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<th><strong>Title</strong></th>
<th>How to integrate correct temple manners for Thai visitors using different video mediums</th>
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<tr>
<td><strong>Sub Title</strong></td>
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<tr>
<td><strong>Author</strong></td>
<td>Emveerawong, Pim-orn(Inakage, Masahiko)</td>
</tr>
<tr>
<td><strong>Publisher</strong></td>
<td>庆應義塾大学大学院メディアデザイン研究科</td>
</tr>
<tr>
<td><strong>Publication year</strong></td>
<td>2014</td>
</tr>
<tr>
<td><strong>Jtitle</strong></td>
<td>修士論文 (2014. 9)</td>
</tr>
<tr>
<td><strong>Genre</strong></td>
<td>Thesis or Dissertation</td>
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Master’s Thesis

Academic Year 2014

How to Integrate Correct Temple Manners for Thai Visitors Using Different Video Mediums

Graduate School of Media Design
Keio University

Pim-orn Emveerawong
A Master's Thesis

submitted to Graduate School of Media Design, Keio University

in partial fulfillment of the requirement for the degree of

MASTER of Media Design

Pim-orn Emveerawong

Thesis Committee:

Professor Masa Inakage (Supervisor)
Project Senior Assistant Professor Satoru Tokuhisa (Co-Supervisor)
Professor Yoko Ishikura (Co-Supervisor)
Abstract of Master Thesis of Academic Year 2014

T.I. Video demonstrate how to properly behavior at Japanese Temple with correct manner to Thai visitors

Research: Design

Abstract

This thesis discusses the concept and evaluation of T.I. Video, an instructional video showing Thai visitors how to correctly behavior and show respect at a Japanese Temple. Over the past year since end of 2013 there has been a significant increase number of Thai visitors to Japan and the fact that 95% of the Thai population are Buddhist visiting Temple is a must visit spot. Therefore behavior in a correct manner and showing respect is essential. The objective is to increase tourist visitation among Japanese temples and increase appreciation and knowledge about Japanese temple. In additional this will also help Thai visitors improve their understand and visits. This thesis purpose is to find the most effective video to help Thai people understand how to correctly pay their respect in a Japanese way at a Japanese Temple. A final tool to learn about Japanese temple was created throughout this process. A total of four videos was created in this research, a gradually improvement starting from prototype 1 to prototype 4 with a guidance to produce short video tutorial effectively. Each prototype has its own characteristic, which help Thai visitors understand the instruction video in their most suitable way. The evaluation conveyed through deep interviews questions, found that the concept is not a complete innovative concept however it is certain a new approach to this problem and is an effective solution tool. This concept can be improved and adept further in the future work.

Keywords: Instruction video, travel guide, teaching and learning, marketing

Graduate School of Media Design, Keio University

Pim-orn Emveerawong
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1. Introduction

1.1 Background

Crafts Couture a sub-project of Space main project. The author always has a strong passion for culture and tradition. The author and a group of team members to teamed up and share our interests and thoughts on traditional art and culture. Space project initial concept is to connect divided world together and from this we thought that traditional crafts are slowly dying out in today’s work due to modern technologies and mechanical made products. We wanted to rebrand traditional crafts in a way that it can be use and appreciate in the modern society. The new generations started to appreciate and forget handmade traditional crafts less and are less aware of how delicate these crafts are. After months of research and field trips we came to conclusion that we want to create an online editorial web magazine connecting craftsmanship with modern society.

Crafts Couture is an online editorial web magazine, which was launched in July 2013. Crafts Couture goal is to rebrand the image of craftsmanship to younger generation in the modern society. Crafts Couture contains documentary of craftsmanship, photoshoot, articles, fashion snaps, and column.

Throughout the process of building content and create Crafts Couture website; shooting documentary and photoshoot, the author came to realization that not only
traditional crafts are dying out but the culture aspect is also being treated in an incorrect manner. A day shoot at Kamakura city and a visit to Kamakura Temple, there are many tourist visiting the temple from all over the world; Thai, Chinese, Western and so on. Spending 2 hours at the Temple, there are several foreigners who came up to the author and ask for directions on how to pray correctly or what are these wooden boxes are. Observing the visiting, majority of the visitors seems to pray how they feel like, possibly how they would pray back at their home country but certainly not Japanese style. The author personally is not an expert in Temple experience and trying to help the visitors look for information or instruction about the Temple was fairly difficult, the easiest way was to ask the counter guy directly in Japanese.
1.2 Problems

Over the past years there has been increasing number of foreign visitors in Japan, an increase of 24% foreigner visited from in 2013\(^1\). Japan is well known for having its own unique culture and tradition. Japan has a strong culture image on visitors and when visitors visit it is important for the visitors to experience the Japanese tradition and culture aspect. Temple is one of the top 5 important destinations that visitors should and have to visit. Temple portrays a strong cultural image to the visitors. Problem is visitor visiting Japan often have difficulty with language barrier. Visitors who visit Temple visit for the beauty of the Temple, however, the important part is that most often there is no explanation of how to correctly pay respect or pray at the Temple. Very likely that the visitor will come across a monk who can speak and explain in English and most of the signs are written in Japanese. As a foreigner visiting a Temple in Japan it is difficult for visitors to behave or correctly pray at the Temple respectfully.

1.3 Motivation

Personally visiting Temple once a month is essential and it is important to purifying yourself and refreshes your mind. After living in Japan for several years I realized that Japanese culture is base on Buddhism but it is also very unique in its own way, which makes its culture very interesting. Japan is a Buddhist country and there are famous Temple in all cities and Shrine in almost any corner of the city. Although I am Buddhist I thought I understand Buddhism fairly well but after experience living in Japan there is so much more to learn. Temple is a temple in any country but what makes it different is the way the temple is being manage and the manners or behavior ones
should pay respect to. Temple is a sightseeing spot but it is also a sacred area where people should not be disrespectful. As, the author visited small cities near Tokyo for project fieldwork and visited a few temples in the cities; she noticed that almost half of the visitors are foreigners and that many of the foreigners are having difficulty figuring what some of the things are such as if they should wash their hands with the water fountain first or lit the incense to pay respect first and other aspect such as how to properly pray in the correct order. Many of the foreigners look at others to see how the Japanese pray. Through this experience, the author wanted to increase Thai tourists to visit Japanese temple by conducting a method to help increase the understanding of behavior and manners at a Japanese Temple, to understand the differences between Japanese and Thai Temple and to help increase Thai visitors smoother experience at the Japanese Temple.

1.3.1 Target

Through many experiences at the Temple, author will focus on Thai visitors visiting Japan total of less than 10 days. The reason for focusing on Thai visitors is because since July 1st 2013 Thai nationals is exempted from Japanese visa. All Thai citizens are allowed to enter Japan without a visa for 15 days². There has been a significant increase of Thai visitors since the visa exemption. According to the Japan National Tourism Organization in 2103 an increase of 74% visitors from Thailand³. Despite the fact that more Thai visitor visiting Japan, 90% of the Thai population are Buddhism, this factor Thai and Japanese share the same basic culture experience. It is
essential for Thai visitors to visit a famous Temple of the city to pay and show respect to Japan. Therefore, in this research paper the author will focus on Thai visitors.

1.4 Research Objective

This thesis will introduce T.I. Video concept, name given by the author to this new project proposal a solution to this problem. This thesis will propose and evaluate a teaching and attracting foreigners to learn about correct manners at a Temple in Japan. T.I. Video concept objectives are to attract Thai foreigner to have an easy learning experience at a Temple in Japan.

1. Fast forward
2. Directions in subtitles are in color red
3. Focusing areas
4. Shooting at approximately 90 degree from the target
5. No zooming necessary
6. Wide to mid shot

These six features will be explained in more details in chapter 3 and 4.
Notes

2. Embassy of Japan in Thailand. “Consular Affairs.”
2. Related Works

2.1 Foreign perspective living in Japan or a foreign country

2.1.1 Perspective and Difficulty

Every year more foreigners migrate to Japan and it is very important for foreigners to learn about Japanese culture and fit in with the Japanese people. Japan is an uncompromising place for foreigners, if one want to live in Japan, he or she should prove him or herself in every aspect particularly with manners and culture are the two most important aspects. Etiquette in Japan of social behavior in the country is considered very important. Japanese are known to be the most polite race in the world. Being a foreigner and able to show respect to Japanese custom is very important otherwise foreign who wants to migrate to Japan are most unwelcoming by the Japanese and it would be very difficult to survive in a Japanese working environment.

After interview with several foreigners living in Tokyo city, 80% of the interviewers move to Japan to learn about Japanese culture, its’ life style as well and its manners.

Foreigners are much curious and have a high interest for Japanese culture. Many foreigners would learn Japanese language back in their home country because they love Japan.
2.2 Thai Society and Buddhism

2.2.1 Teaching of Buddhism and belief

In Thailand almost 95% of the population are Buddhist. Thai people strongly believe in ancestral and spirits, and often in most houses they would place a spirit house made from wood in the area and believe that household spirit lives in it. Regular the house owner will offer food and drink to these spirit to show respect and keep their well being and they believe that in return these spirit also protect the house from danger and keep the family well being. Thailand Buddhism is based on the Theravada teaching, which is believed that Buddha is a real man. Through this teaching, it has large effects on Thai people culture and personality. Thai people understand a lot about, accepting and forgiving because of these teachings. The primary teachings of Buddha have a huge positive impact on all Thai family morals as well as each individual person. Karma is also one of the main practice in Thailand Buddhism, if you do great things, great things will return back to you thus showing respect and positive attitudes towards others is essential in order to receive the same treat back. In addition, almost all men in Thailand become a monk for a short period of their lives. It is optional for them to choose how long they would want to perform this practice from just a few days to years if they wish to. The purpose of this is to show respect Buddhism and to thank their parents by purifying themselves as a monk or by becoming a monk. They are expected to completely shave off their hair, wear yellow garment, no shoes allow, eat everyday before noon and no food after noon, living like a real monk at the Temple.
2.2.2 Religious effects on Thai society:

personality and moral

Thailand is a country with strong religious belief in Buddhism. Buddhism plays a huge role in Thai life and the two has become inseparable. Buddhist influences in Thai life-style in almost every aspect; mannerisms, traditions, character, arts, architecture, language and many other aspects of traditional Thai culture. Clearly Thai people’s attitude comes from Buddhist teaching and belief\(^2\). Although, people in Thailand are highly respectful in this form of teaching, it is also taught that freedom is essential, Thai people allowed to and should pay the same respect towards any other religious or different form of Buddhist teaching\(^2\). The word Thai actually means freedom, which related directly to Buddhist form of teaching. This is the spirit that most cherished by the Thai People\(^1\). Buddhist teaching is about forgiving and understanding. Notice in Thailand there is big temple almost in every area because the people regularly attend temple to pray and to received merit through offering food to monks, supporting Sangha with needs product, contributing to monastic construction, or supporting charitable services, which all takes place at the temple\(^1\). Thai people strongly believe that attending temple and care for others is a way to build merit\(^1\). Observing in real life situation, the author have also came across many Thai people who would fly across a country to specific sacred temple to pray for certain things they wish for or ones would find out about their specific mother temple and fly there to pray for a healthier coming year. When Thai people travel, it is necessary to pay a short visit to the Temple of a foreign country this is to show respect towards the spirit of the land especially if the foreign country is also a strong belief in Buddhism. This kind of manner usually is
never avoided. Almost all Thai visitors would visit a Temple at a foreign country especially if the country or the city is well known for its temple.

2.3 Design instruction material for tourist

Travel guidebook is slowly shifting towards digital travel guides and targeting the most use platform like portable technology like smartphone and ipad. Todays technology does help us improves our life in many different ways, making our life a easy and much more convenient. However, technology is not always answer to all problems. Travel guidebook shifting to digital can be difficult because people do not wondering around the city following their smart phone, looking for wifi, or internet access is not always an easy access to all travellers. Travellers most definitely do not want to spend their travel day reading a small screen from their smart phone or having to carry a heavy chucky ipad around the city all day. Traveller is there to visit the city and they want to be able to explore and see the city rather than a small screen navigating them everywhere. An easy navigation provided at the spot that can be catching with eyesight is an ideal guide for travellers.
2.3.1 Application and Internet base travel guide

There numerous of internet webpage travel guide which provides a great amount of information, pictures, reviews, maps and recommendation as well as additional tools such as great deals offer and planning your trip tools⁴. Advantages of online information are that is free service, information is up to date, and any reviews from other travellers. However, many of these great websites actually do not offer a mobile version but some does offer an application available or a printed version. Searching up information online can be time consuming and efforts to find the right website the traveller is looking for⁴. Some of the online information is not verified by travel professional thus some of the information provided may not be 100% accurate⁴. There are many bloggers and culture webpages, which give users the step by step of how to pray correctly at the Japanese Temple. Problem with available online information is that in order to access online information travellers need access to Internet, which can be difficult when visiting a foreign country. Traveller can prepare beforehand by printing out necessary information from home but sometimes when visiting a new foreign city you usually have no idea about the area just yet so having to prepare such information beforehand can be a hassle. In addition, information on how to pray at the Temple are written on the webpage are in written format. Reading and trying to imagine each step without making a mistake or misunderstand the procedure can be difficult when giving instruction, whereas, visual format would be more effective to the users when instructing.

Several top travel guide site such as wikitravel, lonely planet, Frommers, concierge, arrival guide provides a great deal of basic information and history except for in depth experience details⁴.
2.3.2 Printed base travel guide

There are plenty of travel guides book out there, not only printed version but even on Kindle and e-books are also available. Travel guidebook is very traditional way for travellers and it is convenient for travellers to scribble around on the paper and take notes. With a single book and one simple purchase travellers can learn a whole lot about the city and information they need to know. Using a book travelers do not need to rely on battery and Internet services. A travel professional often verifies travel guidebooks thus the information is trust worthy. On the other hand travel guidebook is a published book hence there might be new updates in the attractions system such as cost, operations hours, location, or new attraction that are not constant update on the travel guidebook. Traveller may not be able to obtain the latest information updates.

The main problem with printed base travel guidebook is that it is wordy with very little pictures. For someone who is reading the instruction from the book and who has little knowledge about Japanese culture, it is difficult to picture each steps in their head by reading the words.

2.3.3 Application and Internet VS Printed travel guide

Apart from smartphone being more high technology with unlimited constant update of information. It can also navigate and direct you directions to where you want to be. Where as a book is just written by a person who somehow happen to visited the area before and wrote from their experience. However, according to Harry McCracken
travel application and Internet access have not succeeded to advance upon the best travel books. A few flaw pointed out on application and Internet such as TripAdvisor’s app has great guidance for navigation but missing small details such as hours of operations for attractions and best restaurants are base on reviews, which is not perfectly accurately. Afar and Stay.com is a nicely done apps however it is mainly base on personal recommendations and again it is not complete and cannot be replace with traditional travel guide book. Nevertheless travel guidebook will guide you to the main tourist attractions and activities because do not forget that other consumers are also purchasing the same book therefore the information provided in the book will guide other travellers as well.

2.4 Japanese temple guidebook

Browsing through Internet or bookstore there are heaps of information on traveling to Japan, which includes information such as restaurant, attractions, activities, culture, and most important Temple. Japan is well known for its traditional Temple. Most visitors who visit Japan Temple is most likely would be part of their attractions destination. Researching on Japanese temple guidebook, it includes many gorgeous and famous Temple in Japan, which provides travellers with short history, operation hours, location, cost, access and telephone number. There are little or none information about the Temple itself. For example certain behaviors or meaning of each prays at the Temple. In some Japanese temple guidebook does have short decription explaining how to properly pray in correct steps, but again these are usually in written format with 1-2 pictures and as for the traveller who has no idea about Japanese culture and have never
seen or experience Japanese temple before it can be difficult to picture the procedure through reading off few words. In addition, English is not Thai peoples native language thus reading explanation in English is challenging and the reader can always interpreted differently.

2.5 Instruction video

Any individuals who have little skills with video shooting and editing can create instruction video but the video style of each individual is various. Depending on each individual style their outcome of the video will appear differently. Researching on several instruction videos on Internet some individual angle the camera at a cut-in position, which is showing the hand gestures in detail. This form of style is usually used for tutorial for handcrafts, calligraphy, and jewelry making video. Medium close up shot that shot the target from waistline up to the head; this style is mainly use for tutorial such as make up artist, hair stylist, and product review. Another interesting and most watched tutorial video is cooking video is usually shot at mid shot angle showing some part of the subject in more details but giving the whole impression as well which is what the subject might be doing with hand movement.
2.5.1 Host is instructing

Examining Japanese temple instruction videos on Internet, a few makers’ uses a host to introduce and lead temple experience at a Japanese temple. The host talks to the camera and explains the experience throughout their temple visit and how to pray at a Japanese Temple in correct manner. The cameraman is shooting at the instructor and he or she look at the camera and speak to the camera as if he or she speaking to the viewers. This style of filming is fun and lively for the audience to watch and the video length can be quite long with loads of introduction and explanations about the temple. The host usually also talks about themselves in this kind of video.

Figure 2.1 Host is instructing
2.5.2 Filmmaker is instructing

A different style of instruction video is when the person who is filming is filming the whole process but he or she is speaking to the video. This style of filming you can see where the instructing is seeing and can only hear his or her voice but not able to see a person, perhaps in some shot you may see hands gesture but not a person in the video. The cameraman is holding onto the camera and speaking as he or she shows the audience around the temple. This style gives the audience the impression of the audience is at the place because the audience is seeing exactly what the camera is experiencing as well. It is like experience the temple experience together through camera.

Figure 2.2 Cameraman is instructing
2.6 Temple current instruction

Usually Japanese temple do not provide much instruction on procedure how to correctly behavior or pray at the temple. Perhaps there are few signs and short description on what these objects are and a sign how much to pay but very little details and sign on the steps for prays. There might be some English signs but temple, for example Kamakura temple there are few English written signs but it was still unclear to the tourist. Several of the tourists had the confuse look to themselves and yet asked the temple people to explain to them or asked the local Japanese people around them. This kind of behavior shows that the signs that are available are not perfectly helpful to the tourist temple visit or improves their visit in anyway.

2.7 Visual

In today’s world visual have become the main communication tools in all environments such as in road signs, retail display, presentations, and many more. Visual has been proven that people not only able to communicate visually but they are somewhat able to communicate better in visual than in spoken or text form. Gradually visual has been use more in work presentation and education because it is an effective method to implant the information into the users brain.

There has been maybe case proven that visual form of communication is definitely more persuasive to the audience. The researchers at the Wharton School of Business conduct a research comparing visual presentation and purely verbal presentation; the result was that 67% of the audience felt that a presentation with combination of verbal and visual element were more persuasive and more engaging.
The reason for performing this method on video is because people naturally pay attention and response to motion better than still images or page full of texts. Nerve cells in the retina of one’s eyeballs deliver all details of information to one’s brain. Researches show that interactive video instruction is a fairly effective for educational setting. What the eyes can see input faster into your brain visually than reading off words. Still picture sometimes can be interpreted differently where as video sent clearer messages to the audience in however way that the messenger wants the audience to receive and input.
2.7.1 Color Effects

Color is also an important component in visual presentation. Color makes a huge effect on the audience eye. Color makes visual more interesting and easier to memorize. If your color visual is all in black and white, you can imagine that everything would look dull and it would be hard to differentiate or spotted the important parts of your visual. Studies show that color makes a remarkable effect on your visual. Below screenshot\textsuperscript{15}.

![Figure 2.3 Effects on color](image)

In the example above, color red is used to highlight the important part of the information which is 80\% of what they see and do this element add a visual dimension to the writing and increases the audience to read 80\% and possible cause motivation and participation as well\textsuperscript{16}. It has been proven that color effects 60\% of acceptance or
rejection of an object, thus color are an essential element to succeed in any form of visual presentation\textsuperscript{17}. Converting oral statement or written words to visual form just simply adding bullets or color would naturally make content visually more interesting. Color changes the way our eyes look at things, for this reason highlighter pen and colorful pen and pencil are available because its part of the tools for student to learn better and to be able to memorize in much more effective method.

Although, color red stood out in this content, but red does not always stand out in every situation. There are other factors we should consider as well such as the color of the background, choice of font, and size of the text. For example, if the background is red or orange, color red text will not stand out. In this research the background of the video has a good contrast with red text thus we will be using red for this research.

Color research is use for prototype 2
Notes

7. Japan National Tourism Organisation “Your Guide to Japan,” in Japan National Tourism Organization Tourism Guidebook, Japan. PDF
10. http://www.youtube.com/watch?v=E_uI9pac_Zs
3. Development

A pre-survey was conducted to support the author observation at Kamakura temple that Thai visitors do have difficulty when visiting Japanese temple (Appendix 1, 71-81). In appendix 1 indicates that Thai visitors have difficulty at a Japanese Temple because there are minimal instruction on how to correctly pray in Japanese manner. Thai visitors would often pray in Thai style at a Japanese temple or learn from the other visitors, but we want to improve their visit by providing Thai visitors a suitable instruction video. This method will furthermore increase Thai tourist to visit Japanese Temple without a tour guide because this research will provide Thai tourist a handy instruction for their temple visit.

In this research, we will conduct three prototypes with six features; fast forwarding, no zooming, text in color red, wide angle shot, Gaussian blur and 90 degree from the target. All six characteristics will be incorporate into the video in order to stimulate the use of the video in the most effective method. The video aim is to teach the audience how to correctly pray with respect at a Japanese temple. In addition, all three prototypes will be film in the simplest format so there will be no bias for its appearance. In development chapter, we will explain the gradual progress of developing each prototype starting from prototype 1 to prototype 3. In concept chapter the author will explain the final prototype for this research paper.
The following table is an outline of prototype 1, 2, and 3 with 2 new features added throughout the improvement of each prototype.

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Table: 3.1 Prototype outline
3.1 Prototype 1

Thai people personalities are known to do things in their own pace. Thai people are generally slow and take their time to live their day\(^1\). In this aspect Thai people are very different from Japanese people, Japanese people work in a much faster pace. Japanese people definitely walk at a faster pace than Thai people; Thai people take their time to walk from one place to another. When Thai visitors visit Japan they have all day to spend at one place however in the first instruction video the author wanted to add a feature to this video which is the rabbit mode. Rabbit mode is fast forward mode. This feature is added to the video so that the video teaches the users how to pray in faster motion. The goal of this is that Thai visitors can save time from watching a normal long and boring instruction video. This will help Thai visitors improve their visits at the Temple by saving time.

This video was shot at a Temple in Nogizaka in Tokyo in September 2013 teaching the visitors when you first enter the temple you need to purify yourself with the water fountain by the entrance. The author visited the Temple and spoke with the Temple caretaker about the water fountain, which is often found at the entrance of the Temple. The Temple caretaker taught the correct procedure for using the water purification fountain. The author herself shows the correct procedure and a team member helped film the video from a side angle to show the hands movement clearly.

The steps are:
Wash your left hand
Wash your right hand
Clean your mouth
And clean the scoop for the next visitor

The author shows the exact step-by-step procedure for purification in the above order.

3.1.1 Shooting

The video was shot in exact order as above. We filmed it a couple of times because there was Temple visitor’s interrupting during the shooting and a few misstep during the shoot. The shoot took place in two different styles; one is a close up shot called cut-in showing only the hand gesture and second called wide angle shot which includes the instructor and the props, which is the water fountain in this case. Mid to wide shot is most likely more appropriate in this video is because according to pre-survey we conducted, almost all interviewees find architecture, interior, and atmosphere of the temple beautiful and this factor is what attracts them about Japanese temple (Appendix 1, 73, 76). A Thai temple has different architecture style, interior style, praying procedure, and it gives a different atmosphere to the visitors. Thus, visitor Japanese temple is a whole new experience.

3.1.2 Editing

During the editing, the author chose wide shot and mid shot footage rather than cut-in is because the author wanted the viewers to see the surrounding especially the water fountain of how it looks. Using wide shot and mid shot the audience are able to
see the subject as well as the surrounding in one whole frame. The reason for choosing a mid shot is also because this is almost the same as how you would see the subject in person if you were looking at the person in real life. Mid shot allows room for the hand gestures, which is most appropriate for this research purpose. In addition showing the instructor makes the video looks a lot more interesting featuring a girl in the video rather than just a hand gesture. The first concept of the first prototype is that it has to be running in a faster pace, a 2-5 minutes will bored the viewers when visiting the Temple and we wanted Thai people to visit Temple in most efficient way. After choosing the best footage the author increase the video by double the speed, so the video is running 2 times faster than the real life footage, but it is still slow enough to follow the instruction and understand the procedure.

Positioning

Wide shot (WS): the subject takes up the full frame²

Figure 3.1: Wide shot
Mid shot (MS): Shows some part of the subject in more detail.

Figure 3.2: Mid shot

Cut-in: show subject in detail.

Figure 3.3: Cut in shot
Prototype 1

Shorter footage: 31 seconds
Wide shot angle

Figure: 3.4 Prototype 1 wide view angle

Normal Speed Footage: 47 seconds
Mid shot angle

Figure: 3.5 Prototype 1 cut in angle
The footage is different by only 16 seconds but to the viewers it does a make difference when watching. This prototype is just a partial of the instruction video. Normally if the instruction video is 5-10 minutes long and moving the video speed up by double will save time by half.

3.1.3 Experimenting

The completion of first prototype was brought out to test on the Thai visitors at the same Temple in order to observe the effectiveness of the video and acquire opinions for improvement.

We show the viewers the video, understand the video and perform the same way after the watching the video. This is to observe whether the viewers can correctly perform the same way as the instruction video.

We ran into some difficulties during the testing of the first prototype, the Temple is very private and not a main tourist area thus it was difficult to find Thai visitors to participate with the experiment. The first day visiting the Temple there was 0 Thai visitors, thus we could not experiment on any users. The second visits, again there was 0 Thai visitors. The author decided to gather 8 Thai visitors; 4 females and 4 males through Thai friends who were coming to visit in the following months. It was not an easy task to gather 8 Thai visitors at the same time so we had to make 3 trips to the Temple for this experiment due to users availability and different time of visiting.
Feedbacks: Result

As the result, at first the users were hesitated to participate in the experiment because they did not want to make a trip to an unknown Temple and waste their vacation day at a temple. Nevertheless, the experiment took only 2 hours. After the experiment, the users was pleased that it did not take up their whole day. We showed the interviewees the video and let them performed according to the instruction then we observe on how well they performed. Then later we interviewed the testers for brief feedbacks on the prototype. Most testers thought that the video was useful for Thai tourist; because they expressed that at the temple there are very little instructions. The video was short and straight to the message and it was not a long instruction video that they have experienced before. We showed the users two different shooting style; mid to wide shot and cut-in shot, and two different editing style; a regular motion which is non-editing footage and fast motion (increase to 200%) which is edited version.

An outline of the 8 tester’s choice of shooting and editing style:

<table>
<thead>
<tr>
<th>Shooting feature</th>
<th>Total of 8 testers</th>
<th>Editing feature</th>
<th>Total of 8 testers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid to Wide shot</td>
<td>6</td>
<td>Regular motion</td>
<td>1</td>
</tr>
<tr>
<td>Cut-in shot</td>
<td>2</td>
<td>Fast motion (200%)</td>
<td>7</td>
</tr>
</tbody>
</table>

Table 3.2: Users feedback on the features

There were total of 8 participants. The result shows that 6 users preferred the mid to wide shot and 2 users preferred the cut-in shot. 6 users who preferred the mid to wide shot thought that cut-in shot was too close, thus it was hard to see the instructor scooping the water from the fountain. In the opposite, wide to mid shot they were able to see the whole movement in one frame, which they thought it was smoother. Majority
of the users liked the fast motion only 1 user did not like the fast motion. The feedback from the users is that most users did not pick up the fast motion right away because the video was quite still, but because the instructor’s movement is quite slow 7 users liked the use of fast motion to help speed up the procedure.

Fast Forward motion:

Fast forward motion was a good use in technique; this save their time and it was not slow to the point where it gets dull or too fast that they could not catch the motion.

Problems and Improvement

During users observation on how users react to the video, the author notice that 2 of the users raise questions of what is the purpose of this and why do they have to do it. The author later interviewed the users based on their questions in more depth to how they feel about the video and why did they asked those questions. The users explained that in Thai Temple, they do not have water purification fountain, thus the users was curious to what is this for and is the water clean to drink. They mentioned that some country you can drink the water but they were not sure if it was drinkable in Japan.
3.2 Prototype 2

After evaluating prototype 1 results, problems, and improvement, there are several positive comments on using a visual video is that technology platform is an improvement from written manual script for Japanese temple. Using video is an easy learning tool because visual is a more effective learning method than written words. However, a few users though that the video was not clear enough and that there needs to be a little more details, explanation or directions in the video.

During testing and observation of prototype 1, users raise a question; what were the purpose of their action and the meaning of this gesture.

As for the unclear direction the author decided to add a few short text to help the users to have a clearer understanding of each procedure. The author decided to have short subtitle in both English and Thai. The author decided to have it in English and Thai is because after interviewing with that several of the users, there are few users that are not familiar with English language so reading or hearing in English might be a little difficulty for them to understand especially with an elder generation. In addition, one user suggested adding Thai for the subtitle as well, because she mentioned that her grandparent would not be able to read English. Adding subtitle to the video will improve the user visually and process their understanding more efficient.
Moving to prototype 2, we kept the mid to wide shot when shooting and fast forward editing method from previous positive feedback and in this prototype we will add the subtitle both in English and Thai.

The following video was shot at Nogizaka Temple in October 2013, teaching the visitors what omukiji is use for and what you do after you receive the fortune strip. The author visited the Temple with a team member and spoke with the Temple caretaker for correct instruction on omikuji. The following will explain about omikuji. First, visitor make a pray, visitors may make a wish with omikuji. Omikuji is a wooden cylinder shape box with a lot of sticks with number on it inside in the box. After you make a wish holding onto the omikuji box, you shake and turn the box upside down so that one stick fall out of the hole. After receiving the number visitors can receive the paper fortune with the same number his or her receive from omikuji at the counter or from a wooden drawers, depending on how the temple is set up. Then after reading the fortune if it was a lucky fortune strip you may keep it or tie to the pine tree in the temple. If it is a not so good fortune strip then you should tie it to the pine tree.

In this video the author is filming the video and an instructor is showing the procedure in the following sequence:

The steps are:

Make a wish

Shake the omikuji (wooden box)

1 wooden stick will slip out, check the number

Collect the same number paper from the counter or drawer

The fortune will be written on your lucky number
Fold the fortune strip to small strip
Tied it to the pine tree

3.2.1 Shooting

For prototype 2 video shooting, we kept the mid to wide scale shooting same as prototype 1 because users gave positive feedbacks on this feature, visual was clear and easy to follow what the instructor is indicating. Shooting a whole scene with an instructor included in the video gives viewers more excitement than just a cut-in shot of hand gesture. In addition to prototype 1 feature, the author put a limitation to no zooming in this instruction video because users gave positives respond on mid to wide shot zooming is not necessary in this shooting. Also, if zooming is use together with fast forward editing technique there might be too much movement in the video.

3.2.2 Editing

We also kept the fast forward feature to cut down on the length of the video where the speed is still easy to follow and understand but in a more productive pace.

Color is also an important component in visual presentation. Color makes a huge effect on the audience eyes. Color gives visual more interesting and makes it more memorable. If your visual is in black and white, you can imagine that everything would look dull and it would be hard to differentiate the important parts of your visual. Studies show that color makes a remarkable effect on your visual. Converting oral statement or
written words to visual form just simply adding bullets or color would naturally make content visually more interesting and memorable.

The focus of prototype 2 improvements is to add text feature to the video to guide and direct the audience more efficiently. Besides, adding short description of each gesture helps to elaborate more on the gesture purpose. Texts are style in color red because red color instantly catches the audience eyes to read the text.

Prototype 2: Adding color red text for details in English and Thai

Figure 3.6: Prototype 2 color red text
3.2.3 Experimenting

The completion of prototype 2 was tested at a Temple. In this experiment instead of testing at the same Temple the video was shot. The author wanted to try something slightly different from the first experiment by testing the video that was shot at Nogizaka Temple at a different Temple, which will be at Asakusa Temple. The purpose is to observe if different setting of the video and the real life setting would still work effectively. Learning from previous experiment, we chose a more tourist Temple in this experiment, hence we will not face the problem of not finding any Thai visitors. Asakusa Temple is a perfect spot because it is most well known Temple amount tourist. We performed a similar experiment with prototype 1, choosing 4 males and 4 females to watch the video and asked them to repeat the instructor in the video the same way after watching the video the first time. Then we conduct a short survey on the effectiveness of the video at the Temple.
Feedbacks: Result

The following 2 surveys are total of 20 respondents.

First survey is to test whether after the implementation of the color red text feature improves the users understanding of the video.

Question given: Did you understand the instruction?

Yes: 17

No: 3

Table 3.3: How clear was the concept video
Effectiveness of the color red text

Second survey is to test how did the color red text affect them visually.

Question given: Did the color red text catch your attention?

Yes: 14
No: 6

Table 3.4: Effectiveness of color red text

<table>
<thead>
<tr>
<th>Effectiveness of the color red text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
</tbody>
</table>

Text in color red:

The text helps define the users understand a lot clearer. The color red catches their first sight right away, but the distraction in the surrounding (people in the background moving around) lost their focus from the instructor.
Notes

4. Concept

4.1 Prototype 3

The result of users observation from prototype 2 experiments, adding color red text improved users understanding and this shows a significant positive result. There was a clear guidance in the video in written words in both English and Thai and a clear visual image indicating through instructor gesture.

In the following prototype, the author wanted to shoot at Asakusa Temple for this video, because the environment is quite different from Nogizaka Temple. Asakusa is much more visitors. The author wanted to observe if shooting at Asakusa Temple will have any effect on the quality of the video or will change the effectiveness.

The following video was shot at Asakusa Temple in March 2014. In this video instructor will illustrate using of incense in correct sequence. This video was shot early in the morning at 9:00am due to the amount number of visitors visiting Asakusa Temple, shooting in the afternoon can be difficult in shooting thus the author decided to shoot in the morning when it is less busy.

4.1.1 Shooting

For this shooting the author tried using a professional camera Canon kiss x17. The shooting process was in the same structure as prototype 1 and prototype 2, which is mid to wide shot angle, so audience can see the instructor and the surrounding in one
scene. There was a short footage of a close up shot when the instructor is lighting the incense. In this scene, the author used a close up shot because the incense is quite small and if a far shot the audience will not be able to see what the instructor is demonstrating. Thus, the author decided to use a close up shot for this scene and a slightly tilted to the top angle so the viewer can see where the incense is being lit on the stove.

The video is shot at an angle 90 degree from the target because during observation at the temple we notice that tourist was watching the other people from the side angle. The video is not shot from the back, the top, or the bottom because we want the video to have the same angle view as when the viewer is looking at a real person.

4.1.2 Editing

In editing, it was edit the same method as prototype 2. Adding the first feature, the fast forward motion to shortening the video and to speed up the movement. Second feature to create subtitle texts in color red in English and Thai.

To further improve the concept video, we conducted a short viewing section with 4 Thai visitors for feedbacks. From the feedback we gathered, the users felt distracted by other visitors walking in and out of the screen, there was an instructor and 4 other people in the scene, and as those people walked into the scene it took the focus off the instructor. The author implement a Gaussian blur feature which is to blur out the
surrounding in the video in order to remove the distraction of other visitors moving in and out of the scene and create focus point for the audience.

This concept may contradict with the wide view shooting method because the reason for using the wide view angle for shooting so that the audience can see the surrounding and relate to the area more. However, due to distracting of other visitors at the temple walking in and out of the video, this distraction will be remove using Gaussian blur effect which will also blurred out the background as well.

The author is inserting a Gaussian blur feature to the final prototype. In normal shooting the DSL camera has a blur background feature, this technique can be use in real shooting as well. The cameramen may make adjustment on the camera, but the result will be different from editing program because on the camera the area of focus and the level of blurriness have fewer options than editing program.

We are implementing the Gaussian blur feature into the footage using video editing program called Adobe Premiere Pro CC. Each scene of the video the author blurred out the surrounding leaving the focus area only on the instructor throughout the procedure.

The target changed position in the video several times; thus we had to input three different layer of focused area when editing. The focused position has to be moved accordingly to the movement of the instructor and the rest of the space is slightly blurred.
The following is a procedure on how we implemented Gaussian blur. First drag the video onto video 1 and 2 in the sequence. Next create a “title” file -> New -> Title, Name it (layer 1) -> ok. Another window will pop up then draw an area you wanted to have it focus on using shapes tool on the left tools box. Then change the color -> white on the right toolbox. Then close the screen. Now drag that title layer you just created onto video 3 in the sequence. On the left size box click -> effect -> keying -> drag track matte key to layer video 2. Go to effect controls on the top, matte -> video 3. Go back to effect box -> video effect -> blur & sharpen -> drag Gaussian blur to layer video 1. In effect control set Gaussian blur blurriness to 28. Go back to effect box -> video effect -> blur & sharpen -> drag Gaussian blur to layer video 3. In effect control set Gaussian blur blurriness to 200.

Repeat the same method throughout the video as the positioning of the focus area change. In this video, the author had three different position of the focus area because the target has moved to 3 different positioning. This method was used in Adobe Premiere Pro CC, to create a simple blur background.
Prototype 3 before inserting blur feature

Figure 4.1: Prototype 3 before inserting blur feature

Prototype 4 inserting blur feature

Figure 4.2: Prototype 3 inserting blur feature
In Adobe Premiere Pro CC, Gaussian Blur was inserted on the background layer and the blurriness is set at 28.

![Image](image1.png)

Figure 4.3: Gaussian Blur setting step 1

The area where the author wanted to stay focus, an oval shape is drawn and inserting Gaussian Blur to the shape layer. The focus area its’ Gaussian Blur, blurriness is set at 200. This function is to smoothen the fine edges by blending in the blur background with the focus area.

![Image](image2.png)

Figure 4.4: Gaussian blur setting step 2
This is a final approach diagram, which is the hypothesis of this research paper.

![Diagram showing six features for T.I. Video concept: Mid to wide shot, No Zooming, 90° from the target, Fast forward motion, Direction in color red, Gaussian blur.](image)

Figure 4.5: Hypothesis of T.I. Video concept
5. Evaluation

The evaluation of the effectiveness of the instruction video is to show Thai visitors how to correctly behavior and pray at a Japanese Asakusa Temple. The effectiveness of the video creation will be evaluating through deep interview questions with 3 females and 3 males from Thailand and is their first visit to Japanese Temple. Their age group is between 20-25 years old. The interview is taken place at Asakusa Temple, picking the right target candidate and then politely asked them to watch prototype 4. Follow by sit down interview questions with each candidate on their opinion on each shooting and editing features and finish with overall thoughts on the video.

Interview questions:

1. What is your opinion on the side view angle?
2. What is your opinion on no zooming?
3. What is your opinion on wide view?
4. How was the speed of the video?
5. What do you think about subtitle color?
6. How is the focused area?
7. How useful was the video?
8. Was the video entertaining?
5.1 Evaluation Process

The evaluation process will take place in two steps to evaluate the overall effectiveness of this concept video. First evaluation step is to conduct a deep interview with 6 persona 3 males and 3 females.

Interview questions are base on the content created in the video, which is shooting and editing technique of the video. The interview feedbacks we will give an idea of how effectiveness is this instruction video concept and whether the quality and the understanding of the video is feasible for Asakusa Temple.
If the result are leaning towards positive feedback, we will further requested for permission to test the video for 1 day at Asakusa Temple and observe on the result of the visitors interest. Furthermore, during observation we will choose a few viewers whether they find this video concept useful and improve their visits at the Temple.

5.1.1 90-degree Angle

The following are feedbacks from six participants. First tester name Nong Kompetch, a 23 years old female, just graduated from university. It was her first time visiting Japan. She thought that this was the best angle for the audience. She said, “I think when I see from the side I can see it easier what the person is doing because it is the best angle to see the demonstration” (Appendix 2, 82). Second tester name Pawat Thomee, a 24 years old male, already working and this was his first time visiting Tokyo. He could see quite well from this angle comparing to other angle such as front view, back view, or top view. The hand movement was understood well at this angle. He said, “I thought I can see it quite clearly and well from this angle more than any other angle” (Appendix 2, 85). Third participant name Thana Opanayikul, a 23 years old male, already working and this was his first time visiting Tokyo. He thought that the angle was very appropriate in this video because when he visits a temple he would watch the other visitors gesture from the same angle. Sometimes from the front view but this depends on the situation and where the props are locating. He gave an example of water fountain area the side view would be the best because you can not see anything from the front view the fountain is blocking the view. In the opposite the incense area, front view is feasible in this case because the ash pot is placed in the center of the
temple where you can see from all angles. He said, “I thought that the side view angle was appropriate in this video” (Appendix 2, 87). Fourth tester name May Supanan, a 23 years old female, just graduated from university and it was her first time visiting Japan. She thought that this angle was quite effective because she can see the hand gesture and what the girl is indicating quite well. She said, “I can see what the girl is indicating very well from this angle” and “This was an effective angle I thought” (Appendix 2, 89). The fifth tester name Wongsatit Thanakrit, a 23 years old male visitor, it was his first visit to Tokyo. He also though that the side view angle was effective use in this video because he explained that in a real situation if he was looking at the other people at the temple, he would look at them from the side view as well. Thus this angle is realistic to him and makes most sense. He said, “I was able to see everything that the instructor was showing” (Appendix 2, 91). Our last tester is Paramat Punpathawong, a 21 years old female, studying in university in Bangkok; it was her first time visiting Japan. She thought that 90 degree was the best angle for her. Then she gave a similar comment to our previous tester that when she look at the other visitors she would look at them at the exact same angle as it is in the video.

Overall thoughts on shooting from approximately 90 degree angle was a picture-perfect angle because viewer imagining themselves at the Temple most of the time the visitors would look at others from the side view. All the interviewees thought that the 90-degree of the angle is the most appropriate angle for this video because at this angle the audience can see clearly what the instructor is doing and the movement of the hands and body is understandable. Observing and trying to understand each participant’s comments and thoughts, the author thinks that 90-degree angle bring out the natural
look and express each gesture very well which makes the video feel realistic to the audience. In addition, there was no awkwardness because the instructor did not look at the camera or in another word the instructor did not look directly to the audience.

5.1.2 Wide View

In this section, the author shows the interviewee both close up footage and wider view footage. Wider view footage is the including a person who is the instructor teaching and the object in front of her. Wide view the viewer can see instructor whole body movement and the surrounding. First tester Nong Kornpetch, a 23 years old female, just graduated from university. It was her first time visiting Japan. She thought that using a wide view angle showed her all the necessary information in one big frame and that she could sense the message of the video better by understanding what the instructor is trying to show. She said, “I felt that all the information is well put in single picture” (Appendix 2, 83). Second tester name Pawat Thomee, a 24 years old male, already working and this was his first time visiting Tokyo. He mentioned that using a wide view angle was effective because he was able to relate to the area more since he was able to see the whole place and where it took place. He said, “I thought taken from wide view was good because I can see everything and I can related to the area more” (Appendix 2, 85). Third participant name Thana Opanayikul, a 23 years old male, already working and this was his first time visiting Tokyo. He actually really like the wide view angle, similar to previous tester, he felt that he can see the whole picture and the surrounding, but zoom up shot you can only see the hand gesture, the video becomes boring and no interesting architecture on the background. He said that, “As a
visitor I can relate to the surrounding better and can see which area is the instructor trying to indicate” (Appendix 2, 87). Fourth tester name May Supanan, a 23 years old female, just graduated from university and it was her first time visiting Japan. She really enjoyed the wide view shot because when she saw the video, right away she was thinking that she was just right there in the same area, which make her feel the connection to the video. Then the information process into her brain, this is how she was suppose to pray. She said that, “...I was just right there and that is how I suppose to pray, with this relationship I thought its better for me and for other audience” (Appendix 2, 89). This shows a positive interaction between the tester and the video because of the wide view feature that shows her the surrounding, which she could relate to. The fifth tester name Wongsatit Thanakrit, a 23 years old male visitor, it was his first visit to Tokyo. He did not like the wide view shot as much as the other tester because he thought that the wide view angle was a little too far to see the small details of the hand movement. He had to carefully look at the instructor hand to see the detail. Then he suggested that a closer shot would be better but not too close, the audience should still be able to see the surrounding. He said, “Wide view shot was not bad but I thought it was a little far away” (Appendix 2, 92). Sixth tester is Paramat Punpathawong, a 21 years old female, studying in university in Bangkok; it was her first time visiting Japan. She like the wide view angle shot because she thought that showing the beautiful temple architecture to the background of the video is much more interesting and also it expresses the traditional Japanese exterior design very well. She said, “Wide view is definitely best because Temple architecture is gorgeous and adding those architecture to the background of the video makes the video a lot more interesting” (Appendix 2, 94).
Overall evaluation for this feature, 5 out of 6 interviewee preferred wide view angle because they feel like they can interact and related to the surrounding as well. I felt that if the shoot was a little closer would be easy on their eyes. The wide view angle is quite far, you can see the whole body of the instructor but small details of the hand closer up is better so they do not have to squint their eyes to see the small details. Through observation of the six participants, the author thought that all participants really appreciate the ambiance at the temple. Seeing Japanese temple architecture style is an eye opener for them because in Thailand the ambiance and the look of the temple give a total different feeling.

5.1.3 No Zooming

The concept of no zooming is to not destroy the pixel of the video. The video can be created through any unprofessional shooter with normal camera. For this reason, the author chose to avoid no zooming method when shooting the video. During the interview, the author shows zooming video and non-zooming video. First tester Nong Kornpetch, a 23 years old female, just graduated from university. It was her first time visiting Japan. She thought that no zooming was better for her because she felt that zooming in and out will give her headache since the video is already moving in faster motion. She also said that, “Shooting at non zooming he video seems smoother” (Appendix 2, 83). Second tester name Pawat Thomee, a 24 years old male, already working and this was his first time visiting Tokyo. As he mentioned about the wide angle shot he liked that he was able to see the surrounding inside the temple so for him no zooming was better because if zooming was use then the background will be cut off.
He said, “I thought that no zooming was good because I can see the picture as a whole better…if the video is zooming I can see the detail but not the surrounding” (Appendix 2, 85). Third participant name Thana Opanayikul, a 23 years old male, already working and this was his first time visiting Tokyo. He did not have much opinion on zooming. However, in the video there was no zooming and he thought that it was perfectly fine he understood the instruction well and did not have any difficulty. He said that, “The video has no zooming and in my opinion I thought it was fine to have the no zoom, the video is still understandable” (Appendix 2, 87). Fourth tester name May Supanan, a 23 years old female, just graduated from university and it was her first time visiting Japan. She thought that zooming or no zooming does not make a big difference because there was 1 section of the video the camera moved closer to the hand and it did not effect her viewing but she thought that if there was zooming in and out throughout the video, this could result in confusion and too much movement for the audience to concentrate. She said, “Zooming in and out can be too confusing and too much going on” (Appendix 2, 89). The fifth tester name Wongsatit Thanakrit, a 23 years old male visitor, it was his first visit to Tokyo. He talked about his experience that when he zoomed in the quality of the image can be destroyed but of course this would depends on what kind of camera one is using but to be sure he thought that no zooming on the lens give a smoother flow. He said, “Zooming maybe will destroy the image slightly because from my experience when you zoom on something the video becomes blur…no zooming was appropriate” (Appendix 2, 92). Sixth tester is Paramat Punpathawong, a 21 years old female, studying in university in Bangkok; it was her first time visiting Japan. She also thought that no zooming was appropriate for this video because there is too much going when zooming is being use together with other features. She said that, “Zooming make the
video looks like there is too much going on and make it too confusing for the eyes” (Appendix 2, 94).

Most of the interviewees agreed that no zooming was appropriate for this video. A few interviewees pointed out that zooming might not be good for the audience because zooming in and out can cause headache, hence they prefer a non-zooming video in general. Especially at the temple it is hot and crowded, less movement to the video will be more beneficial to the viewers.

5.1.4 Speed

The speed is added to the video this mean that the video motion is 2 times faster than the normal shot. First tester Nong Kornpetch, a 23 years old female, just graduated from university. It was her first time visiting Japan. She thought that the speed makes the video looks a lot more interesting and less boring to watch which also caught her attention right away. The length of the video became shorter as well and less tedious to watch because usually instruction videos are quite long and slow. She said, “Because the speed is different from the normal speed, I thought it was very interesting. It is definitely less boring and caught my attention” (Appendix 2, 83). Second tester name Pawat Thomee, a 24 years old male, already working and this was his first time visiting Tokyo. He did not like the increase in speed because he was not able to the catch some of the details. Thus, he thought that normal speed would be better for him. He said, “…the speed was difficult to catch on the details” (Appendix 2, 85). Third participant name Thana Opanayikul, a 23 years old male, already working and this was his first
time visiting Tokyo. He thought that the speed was interesting because he has never seen this kind of technique use in the instruction video before. It was confusing for him at first why the video was moving so fast but the confusion did not effect the instruction he was receiving. He said, “The speed of the video was very interesting; I have never seen anything like this before so it is different from any instruction video” (Appendix 2, 87). Fourth tester name May Supanan, a 23 years old female, just graduated from university and it was her first time visiting Japan. She thought that the speed was attractive editing technique because it shorten the video and not time consuming. She said that, “I really enjoy how it is short and not time consuming but I got all the important messages in just few seconds” (Appendix, 90). The fifth tester name Wongsatit Thanakrit, a 23 years old male visitor, it was his first visit to Tokyo. He did not catch the speed at the beginning but when the instructor had more movement he realized that the speed was faster. He thought it was quite random and different from other videos but he said that, “It was a cool effect, and definitely time saving” (Appendix, 92). Sixth tester is Paramat Punpathawong, a 21 years old female, studying in university in Bangkok; it was her first time visiting Japan. She did not notice the increase in speed at first, but she said that the increase in speed does effect the duration of the video. Then she said, “The duration of the video was perfect length for me so I guess increase in speed actually helps me save some time standing in the sun” (Appendix 2, 94)

Two females and two males interviewees were able to pick up the speed of the video right away. They notice that the speed was faster. One males and females did not catch the speed at the start. They do notice that something is slightly different from the
normal video but they cannot identify what it was exactly. 1 male did not like the increase in speed of the video because he thought it is better at normal pace so the viewer can enjoy the video and catch the small details better. Overall, majority of the interviewees thought it was interesting and cool editing technique to add to the video. It does save up a few seconds of their time and it is less boredom to watch. A few seconds glaze at the video they are able to understand the manners at the Temple. Through observing the responds, time saving seems to be their most concern. The audience like that the video was short because they do not like long video with long explanation.

5.1.5 Red color text

Red color text was written in both English and Thai. This is a short description explaining the important of the action. First tester Nong Kornpetch, a 23 years old female, just graduated from university. It was her first time visiting Japan. She thought that red description was very clear because when she was at the temple she felt that some area were a little dark and having the text in red contrast well with the lighting. She said, “the red subtitle helps a lot” (Appendix, 83). Second tester name Pawat Thomee, a 24 years old male, already working and this was his first time visiting Tokyo. He thought that the red description blend in with the video background a little too much so he suggested that white color might be better in this video. Though, he thought that the description in Thai was helpful to him because he does not know English that well and cannot read the text in English that quickly. He said, “for my case both English and Thai is very helpful” (Appendix, 85). Third participant name Thana Opanayikul, a 23 years old male, already working and this was his first time visiting
Tokyo. As for this tester he thought that the description stood out to him right away when the text appears on the screen and he added that it is hard to miss the red color in general. He also explained that having the text in both English and Thai was good because as a native Thai speaker but knows English as well he still chooses and prefer to read the text in Thai. He said, “subtitle in color red stood out to me as soon as it popped up I read the text right away” (Appendix 2, 88). Fourth tester name May Supanan, a 23 years old female, just graduated from university and it was her first time visiting Japan. She thought that having description was definitely useful to the audience because without the description she would not understand why did the instructor do the hand gesture of putting the smoke towards her body. She explained that in Thailand they would move away from the smoke because they do not want the smoke on themselves and when the smoke gets in your eyes it is quite painful. She said, “subtitle was definitely useful and good way to sent a message through” (Appendix 2, 90). The fifth tester name Wongsatit Thanakrit, a 23 years old male visitor, it was his first visit to Tokyo. He thought that red color was quite effective and stood out well, but he also mentioned that white could also be as effective because white is light color and it would stand out in the video just as much. He said, “it stood out the moment it popped up” (Appendix, 92). Sixth tester is Paramat Punpathawong, a 21 years old female, studying in university in Bangkok; it was her first time visiting Japan. She thought that having the description was so much clearer to her. Having the short message the video makes a lot more sense on the incense section. She explained similar experience to our previous tester that she would try to avoid the smoke instead of putting the smoke towards her. She said, “Watching the video without the subtitle I might not be able to understand
some part of the video” (Appendix 2, 95). This clearly showed that subtitle helped her understood better.

All interviewees gave a positive respond on the text. It caught their eyes instantly and with the written phrase the visual of the video matches the text and delivery the instruction in a much clearer way. Red definitely stood out as soon as it popped up on the screen and instant reaction is that they all read the text. As a result the red color text does catches the audience attention instantly and the text definitely delivered the message clearer. Two interviewees also pointed out that white color text perhaps could be as effective as well because white is light color and it would stood out on the video since the red blends in with the temple color.

5.1.6 Focus area

The blurred area was blurred out due to distraction of the surrounding. First tester Nong Kornpetch, a 23 years old female, just graduated from university. It was her first time visiting Japan. She thought that the focused area was useful because she mentioned earlier on the wide shot angle that it was good to see the big picture but there is many things going on in the video so having focused area as a target point was interesting. She said, “it help filter down the important section of the video” (Appendix 2, 83). Second tester name Pawat Thomee, a 24 years old male, already working and this was his first time visiting Tokyo. He thought it was unnecessary to use the blur editing technique because it is not appropriate for temple situation. He metioned that if the video was used for sweet and fun sightseeing perhaps blur is more appropriate in that case. He said, “it should show everything” (Appendix 2, 86). Third participant
name Thana Opanayikul, a 23 years old male, already working and this was his first time visiting Tokyo. He also thought that blur editing technique was unnecessary because you would want the audience to see setting by being able to see the surrounding. However, he does agree that if there is too much going on in the background then a slight blur being use is appropriate or else the video should be shot when there is no people in the background then the blur feature is not needed. He said, the focus area is not necessary because you want people to see the surrounding” (Appendix 2, 88). Fourth tester name May Supanan, a 23 years old female, just graduated from university and it was her first time visiting Japan. When she was watching the video she did not understand why the edges were blurred out but after the video we explained to her and as a result it was effective for her. She said, “it did work on me, my eye paid attention to only the focused area” (Appendix 2, 90). This showed that because the edges were blurred out she did not pay attention to those areas, but instead she only focused on the area where the author wanted her to concentrate on. The fifth tester name Wongsatit Thanakrit, a 23 years old male visitor, it was his first visit to Tokyo. He wanted to see the surrounding more than adding the blur feature. As he mentioned in previous question being able to see the surrounding inside the temple is beautiful so adding the blur feature defeats the purpose. He suggested that decreasing the level of blurriness might be more appropriate. He said, “I would want to see the surrounding a little more. Decrease the blurriness slightly so it is not completely visible but not this level of blurriness” (Appendix 2, 93). Sixth tester is Paramat Punpathawong, a 21 years old female, studying in university in Bangkok; it was her first time visiting Japan. She did not understand why the edges were blurred out as well. After watching the video I explained to her and she thought it was effective. She said, “I
was actually focusing on the focused part, the non-focus part was no interest to me at all” (Appendix 2, 95). This showed that she automatically has her focused on the focused area and she did not pay attention to the blurred area because she automatically felt that it is not important section.

The distraction of other movement in the video is slightly blurred out so that the audience can still picture and see the outline of the surrounding while its eyes in 100% focus on the instructor. The interviewees thought that the focus area really work and their eyes were focused mainly on the focused area. 2 interviewees did not like the focus area feature they prefer a normal all clear vision because they mentioned that it would be nicer to be able to see the surrounding and that is the purpose of having a wide shot video. The background of the temple is important to them so they can relate to the area of the temple more. Overall thoughts from interviewing all the interviewees, there is a conflict between mid-shot angle and Gaussian blur because the purpose of mid-shot angle is to be able to see the surrounding inside the temple however Gaussian blur is being implemented and blurred out those vision which defeats the purpose of mid-angle shot.

5.2 Overall Evaluation

All the interviewees thought that the video was very useful if it was set up at the Temple. We were lucky to have all the interviewees as their first visit to Asakusa Temple because they had no idea or what to expect at the Temple, which makes the video more exciting for the testers. After interviewing the interviewees, they are able to
understand the Temple manners and procedure for praying better now. They thought the video was very useful and definitely is practicable for temple use. It is short and clear. The video definitely helped improve their visit experience at the Temple in Japan. In addition 2 of the interviewees watched the video after the pray and they had no idea why people was waving the smoke to themselves but after they watched the video they now understood the idea of this doing at a Japanese temple.

As a result for entertaining, half of the interviewees thought it was nothing special or nothing entertaining just a simple instruction video at a temple. However, half thought that the video was entertaining because of the fast speed motion editing technique that was used for editing. The video is running double the normal speed and because the movement is faster than the usual they found that the movement of the instruction was funny and makes them giggle. It was entertaining for them in a way and also positive learning experience.

5.3 Asakusa Temple Users Observation

The evaluation of the deep interview gives a positive result. In addition to deep interview with 6 participants we also received a permission to set the video on ipad for half a day at the Asakusa Temple and make some observation on the use of the video. The ipad is set on the counter of where the incense is purchase. This location spot is perfect because the visitors can catch on the video as they are waiting to pay for the incense. Several visitors pay some interest on the video and watched the video and they even told their friends or family to watch the video. However, some visitors just glaze
through did not pay much attention perhaps they were Japanese or they already know well enough about the temple. Purification water fountain and pray was difficult spot to place because there is no appropriate spot to place the ipad. The water fountain and the pray is so huge that when there is a large crowd of people they do not notice the device. Some people that are standing around notice the device because they are standing and observing around. For those who just first enter the temple they just walk straight to the water fountain. Omikuji was not difficult spot to spot the device as well because it is again a counter so the visitors can easily pay attention to the video.

Through this observation the author notice that when it is a counter or small area of space the video is more noticeable and easier to spot but when it is an open area or large area with crowded people it is harder to spot the video. In larger area perhaps a different kind of device input is needed to more awareness.
6. Conclusion

6.1 Results on T.I. Video concept

This thesis set out to investigate the effectiveness use of instruction video at Japanese Temple. Whether this method help improve Thai visitors Temple trip and attract Thai visitors to Japanese Temple in a positive manners. In this final chapter, we will review and summarize the research contribution and discuss further on future research.

Our aim is to demonstrated and evaluate if using a video tools with specific shooting and editing technique can be effective use and enhance Thai visitors their visit to Japanese Temple or shrine. Based on the result from deep interview evaluation sections with Thai visitors at the Asakusa Temple shows that T.I. video concept successful helped improved their Temple day trip and the video certainly useful for their future friends and family who have never visited before. Although not all interviewees adore the features in the video and some may need some adjustment for further research, but we can say that 90-degree angle, wide width, no zooming, and subtitle in red are the most successful features in this research. The speed and the focus area really depend on the person opinion and what they prefer.
6.2. Improvement

The overall of this research paper, improvements can be made through the research process. For a more effectiveness of this concept video a few improvements can be made:

- Evaluate with several more Temple in Japan
- Place the video in more Temple in Japan and observe for users reaction to the video
- More number of interviewees for a better and more concrete results
- Comparison of non feature video and final concept of T.I. Video
- Field observation on different target group

6.3 Future work

Producing an instruction video can be learn and done with basic knowledge. Instruction video is a rapid increase style of video on social network and many users are using video to self teach themselves in various kinds of field such as cooking, calligraphy, make up and many more. Using the video in a real life location to share with the audience is an excellent tool for improving the Temple service and management. However, improvements of the video can be work on towards entertaining and fun feature. A 3D screen or projector projecting big onto the Temple wall can be implemented and improve further to increase visitors enjoyment during their Temple visits. Implementing modern technology to traditional place is another ideal research.
Acknowledgement

I would like to give my appreciation to Professor Masa Inagake, who has picked me up halfway my master program and support me from where I left off with Professor Yoko Ishikura.

Thank you Professor Yoko Ishikura for your support from the first semester, I understand it has been difficult with your position but thank you for still sticking around and advice me in the right directions.

A great gratefulness to Professor Satoru Tokuhisa for rescuing me during the last semester of my master program Thank you for guiding me until the end and finally complete my thesis.

I would like to also thank you my Crafts Couture group members, it was a hard working 2 years together and we made many field trips together. Building lots of memories together and learn many great values from all of you. Thank you for all the support and push me to do what I am passionate about.

Thank you to Kailin Wang and Nong Kornpetch is featuring in my video and contribute to my project in various ways. And also all my friends who few in and interviewees I spoke with at the Temple. I appreciate the time you spend with me to help me complete my thesis.
Most important, none of this would have been possible without the love and support of my family. Specially thank you to my father who have encourage me to pursue my master degree and support me throughout my 2 years both tough and happy time.
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Appendix

Appendix 1
Research Interviews
Thoughts on Japanese Temple Experience
Date: 2013/09/20

Interview questions:

1. What is your age?
2. Total of how many days have you visited Japan?
3. Is Temple a must visit spot when traveling to Japan?
4. Are you Buddhist?
5. What did you find different from Thai Temple?
6. What did you find similar to Thai Temple?
7. Did you find difficulty when visiting Japanese Temple?
8. Were there enough instruction or information at the Temple?
9. How do you pay respect at the Japanese Temple? (Thai style or Japanese style)
10. If Thai style, then why?
11. If Japanese style, how or where did you learn to pay respect in this way?
1st survey interviewees

What is your age?
22

Total of how many days have you visited Japan?
5 days, my first time in Tokyo and first time at this Temple

Is Temple a must visit spot when traveling to Japan?
Yes

Are you Buddhist?
Yes

What did you find different from Thai Temple?
Design of the Temple

What did you find similar to Thai Temple?
The calm and peaceful surrounding

Did you find difficulty when visiting Japanese Temple?
I'm not sure if they have the same way of paying respect there.

Were there enough instruction or information at the Temple?
I did not see any, and most are in Japanese.

What did you think about the instruction signs?
I did not see any signs so in my opinion there were not enough instructions around

How do you pay respect at the Japanese Temple?
Maybe Japanese style

If Japanese style, how or where did you learn to pay respect in this way?
I observe the other people who come to pay respect at the temple and learn how most people do it

2nd Interviewee

What is your age?
22

Total of how many days have you visited Japan?
Less than 10 days, I have been to Kyoto and Osaka but this is my first time in Tokyo

Is Temple a must visit spot when traveling to Japan?
Yes

Are you Buddhist?
Yes

What did you find different from Thai Temple?

First thing I saw is architecture and construction material is different and also the Buddha look different, the Japanese one look more like them and Thai one has Thai/Indian feature

What did you find similar to Thai Temple?
The overall color of red, yellow, and gold

Did you find difficulty when visiting Japanese Temple?
I feel the translation is never that great in Japan so it's hard to find things you need

Were there enough instruction or information at the Temple?
No there was not

How do you pay respect at the Japanese Temple?
I try to do it in Japanese style

If Japanese style, how or where did you learn to pay respect in this way?
I follow other people around the Temple

3rd interviewee
What is your age?
20

Total of how many days have you visited Japan?
About 5 days

Is Temple a must visit spot when traveling to Japan?
Yes

Are you Buddhist?
Yes

What did you find different from Thai Temple?
Japanese Temple is very busy and lots of traditional stores around the Temple, makes me feel like I’m walking in an old time city.

What did you find similar to Thai Temple?
The color it’s often red, yellow, gold or orange.

Did you find difficulty when visiting Japanese Temple?
It is very crowded maybe because it is a tourist spot in Japan.

Were there enough instruction or information at the Temple?
There were some in English but it was a little hard to understand.
How do you pay respect at the Japanese Temple?

Thai style

If Thai, then why?

I pay respect Thai way how I would do it a Thai Temple because I’m not sure how to do it in Japanese way

4th interviewee

What is your age?

23

Total of how many days have you visited Japan?

About 6 days

Is Temple a must visit spot when traveling to Japan?

Yes

Are you Buddhist?

Yes

What did you find different from Thai Temple?
The sanitary in Japanese temple is much better and the air is much fresher because there are more open air spaces where as in a Thai temple usually it is in a very compact space.

What did you find similar to Thai Temple?
Both are Buddhist temple with similar sacred objects around.

Did you find difficulty when visiting Japanese Temple?
I think choosing a lucky charm is very difficult because there are so many of them to choose from and not every temple has an English explanation.

Were there enough instruction or information at the Temple?
In certain area of the temple yes there is, but not all of the area has instruction or explanation like I mentioned earlier about the lucky charm there are no proper explanation only Japanese language, which I do not understand.

How do you pay respect at the Japanese Temple?
Thai style

If Thai, then why?
I pay respect how I would do in Thai temple because both temple are Buddhist temple so I assume it should be somewhat similar or sometimes I just follow the other tourists.

5th interviewee
What is your age?
22

Total of how many days have you visited Japan?
7 days, this is my 3rd day in Tokyo and first time coming to this Temple.

Is Temple a must visit spot when traveling to Japan?
Yes

Are you Buddhist?
Yes

What did you find different from Thai Temple?
Thai Temple are a lot bigger with parking lot, Japanese Temple are much more compact.

What did you find similar to Thai Temple?
Both is Buddhist Temple

Did you find difficulty when visiting Japanese Temple?
Lack of information, I am Buddhist but some of the material at a Japanese Temple is slightly different from Thai Temple. I sometimes wonder what they are or what is this use for and for what reason?
Were there enough instruction or information at the Temple?

No, I tried to ask the Temple maintenance but they usually do not understand English so it is very difficult.

How do you pay respect at the Japanese Temple?

I'm not so sure because I still don't know what is the correct way in Japanese Temple.

I learn it through friends who visited before and I watched other people at the Temple and follow how they pray, not sure if I did it correctly but I do try to be as respectful as much as possible.

6th interviewees

What is your age?

24

Total of how many days have you visited Japan?

About 10 days to 2 weeks, this is my second time in Tokyo and second time visiting Asakusa.

Is Temple a must visit spot when traveling to Japan?

Yes
Are you Buddhist?
Yes

What did you find different from Thai Temple?
The architectural structure and appearance differs vastly between the two due to its cultural variations. Additionally, the main purpose of its existence is also different. Thai temples are primarily built to attract local people to visit, worship and carry out religious practices while Japanese temples are primarily functioned as a safe keep for sacred objects.

What did you find similar to Thai Temple?
They are both similar in the way that visiting the temple would bring them good luck in the eyes of most visitors and both places require visitors to follow certain norms to show respect.

Did you find difficulty when visiting Japanese Temple?
I find it hard to find a quiet space to find peace for myself praying or showing respect to sacred objects considering the amount of tourists that were present.

Were there enough instruction or information at the Temple?
There were enough fundamental signs such as toilet and non-smoking area signs in English but I found the information regarding the temple/sacred objects lacking as a foreign tourist.
How do you pay respect at the Japanese Temple?
Thai style

If Thai, then why?
Because I do not know how to respect the Japanese way and I try to learn as much as possible by reading information on signs available to me on the eye, but it is still lacking of instruction. I do not know how to respect the correct way in Japanese but I try to be as respectful as possible.

7th interviewees

What is your age?
25

Total of how many days have you visited Japan?
About 1 week

Is Temple a must visit spot when traveling to Japan?
Yes

Are you Buddhist?
Yes
What did you find different from Thai Temple?
The structure of the architecture

What did you find similar to Thai Temple?
Both Temple are Buddhist but in a way it is slightly form of Buddhism

Did you find difficulty when visiting Japanese Temple?
As I mentioned earlier, both Temple is Buddhist however it is slightly different because the architecture is different style and also the procedure how to pray seems a little different. I notice that in Japanese Temple there is a water pond when you enter the Temple but in Thai Temple we do not have that.

Were there enough instruction or information at the Temple?
There were some information but very short and unclear, also not all is written in English, which makes it difficult for me because I cannot read Japanese.

How do you pay respect at the Japanese Temple?
Thai style
If Thai, then why?
Because but I do the same way because I do not know the Japanese way.

I often watch other tourist people or local Japanese people and try to follow them.
Interview questions:

1. What is your opinion on the side view angle?
2. What is your opinion on no zooming?
3. What is your opinion on wide view?
4. How was the speed of the video?
5. What do you think about subtitle color?
6. How is the focused area?
7. How useful was the video?
8. Was the video entertaining?

1st Interviewee: Nong Kornpetch, female, 23, first time visits

1. What is your opinion on the side view angle?

I think when I see from the side I can see it easier what the person is doing because it is the best angle to see the demonstration.

2. What is your opinion on no zooming?
If you zoom in and out it's difficult to follow and this might gives me headache.
Shooting at none zooming the video seems smoother because I cannot imagine if the video is being zooming in and out through the video.

3. What is your opinion on wide view?

I felt that all the information is well put in single picture as a whole. Being able to see bigger picture of the video I can sense the message of the video better what the instructor is trying to show.

4. How was the speed of the video?

Because the speed is different from the normal speed, I thought it was very interesting. It is definitely less boring and caught my attention. Also, because the speed is faster the video becomes shorter which makes the length of the video not so long and tedious to watch. Only the essential information was shown which was effective.

5. What do you think about subtitle color?

Red subtitle was very clear because I realized that usually at the temple it is slightly dark in some areas or too bright because of the sun, the red subtitle helps a lot with the eye because I do not need to squint my eyes.

6. How is the focused area?
The focus area was definitely useful because as I said early using a wide width you can see everything as a whole but its good to direct the audience to certain target point and this is where the video trying to indicate. It help filter down the important section of the video, and that's definitely where my eyes was focusing the whole time.

7. How useful was the video?

I felt like I learned a lot from the video because before I went to the temple I never knew that putting smoke towards ones is for good fortune and at this point I am able to understand the temple prays better. At the temple usually there is not a lot of instruction I notice, mainly the signs are in Japanese or some few signs not to enter certain areas but no instruction how to pray correctly at the Temple so I had no idea what is the correct way until I watched this video.

8. Was the video entertaining?

I thought it was an interesting video overall because I never knew much about the temple until now. The increase in speed and changes in focus makes the video much more entertaining as well unlike normal video that is being shot and just edit in the usual method.

2nd Interviewee: Prawat Thomee, male, 24, first time visits
1. What is your opinion on the side view angle?

Side view angle was not bad, I thought I can see the quite clearly and well from this angle more than any other angle.

2. What is your opinion on no zooming?

I thought that not zooming was good because I can see the picture as a whole better. I was imagining if the video is zooming I can see the detail but not the surrounding so well. Seeing video as whole I thought it was good in this shooting style.

3. What is your opinion on wide view?

I thought taken from wide view was good because I can see everything and I can related to the area more. Not only be able to see the instructor I can also see the overall video or the whole place.

4. How was the speed of the video?

I thought for me or for some people might want to see the video clearer and the speed was difficult to catch on the details. It is hard to follow for me and I thought if it was at normal speed would be better.

5. What do you think about subtitle color?
The red subtitle blend it with the video a little too much white color might be better and stand out more. However, subtitle in Thai is definitely helpful because I do not know English well whereas some Thai visitors might know English then they do not have problem but for my case both English and Thai is very helpful.

6. How is the focused area?

In my opinion, I thought the unimportant area shouldn't be blur because when you go to the temple it should show everything and it’s not appropriate to blur it out. If the video is related to something sweet and fun blur edges is more appropriate.

7. How useful was the video?

Yes definitely! I think the video is useful because it is visual and when you travel the things you see usually stays in your mind and from this I will definitely remember the video better than written signs.

8. Was the video entertaining?

It is entertaining because as for me I do not travel so often so from this video I have learn important points from the video about the temple and this was a good learning experience.

3rd Interviewee: Thana Opanayikul, male, 23, first time visits
1. What is your opinion on the side view angle?

I thought that the side view angle was appropriate in this video because when I am at the temple I would be watching other temple visitors from this angle as well or perhaps from the front. Sometimes the front can be a little difficult so it depends on the situation. For example, water fountain and praying definitely from the side view and the incense from the front view is appropriate.

2. What is your opinion on no zooming?

I do not have much opinion on no zooming because I do not know what it looks like to zoom in. The video has no zooming and in my opinion I thought it was fine to have the no zoom the video is still understandable.

3. What is your opinion on wide view?

I really like the wide view because I can see the overall picture and surrounding. As a visitor I can relate to the surrounding better and can see which area is the instructor trying to indicate.

4. How was the speed of the video?
The speed of the video was very interesting; I have never seen anything like this before so it is different from any instruction video. I got a little confuse at the beginning why the girl is moving so fast but it did not effect what she was doing I was still able to learn and caught her movement.

5. What do you think about subtitle color?

Subtitle in color red stood out to me as soon as it popped up I read the text right away and it was definitely good that it was written in both English and Thai because I am able to read English but I would definitely prefer to read in Thai because my English skills is not so good and it takes a little longer to read for me.

6. How is the focused area?

In my opinion, the focus area is not necessary because you want people to see the surrounding however I do agree if there is a lot going on, on the outside side then blurring the edges is good in this video. If the video has no other people at all other than the instructor then focus area is not necessary for this video.

7. How useful was the video?

I thought that the video was very useful because I just came out from praying and I really had no idea what I was doing. I wish I saw this video before I went in to pray but
now that I watched the video I understood the temple manners better and for next time visiting I will be able to do in correctly.

8. Was the video entertaining?

Yes, the video is more entertaining than written signs I thought because sometimes signs are so boring but watching video or visual is always more entertaining especially with pretty girls featuring in the video.

4th Interviewee: May Supanan, female, 23, first time visit

1. What is your opinion on the side view angle?

I can see what the girl is indicating very well from this angle. It was clear what she was doing especially with the hand gesture. This was an effective angle I thought.

2. What is your opinion on no zooming?

There was no zooming but there was slightly camera move in to the hand at one point of the video I think it was the incense one. I guess in my opinion no zooming does not make a huge differently but if I imagine zooming in and out can be too confusing and too much going on.

3. What is your opinion on wide view?
I really like the wide view because I can see the surrounding and relate to the Temple more. For example, the incense part I feel like oh I was just right there and that is how I suppose to pray, with this relationship I thought its better for me and for other audience perhaps.

4. How was the speed of the video?

Speed of the video was fast movement was attractive. The video was very short I thought, perhaps because of the fast forward technique but I really enjoy how it is short and not time consuming but I got all the important messages in just few seconds.

5. What do you think about subtitle color?

Subtitle was definitely useful and good way to sent a message through. With the subtitle I was able to understand the video better, if I was watching just the video I would still be a little confuse especially with the smoke part. Without the subtitle I would not know why we have to put smoke towards ourselves for what reason with the subtitle I was able to understand the idea of this doing better.

6. How is the focused area?

Focus area was a good guide for the eyes; it did make me focus on that area but I was not sure why the surrounding has to be blurring when I was watching. After asking the
purpose of the blur edge, it did work on me my eye paid attention to only the focused area.

7. How useful was the video?

Video was very useful in my opinion because before visiting Asakusa temple I have no knowledge about Asakusa temple. I only know that it is in this area, how to get here and short history but little details like instruction on how to behavior and manners at the Temple was not written in any of the travel guide book. Having is video before visiting is definitely useful for foreigner visitors. This is a useful guidance and also I am very strong Buddhism so I would rather learn to pray the correct way with proper manners than just show respects however I like.

8. Was the video entertaining?

I would not say the video is entertaining because it is very short and it is simple just teaching me how to properly pray. It did not make me laugh or though the video was fun. The message was clear and I understood it well. In addition, in sacred places like temple it is not for entertaining from the beginning if it is entertaining I feel like it might show some disrespect to the gods.

5th Interviewee: Wongsatit Thanakrit, male, 23, first time visits

1. What is your opinion on the side view angle?
The side view angle was quite effective; I was able to see everything that the instructor was showing. Realistically if I was looking at the other people I would definitely be watching at this angle too.

2. What is your opinion on no zooming?

I do not know what zooming will be like but I assume zooming maybe will destroy the image slightly because from my experience when you zoom on something the video becomes blur so perhaps to keep the quality the same no zooming was appropriate.

3. What is your opinion on wide view?

Wide view shot was not bad but I thought it was a little far away, a little closer shot but still able to see the surrounding perhaps could be easier to see the small details. I had to look at the detail a little more careful so perhaps slightly closer shot would be better.

4. How was the speed of the video?

The speed was quite random but it was different. I thought it was cool but I did not catch the movement at first until the girl was movement was slightly off but it was a cool effect, and definitely time saving.

5. What do you think about subtitle color?
Red color subtitle was definitely useful because it stood out the moment it popped up. I think black would not stand out so much and white could be as effective as red because white is also bright and it would stand out in the video.

6. How is the focused area?

Focus area was quite interesting but I would want to see the surrounding a little more. Blur is good but maybe decrease the blurriness slightly so it is not completely visible but not this level of blurriness.

7. How useful was the video?

Yes it was useful video; I would definitely recommend this to my friends who are visiting next month. This will be helpful to their visit for sure.

8. Was the video entertaining?

As I mentioned earlier, the speed of the video is interesting and this makes the video slightly entertaining for me because the movement of the girls is quite funny since she is not moving at a normal speed.

6th Interviewee: Paramat Punpathawong, female, 21, first time visits

1. What is your opinion on the side view angle?
90-degree angle view is the best angle for me because when I look at other visitors that is the exact angle I am looking at as well.

2. What is your opinion on no zooming?

There was no zooming in the video and I thought it was totally fine because in my opinion zooming make the video looks like there is too much going on and make it too confusing for the eyes. I am not sure because I do not know what zooming will look like just my imagination.

3. What is your opinion on wide view?

Wide view is definitely best because Temple architecture is gorgeous and adding those architecture to the background of the video makes the video a lot more interesting. The traditional looks indicate the Temple very well.

4. How was the speed of the video?

The speed was going slightly faster than the normal pace I notice but I did not notice this at first. The video is very short; the speed definitely effects the duration of the video. The duration of the video was perfect length for me so I guess increase in speed actually helps me save some time standing in the sun.
5. What do you think about subtitle color?

Subtitle was useful it gave me a much clearer message about the temple. If I was watching the video without the subtitle I might not be able to understand some part of the video. Especially the smoke part I did not know what that was for or why people are putting smoke towards themselves, because I tried to duck the smoke from getting on my clothes.

6. How is the focused area?

I was wondering why certain area was blurred but after you explained to me I thought it was a good idea because throughout the video I was actually focusing only on the focused part the non-focus part was no interest to me at all.

7. How useful was the video?

This video will definitely be useful for Thai visitors because there is no instruction around at all and the way we pray in Thailand and here is so different. We do not have water fountain and the incense is similar but different. Also the praying part we do not throw the coin so at the beginning I did not know we are throwing the coin into the wooden box. Seeing Japanese people clap the hand is very different too.

8. Was the video entertaining?
The movement of the girl is quite entertaining because she was moving so fast but it was fun to watch not boring video for sure. It is of course not the most entertaining video but it is at the temple so cannot expect much.