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Author	Tag, Benjamin(Nakamura, Ichiya) 中村, 伊知哉
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Master's Thesis

Academic Year 2013

Enhancing Professional Motion Pictures with User Generated
Contents. Poligatari: A New Platform for the Involvement of
Amateurs in Professional Documentary Productions

Graduate School of Media Design

Keio University

Benjamin Tag

A Master's Thesis
submitted to Graduate School of Media Design, Keio University
in partial fulfillment of the requirements for the degree of
MASTER of Media Design

Benjamin Tag

Thesis Committee:

Professor Ichiya Nakamura	(Supervisor)
Professor Naohisa Ohta	(Co-Supervisor)
Associate Professor Kazunori Sugiura	(Co-Supervisor)

Abstract of Master's Thesis of Academic Year 2013

Enhancing Professional Motion Pictures with User Generated Contents.

Poligatari: A New Platform for the Involvement of Amateurs in
Professional Documentary Productions.

Category: Action Research

Never has technology, which allows the immediate capturing of images and sounds, been more pervasive. With highly professional software for reasonable prices, and easily obtainable copyright-free music, video and photographs, virtually anyone can now become the producer of cinema-quality motion picture contents. Traditional broadcasters and content producers have apparently found an enemy in this evolution, and often blame their self-inflicted shrinking viewer numbers on these trends. The here presented research proposes a new methodology that allows motion picture content production in a collaborative environment which aims at merging the amateur and the professional domain. The combination of extremely low hurdles for the user, that allow immediate participation, and the possibility to directly exercise influence on the production at several levels, together with a guaranteed amount of editorial power and arbitrament for the professionals, make the “Poligatari” concept a unique collaboration platform for content creation. By means of developing and analyzing a high-fidelity prototype and producing a short documentary combining User Generated Contents and Professionally Generated Contents, a possible Poligatari production cycle is simulated and discussed. The assets and drawbacks will be highlighted, and the conclusion forecasts possible future developments, which together with the presented concept will hopefully stimulate further experimentation and research, and thus result in the development of a fully-fledged collaboration platform.

Keywords:

User Generated Contents, Professionally Produced Contents, Collaborative
Filmmaking, Crowdsourcing, HCI

Graduate School of Media Design, Keio University
Benjamin Tag