

Creative Work Manuscript

1. Creative work name

Simultaneous Media Consumption of a Single Narrative

2. Name of artist or designer

Panasit Chaiyanan

3. Background or significant of the project

Simultaneous media consumption has always been seen as a negative factor. It is when people are consuming multiple media at the same time, thus not paying enough attention to one media. Most media content creators designed their contents with a belief that the consumer will experience them in the best possible situation. The researcher feel that this is unrealistic, and survey has shown that 80% of smart phone users, used them while they are watching TV.

But Simultaneous media consumption can be a good thing if the two media provide the same content that enhance one another, an example of Transmedia story telling. Survey said that while the other look at the phone while watching movie, they are looking up the very same content they are watching. The researcher argue that it if we provide information related to what is shown on the screen, more immersion can be achieved.

4. Project Objective

1. Finding positive effect that can be a result of simultaneous media consumption
2. Exploring multi-screen viewing experience role in creating immersion

5. Concept

Two sprint experiments were performed to explore watching a single narrative happen on two screens. The first one is "Chat" film experiment, where one screen displaying text information that would normally appeared on screen in a form of graphic. The second one a "suspense" film experiment. Alfred Hitchcock claimed that the key to

create suspense is to give information to the audience that the character in the film does not know. By using two screen, one screen is from the perspective of the character, and the other screen, provide the audience with the unknown danger; the researcher hope to create more immersion.

6. Process of art or design works

Sprint experiments was designed to application of multi-screen viewing experience with hope of enhancing immersion. Immersion is define as deep mental involvement the consumer has when consuming a particular media. According Jacob M Rigby, the researcher who developed Film IEQ which measures immersion, immersion is a sense of being highly engrossed in a mediate experience across multiple dimension.

In this research, Film IEQ is used to measure how much immersion is enhance by the prototype developed. Film IEQ divided immersive experience into four parts. (1) captivation, how much the audiences become interested enough to keep watching. (2) realworld dissociation, how much the content makes the audience unaware of their surrounding; (3) comprehension, how much the audience understand the content; and (4) transportation, how much the audience believe the events that took place in the film really happened to the characters.

Chat Experiment

Texting has always been difficult to display in movie, despite it has become the primary way people are communicating with one another nowadays, from email to chat to text messaging. The typical way Hollywood movies handle text are either have the character read the message out loud, film the screen, or have the message pop in using visual effect. But what if when the character send and receive text, the audiences receive text messages on their phone instead.

The researcher provided testers with two version of the same clip. In one version, the text is directly displayed on one screen. The other, the text appeared on the different screen.

Suspense Experiment

Alfred Hitchcock, famous for creating several suspense thriller in classic Hollywood cinema, simplified the definition of suspense by stating, "Mystery is when the spectator knows less than the characters in the movie. Suspense is when the spectator knows

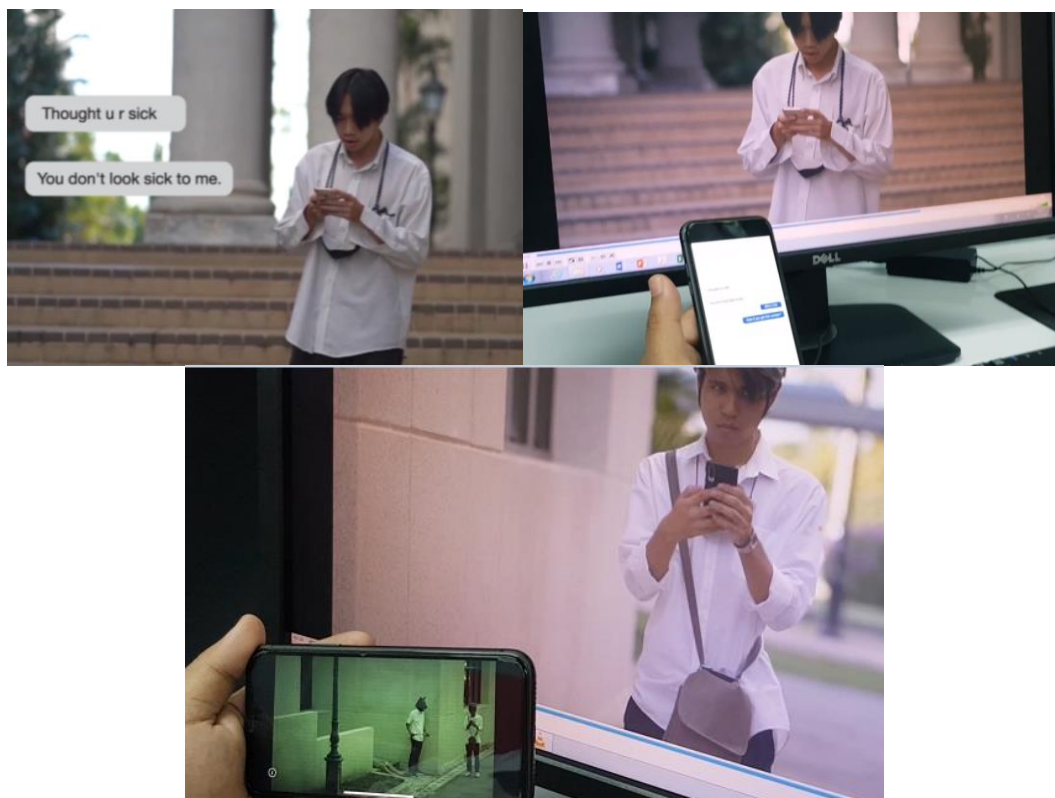
more than the characters in the movie.” In the experiment, the participants can see the danger on the other screen.

Two out of five testers like the suspense pairing more than the chat. One of the testers claimed that because for the chat the audience had to actually read, which take some time away from watching the screen, the division of attention is a lot more severe. Where here, the eyes can shift back and forth quickly, although not comfortable, it is new and can be interesting with the right content.

7. Material and techniques of art or design works

The two screens were used with one screen being the computer monitor and the other screen being the phone.

8. Picture of art or design works



9. Knowledge after finished produce art or design work

The most important results from the two sprint experiment is that, while immersion is the goal, consumer may not be opened to the experience, thinking that it is too much involvement. Casual audiences may approach movies and TV shows on streaming service very casually, and more immersion may not be an inviting scenario.

The researcher also abandoned the idea of having two screens being featured unequal to one another, with one acting as a main and another as a support. Several testers and experts pointed out that there is nothing to stop the audience from treating two screen as equal, such as viewing the content on two phones or two notebooks. Second screen can also be optional and not mandatory. They can also enhance the second reviewing, increasing the possibility of multiple viewing.

With the limitation of movie theater disappear there are more possibilities than ever for more immersion much more engagement. Further research will be completed about the possibility of the industry at the turning point.