Film language analysis in society news
-A case study of The New York Times

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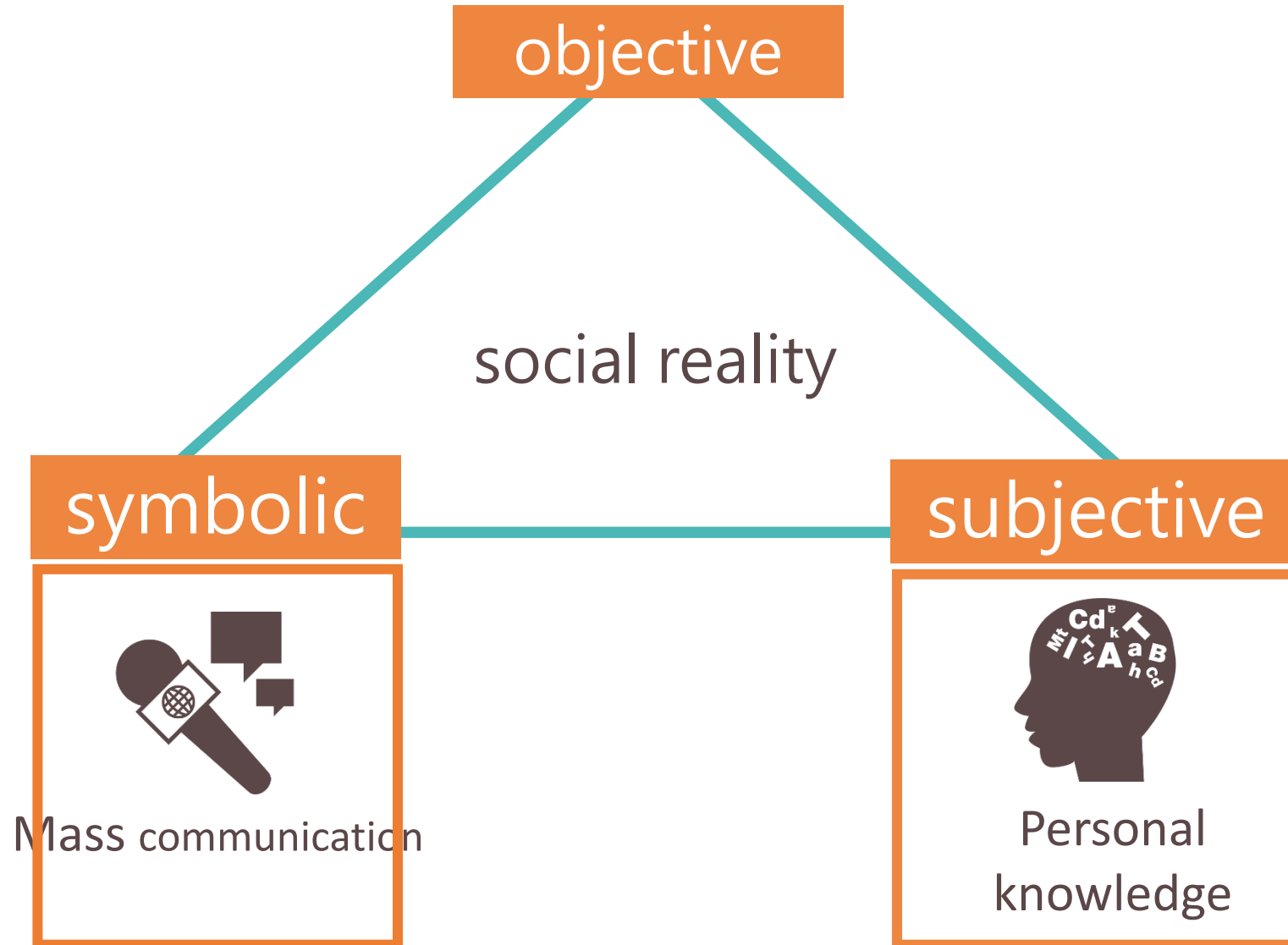# Outline

Introduction

objective

social reality

symbolic

Mass communication

subjective

Personal knowledge

Introduction

symbolic

media

Introduction

media

from portrayal to veracity

Bleumers et al.,2014

Introduction

subjective

Personal knowledge

"Immersive journalism does not aim solely to present the facts,
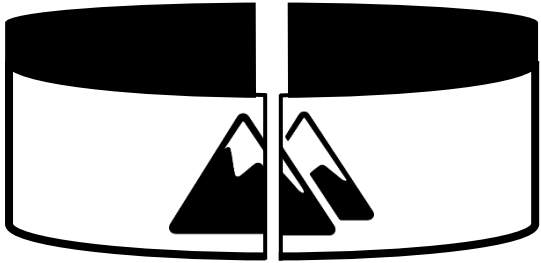
but rather the opportunity to experience the facts."

De la Peña et al., 2010

Introduction

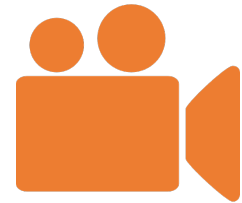What are the challenges of immersive journalism?

Introduction
Challenges

stitching   interaction   dizzy   film language
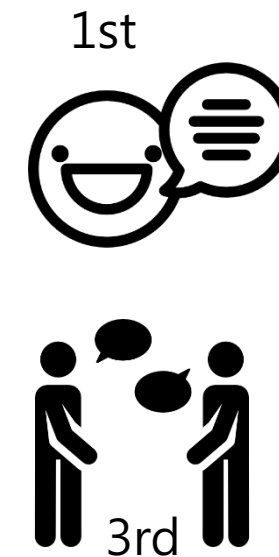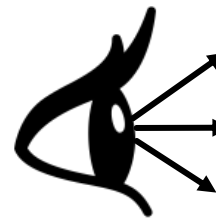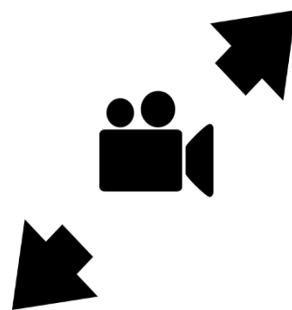
Introduction

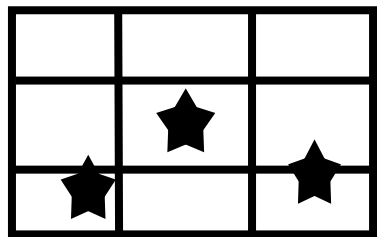film language

understanding   immersion   Reality
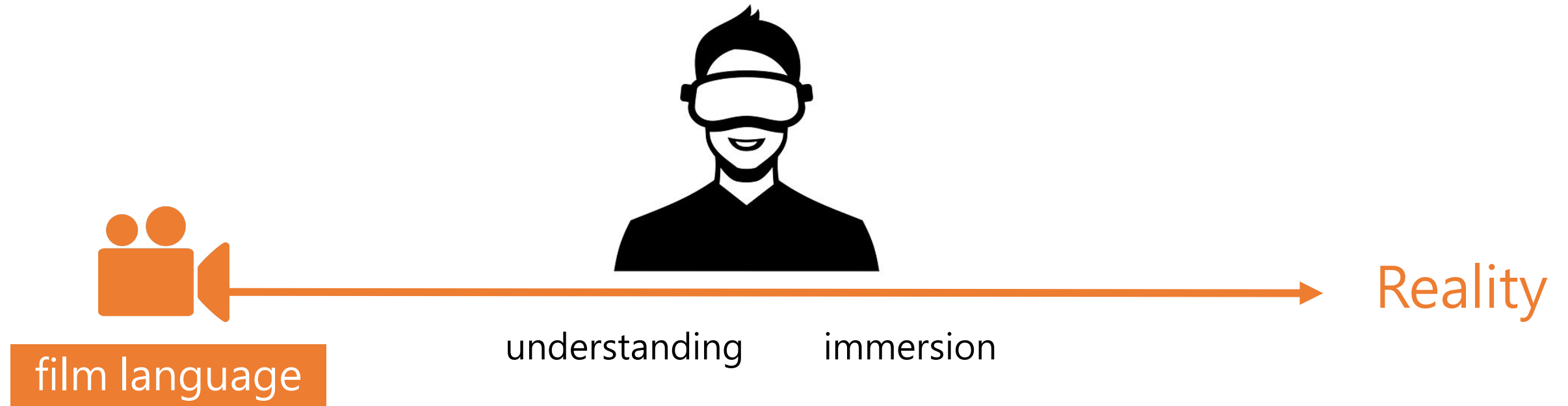
How to shoot a good 360 news video that can help people understand and immerse ?

Introduction
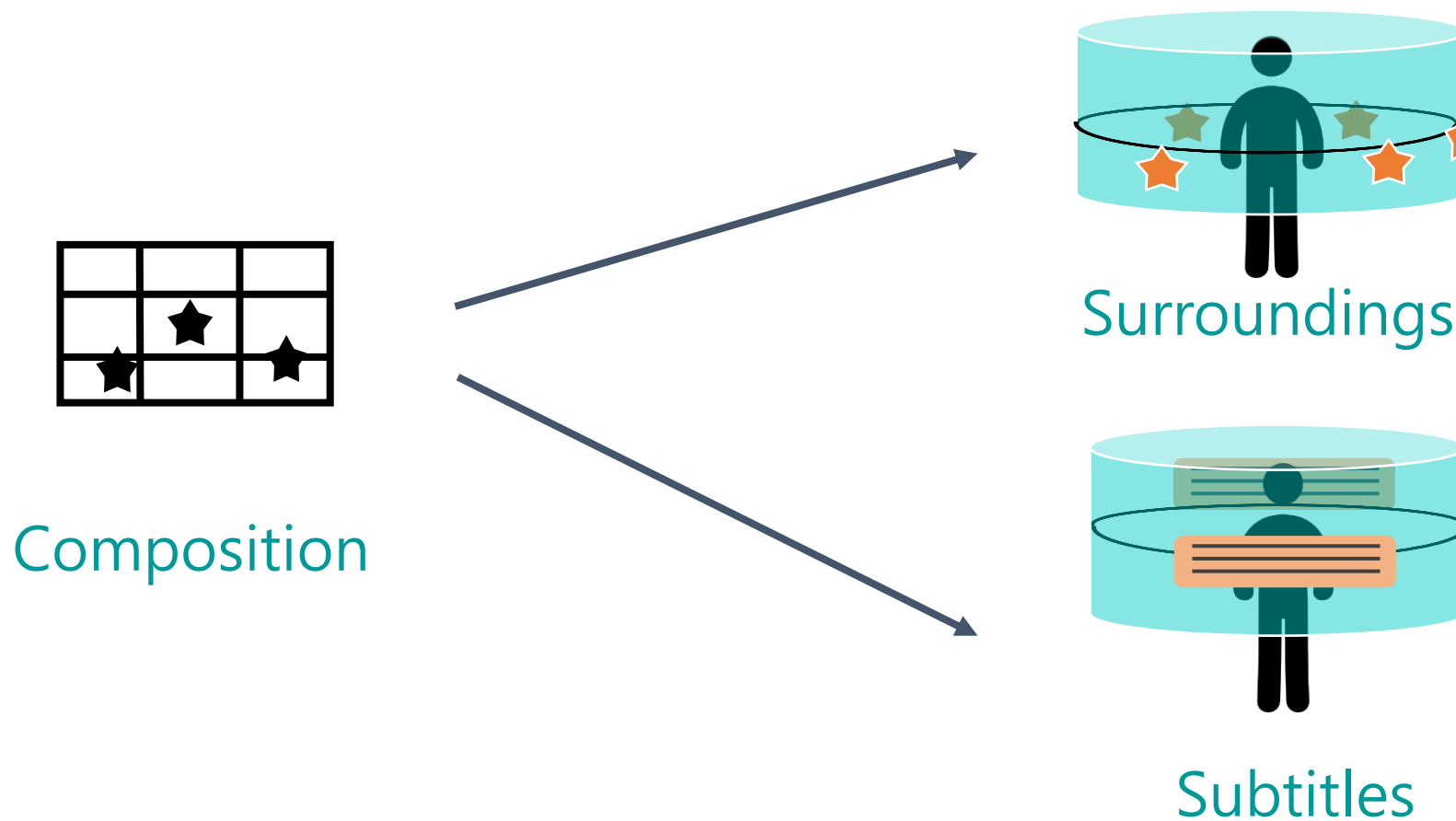## Traditional Film Language

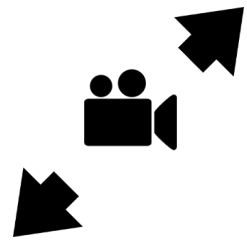Composition   Shot size   Movement   Angles   Perspectives

Introduction

Transformed traditional Film Language adapting 360 environments

Composition
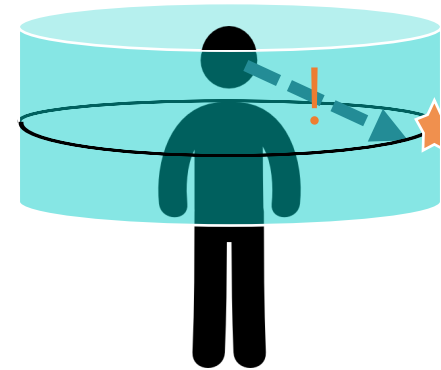
Surroundings

Subtitles

Introduction

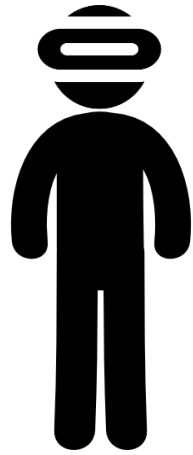Transformed traditional Film Language adapting 360 environments

Movement

Guidance

Introduction

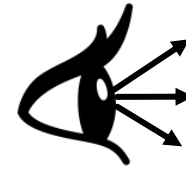Transformed traditional Film Language adapting 360 environments

Audience

Director

Introduction

Transformed traditional Film Language adapting 360 environments
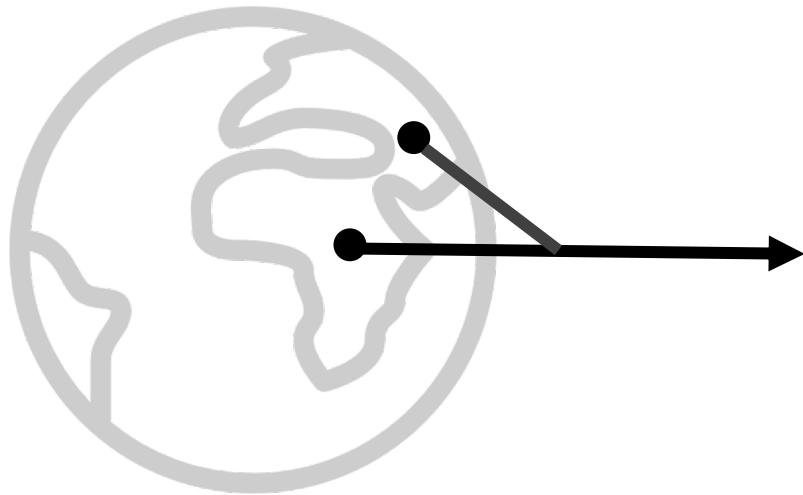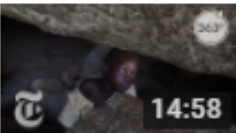
Shot size

Angles

Remain the same
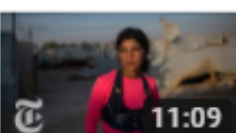
Method

1. Film analysis

2. User Study

Method-Film Analysis

The New York Times

Society news

6 films

1. Fleeing Boko Haram and Food Shortages | The Daily 360 | The New York Times
   The New York Times — 1:11

2. In the Rubble of an Airstrike in Yemen | The Daily 360 | The New York Times
   The New York Times — 1:11

3. We Who Remain | 360 VR Video | The New York Times
   The New York Times — 14:58

4. Living With a Hurricane's Devastation | The Daily 360 | The New York Times
   The New York Times — 1:16

5. Agony in a Venezuelan Mental Health Hospital | The Daily 360 | The New York Times
   The New York Times — 3:31

6. The Displaced | 360 VR Video | The New York Times
   The New York Times — 11:09

Method-Film Analysis

Tim e	Fleeing Boko Haram and Food Shortages					
	Surroundi ng	*Subtitl e*	*Shot size*	*Guidanc e*	*Angle*	*Perspectiv e*
- 0:24	many	2	Med	X	High	objective
- 1:03	many	2	Med	X	Eye High	objective

Method-Film Analysis
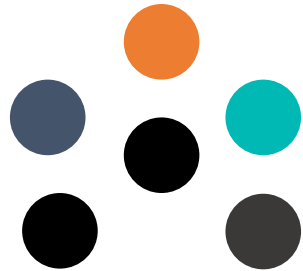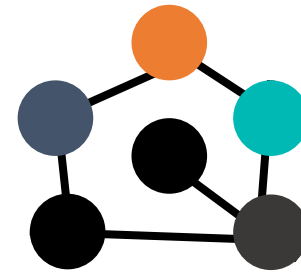
result → hypothesis

Method-User Study

hypothesis

6 subjects

NTU student
No experience watching 360 news

Method-User Study

Testing

semi-structured interview

How did you feel?

Was there any difference of both?
Why (not)?

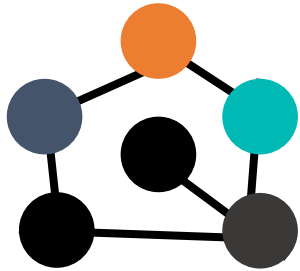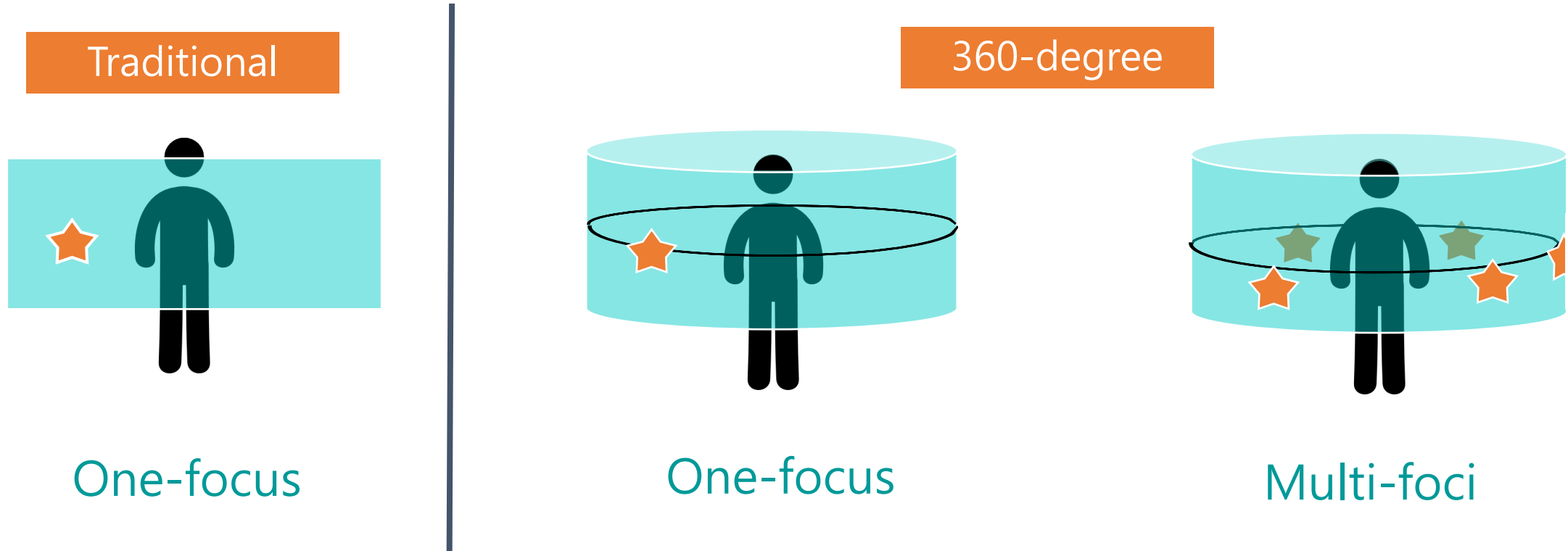# Result-Film Language of 360 videos

1. Surroundings
2. Subtitles
3. Perspective
4. Shot size
5. Guidance
6. Angles

Result

Surroundings   [film analysis]

Traditional

One-focus

360-degree

One-focus

Multi-foci

Result

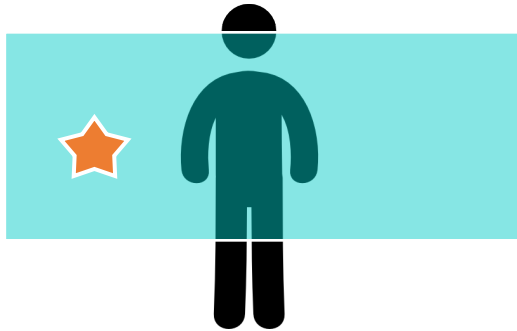Surroundings   [film analysis]

One-focus

Result

Surroundings [film analysis]

Multi-foci

Result

Surroundings   [User study]

Traditional

360-degree

more immersive, informative
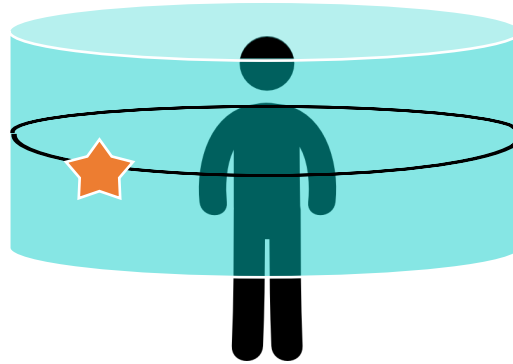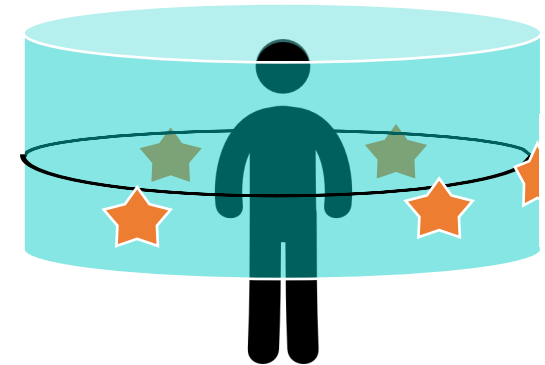
One-focus

One-focus

Multi-focus

Result-User Study

Traditional

360-degree

more immersive, informative

One-focus

One-focus

Multi-focus

③ Habit
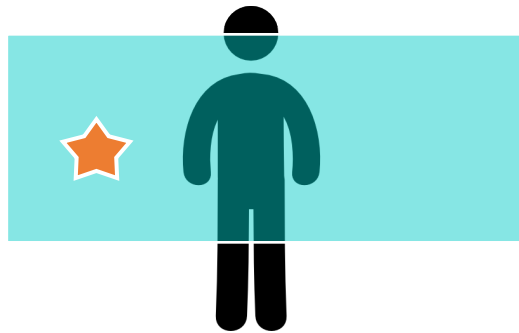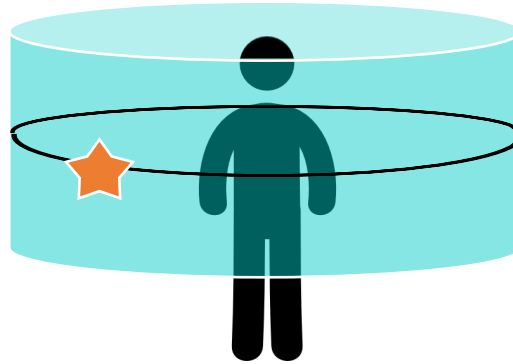
③ Better knowing environments

Sense of immersion

Result-User Study

Subtitles   [film analysis]
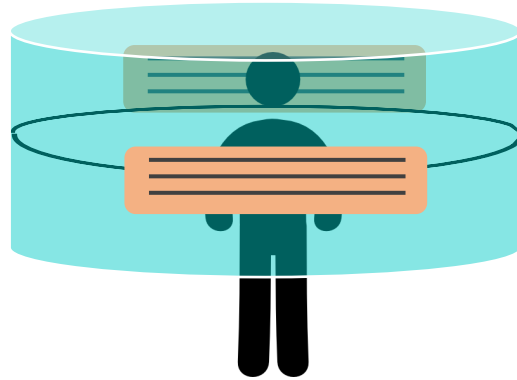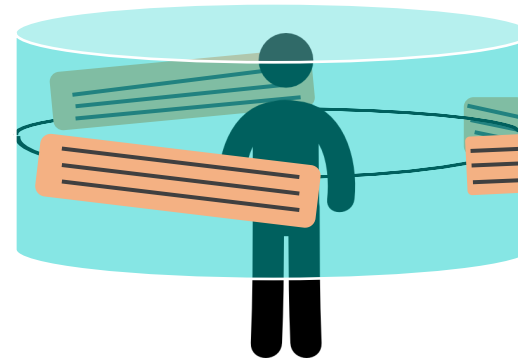
2   3

Result-User Study

2 Subtitles   [film analysis]

Result-User Study

2 Subtitles [film analysis]

3 subtitles

Result-User Study

2 Subtitles [User study]

Difficulties

1. Can not find subtitles quickly

2. Originally thought the contents of the subtitles were different

Result-User Study

2 Subtitles [User study]

Difficulties

1. Can not find subtitles quickly

2. Originally thought the contents of the subtitles were different

Anticipation

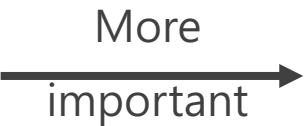1. Some of them hope the subtitles can **follow their sight** despite the concern about blocking their sight.

2. The numbers of subtitles doesn't matter

More
→
important

whether subtitles lasts long enough to read

whether subtitles lies near the main point

Result-Film Language of 360 videos

③ Perspectives [film analysis]
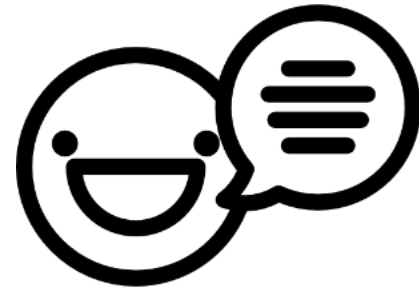
1st perspective

3rd perspective

eye contact

Director

Result-Film Language of 360 videos

3 Perspectives   [film analysis]

Result-Film Language of 360 videos

3 Perspectives   [film analysis]

No eye contact

Result-User Study

Perspectives   [User study]

1. first perspective (when audience feel you are also a character In the story)
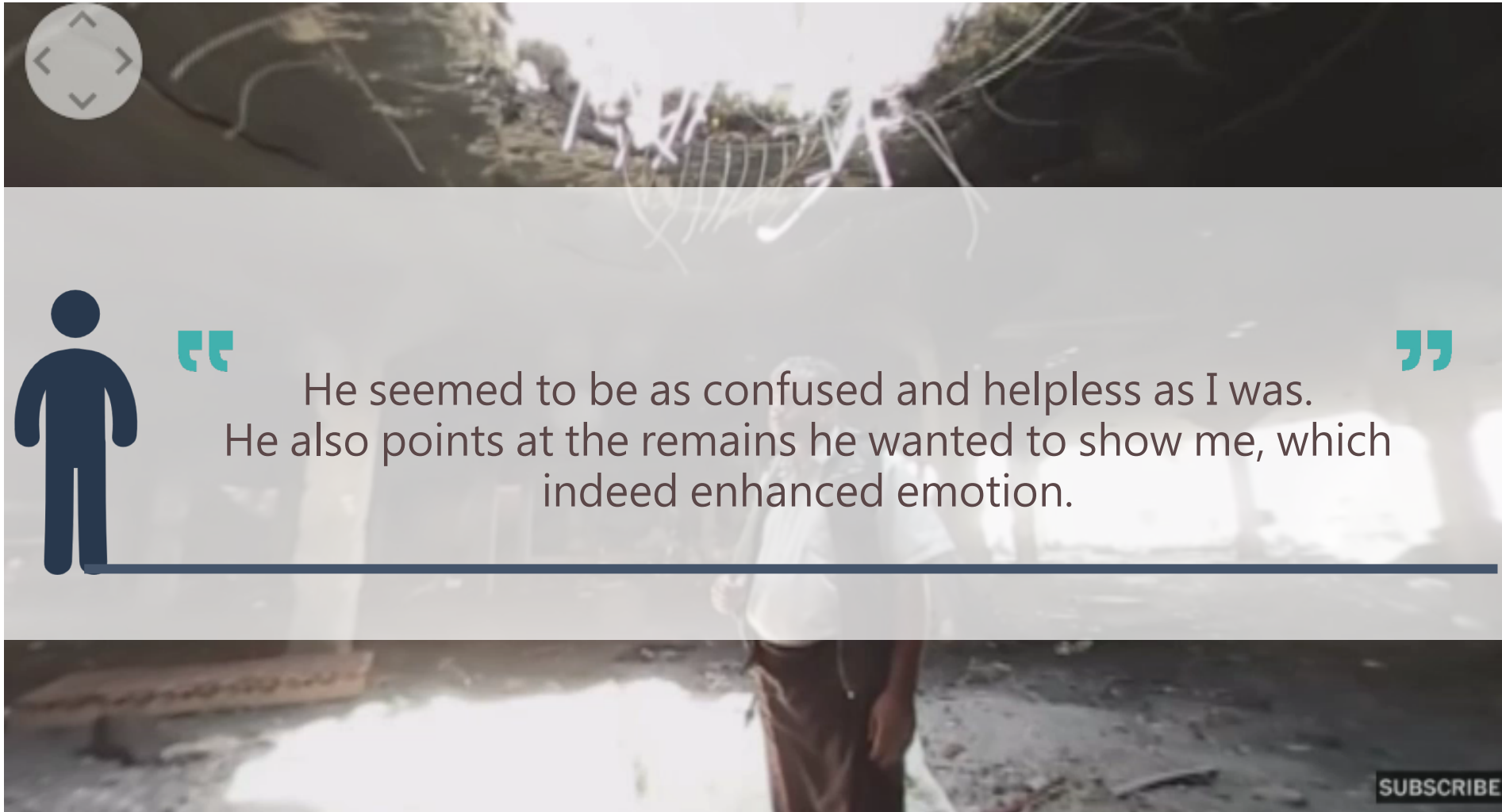
⟶   is more immersive

2. Eye contact really helps produce immersion but is not necessary.

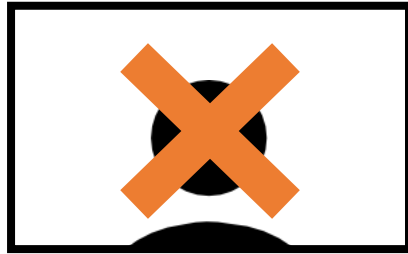communication   eye contact, talk, motion, emotion etc.

Result-User Study

Perspectives   [User study]

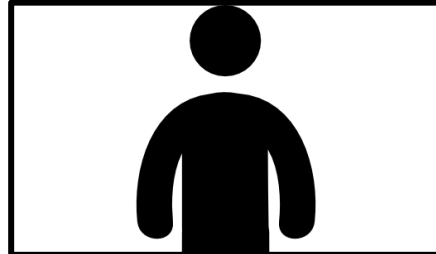> He seemed to be as confused and helpless as I was.
> He also points at the remains he wanted to show me, which indeed enhanced emotion.

Result-Film Language of 360 videos

4 Shot size [film analysis]

Close-up

Middle distance

Long shot

Result-Film Language of 360 videos

4 Shot size [film analysis]

Long shot

Result-Film Language of 360 videos

(4) Shot size [film analysis]
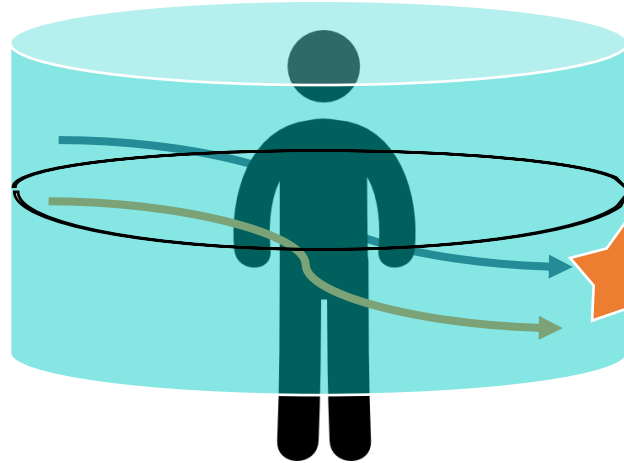

Middle distance

Result-User Study

4 Shot size

not related to immersion

R esult-User Study

Guidance [film analysis]

Result-User Study

5 Guidance [film analysis]

Result-User Study

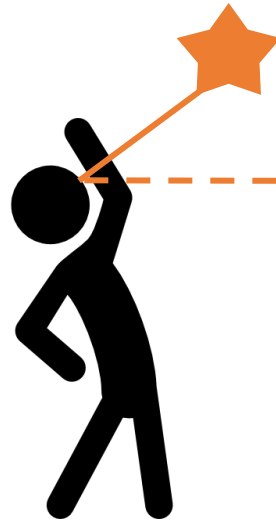**5** Guidance [User study]

Failure

ignored or misunderstood
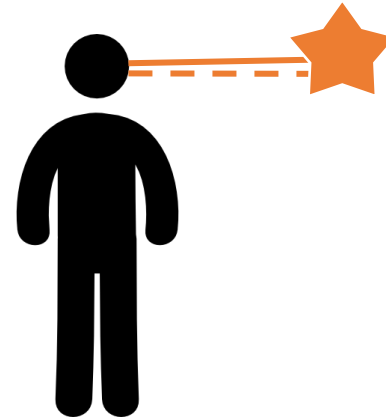
Success

lead their sight and help them find the point
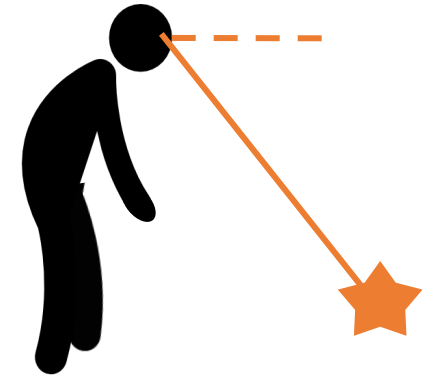
Result-Film Language of 360 videos

Angles [film analysis]

Look up

Eye level

Overlook

Result-Film Language of 360 videos

6 Angles [film analysis]

Look up

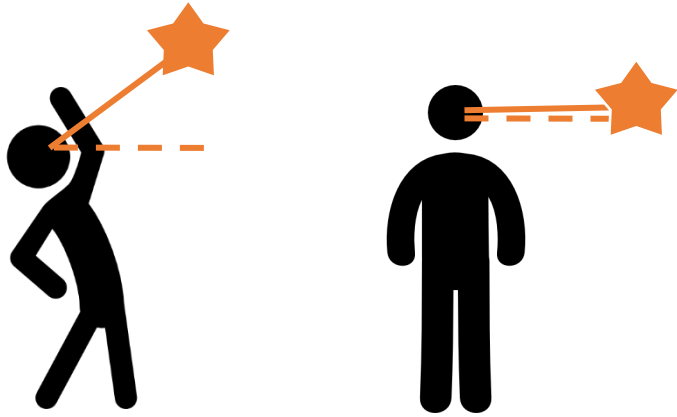# Result-Film Language of 360 videos

6 Angles [film analysis]

Overlook

Result-User Study
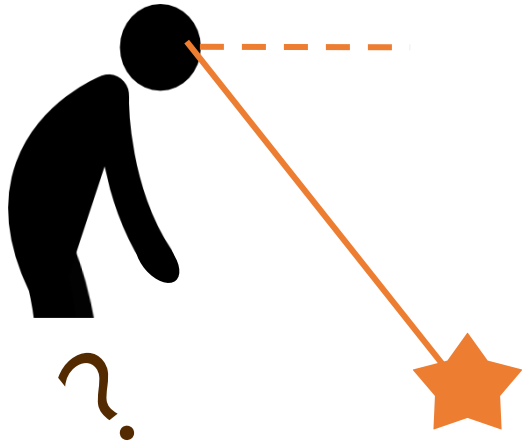
6 Angle [User study]

enhance the effect of the angle

" I was able to feel the difference between heights and my head could tured more compared with the traditional one, which really enriched my experience! "

esult-User Study

6 Angle [User study]

not make sense when they look down

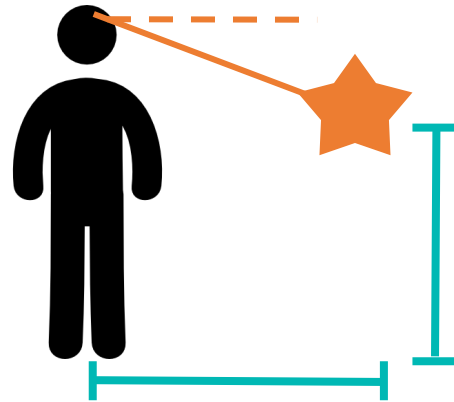" I expected to be able to see my feet when I looked down, but I wasn't. So I was very confused with the position where I was standing. "

6   Angle [User study]

rationality

Discussion

1. Surroundings: what if two-foci, three-foci?

the foveated image (Fadi & James, 2012)

Discussion

7. Life experience: how to improve immersion in unfamiliar environments?

Q & A