30-34

35-39

40-44

45-49

50-54

55-59

60-64

65-69

70+

How many times a week do you watch TV and/or movies? \*

- Not at all
  - Less than once a week
  - 1 day
  - 2 days
  - 3 days
  - 4 days
  - 5 days
  - 6 days
  - Everyday
- 
- 

## Part two

This section is about your opinion and standings in regards to key elements of this project.

Are you familiar with the Netflix movie "Bandersnatch"? \*

- Yes.
- No.
- Somewhat, but i have not seen it myself.

Do you like the concept of a personalised movie/narrative experience? \*

Yes.

No.

In your own words, what do you think about the concept of personalized experiences in movies, TV and entertainment? \*

I think it is a very interesting concept but very difficult to implement on an adequate level for the time being

---

Would you be comfortable with a camera detecting your face to extract emotional response that will alter the movie's story or plot. (The data is private and goes nowhere) \*

Yes.

No.

Would you accept the data being used for optimizing facial recognition and other related optimization? \*

Yes.

No.

If no to the previous question, can you please tell us why?

---

**Thank you for taking this questionnaire.**

We apriicate you :).

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Less than once a week

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---

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This section is about your opinion and standings in regards to key elements of this project.

Are you familliar with the Netflix movie "Bandersnatch"? \*

Yes.

No.

Somewhat, but i have not seen it myself.

Do you like the concept of a personalised movie/narrative experience? \*

Yes.

No.

In your own words, what do you think about the concept of personalized experiences in movies, TV and entertainment? \*

It gives a unique somewhat, it is not perfect yet.

---

Would you be comfortable with a camera detecting your face to extract emotional response that will alter the movie's story or plot. (The data is private and goes nowhere) \*

Yes.

No.

Would you accept the data being used for optimizing facial recognition and other related optimization? \*

Yes.

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No.

Somewhat, but i have not seen it myself.

Do you like the concept of a personalised movie/narrative experience? \*

Yes.

No.

In your own words, what do you think about the concept of personalized experiences in movies, TV and entertainment? \*

It's an interesting concept but you would also need to consider the amount of work it requires from the production side.

---

Would you be comfortable with a camera detecting your face to extract emotional response that will alter the movie's story or plot. (The data is private and goes nowhere) \*

Yes.

No.

Would you accept the data being used for optimizing facial recognition and other related optimization? \*

Yes.

No.

If no to the previous question, can you please tell us why?

---

**Thank you for taking this questionnaire.**

We apriicate you :).

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