

Participant Information

What is the study about?

Video coding is a technology to encode video with fewer bits for better transmission, and then reconstructs video at the decoder end. Video quality assessment is of vital importance to guide the coding process. However, the results of current algorithms have poor correlations with human perceptual quality on UGC videos. Therefore, the purpose of this study is to collect subjective data on UGC videos to benefit current video coding and quality assessment research. This involves having participant watch videos processed by different coding algorithms and scoring the perceived quality of each video.

Who is doing this study?

This study will be carried out by researchers at Visual Information Laboratory, University of Bristol. Mr. Zihao Qi (zihao.qi@bristol.ac.uk), a PhD student supervised by Prof. David Bull, is the lead researcher for this study.

What you will be asked to do

Before the formal assessment, the participant will be asked about their age, gender, and the device they are using. This is to eliminate any potential bias caused by preferences and visual conditions. Participants are free to skip these personal information collection questions.

Then, observers will need to complete an experimental environment calibration, visual conditions testing, project tutorials and practices. The visual conditions testing involve Color Blindness test and Snellen test. If the participant fails in the visual conditions testing, the participant will become ineligible to attend the study.

During this study, the participant will be shown 120 videos. Each of a duration of 5 seconds and will only be viewed once. After watching each video, the participant will be asked to give a subjective score of the video quality.

Note that there are no right or wrong answers, the point of the study is to investigate how users perceive the videos generated by different algorithms, instead of assessing the user in any way.

The whole process takes approximately 30 minutes.

How will your data be collected, used and stored?

The experiment could be participated online through Amazon Turks or offline in lab. The offline participant will be provided a keyboard and a mouse, and presented with a software interface which allows her/him to rate the quality of the videos. The computer program will store the input of the user. The choices for the 3 personal information questions and totals 120 ratings for each participant, and it is only the answers that we collect.

We will use the data collected to calculate the averaged perceptual score of each video. The results of such statistical experiments, rather than the collected data, will be quoted in any

possible future publications. The data collected will not be made open since there is no such necessity for this particular research project.

The data collected via our software interface will be **anonymous**. No information other than the participants' answers during the testing process will be collected digitally. In accordance with General Data Protection Regulations (GDPR), all data (the participants choices) will be stored securely on a University of Bristol server, and will only be used by researchers working on this project.

What will I get if I take part in the study?

The participant will be paid £5 (GBP) to thank her/his participation.

What if I do not want to take part, or want to stop participating?

Note that the participant is free to withdraw from the study at any point. If the participant decides to withdraw before assessing all 120 videos, the participant will become ineligible for the remuneration of £5 mentioned above. The data already collected from a participant who decides to withdraw during the study will be deleted.

How has the risk of coronavirus been minimized during study participation?

The laboratory and any device/equipment involved will be cleaned with disinfectant wipes between each participant's turn. The instructor will be wearing face coverings at all times and the participant is also encouraged to do so. Before each session, the participant will be asked if she/he has coronavirus symptoms and is not currently self-isolating. While it is up to you whether you take part in this study, we advise that those at high risk of becoming seriously ill from coronavirus do not take part.

Who has reviewed this study?

This study has been reviewed by the Faculty of Engineering Research Ethics Committee.

Who can I contact about this study?

For further information about the study, please contact Zihao Qi via email (zihao.qi@bristol.ac.uk).

Should you wish to make a formal complaint about any aspect of this study or its implementation, please write to: research-ethics@bristol.ac.uk .