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Master's Thesis

Academic Year 2014

Witty: Randomization of Time-Limited Video Sharing and Content Creation Inside a Credit-Based Platform

Graduate School of Media Design

Keio University

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A Master's Thesis

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in partial fulfilment of the requirements for the degree of

MASTER of Media Design

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Abstract of Master's Thesis of Academic Year 2014

Witty: Randomization of Time-Limited Video Sharing and Content

Creation Inside a Credit-Based Platform

Category: Design

Abstract

User-generated content has evolved rapidly in the last few years, allowing users to share and upload content on the go, but it has generated many distribution problems. Research shows that only a small amount of contents are accountable for most of the views inside the existing platforms. Changing some of the traditional features on these platforms could change the way video sharing networks work. This paper proposes the concept of a platform that uses erasable content and randomness in a credit-based video sharing platform. This paper includes the research information about each individual feature of the platforms as well as the planning and development of a woking prototype and its evaluation. The results from this evaluation demonstrate that this platform has the potential of success, however more testing has to be done before it can be confirmed that the platform presented as "Witty" can be successful.

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Chapter 1

1.   Introduction

This chapter includes the Author's background and motivation for the realization of the project that resulted in this paper, including the project proposal and the aims and its aims and goals. Finally it also includes a general overview of this paper in its totality.

1.1.   Background and Motivation

1.1.1 Author Background

Since a young age the author has always been fascinating by theatre, particularly musical theatre, however being a shy person she never found the courage to go into the scenario herself, instead she found a great place to work backstage. Working behind the curtains of her university's theatre she became very aware of the great effort that it takes to put up a show. Another thing that the author found extraordinary was how every show was different from the one before; since theatre is a live performance every single representations is different which adds a special feeling to each one of them.

Later on the author joined a comedy group named "Santo Puerco" and though the majority of this group's presentations were live, after seeing the success that some performers started achieving in Youtube, and similar platforms, the group decided to join the ranks of the online content creators. Sadly the User Generated Content created by "Santo Puerco" was not very successful.

After university the author became a flight attendant which gave her the opportunity to travel around the world, she recorded her travels by taking pictures and short videos that she will later on share on social media. But she didn't do any professional work until she joined Keio University Graduate School of Media Design when she worked in several different projects as a videographer as well as editor, including a promotional video in collaboration with the City of Yokohama, while at the same time she enjoyed her free time by creating and streaming video commentaries focused on video game gameplay.

As a result of all this exposure to different ways of creating content she became aware of many of the struggles that content creators face in order to make their creations successful in a time where we have an overload of content. Many of her acquaintances are now struggling to find a way to avoid this overload.

1.1.2 The Internet and It's influence on the current UGC, specially video content

Video has always generated great fascination, as it can be use to convey a really strong emotional connection to the images that are being portrayed. This is one of the reasons why, since it's introduction, it has grown extremely rapidly and now it is one of the main sources of entertainment. Although it is used for other services like education and promotion as well, this paper focuses on mainly on the entertainment value of video. Not so many years ago taking a picture or recording a video seemed to have a very different value, but in the current world we live in, where we can digitally store as many images as we want and then have immediate access to it, this value seems to have decrease at an incredible rate. Not to mention that this value is not just the value the creator gives to his own content, but the value that the Internet users give to it. The surge of high speed Internet has also allowed users to have access to enormous amounts of information and has given every day users to have a platform where they can share original creations. By facilitating the communication between individuals from all around the world and all kinds of different backgrounds, cultures, interests and values, in theory, it creates an environment where no matter what information is shared or what content is created, there will be someone interested in it.

There are platforms that cater to all kinds of content, and there are also some others that cater to a particular kind, but having access to the information on the internet means that there will always be something new and interesting that will attract individuals and generate communities. Every day more an more individuals use the Internet to connect, and more and more of these individuals are moving from simple activities like sending messages or sharing comment interest, to sharing original creative creations, from music and photography to full length motion pictures and art installations. The final end of this sharing of information goes beyond the initial activity, the final purpose is to create a reaction from other users and create and engaged audience.

1.1.3 Problems

Although many great advances have happened in the field of online video, not everything has being positive. With the incredible growth of platforms, such as YouTube, Vimeo, Veoh, Dailymotion, and Vine, naturally there has been an incredible increase in the amount of content available; it is estimated that around 100 hours of video are uploaded to YouTube every minute[1]. This means that there is an impossible amount of videos to watch. Moreover, the current recommendation systems are based mostly on 3 features, the first being a basic search engine. This allows users to search for exactly what they want and while this is an incredible useful feature, it prevents users from getting access to content that they had no previous interest in, eliminating all possibility of watching any unexpected content. In the same way the second feature is based on the previous history of the user, which generates the same problem as the previous feature. The last feature is based on popularity, which means that only the videos with the most likes or views, depending on the platform, are recommended to users. This leaves content that has only a few likes or views with no opportunity of promotion inside of the platform.

Another new phenomenon is the sprout of new production companies that cater only to online video social networks. Some of these production companies started because of individuals who enjoyed creating original content. Several of these individuals started to get together to create more and more elaborated content, and then eventually these individuals who used to created UGC, join together to create PGC (Professional Generated Content), leaving less space of distribution for those users that are still creating UGC. Another important related fact is that now since the introduction of the monetization of UGC, more and more users are increasingly focused on creating content based on the amount of money that could be obtained and less focused on the value of the content itself [11].

To review, these are the problems that the project proposed by this paper aims to solve:

- Unfair distribution of contents
- PGC leaving less space for UGC
- Content created with the main purpose of producing a monetary compensation

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[1] http://www.youtube.com/yt/press/statistics.html

1.2. Research Proposal

This proposal aims to tackle the problems mentioned before by developing and evaluating a credit-based platform to share original created content by the name "Witty". The content allowed inside the video will consist only of short videos between 3 and 30 seconds. Each user will be allowed to upload as many short videos as they desire, but there will be a limit in the videos they are allowed to access. In order to gain access to other content from other users the user must have the appropriate number of credits. The platform does not include a search engine or a recommendations system, but instead all the content will be arranged into categories, inside which the available videos are presented randomly with the only clue towards the exact content being the title of the video. Lastly, to guarantee a constant flow of new content, the platform will also include a time limit for the duration for which the contents are available.

To review, "Witty" has 3 main features:

- SystemTime limitation
- Random shared content
- Credit-based access system

1.3. Aims and Goals

This thesis aims to answer the following research question: "Does a time limit based platform can motivate users to increase their active actions within an aleatory video sharing environment by implementing a credit-based system?". Based on this question this papers aims to:

- Study if an aleatory sharing system impacts the regular interest of users and if it can add new interests outside of the users' previous history.
- Verify if a time limitation on the accessibility of contents will positively affect the habits of content creators
- Demonstrate the impact of a credit based system supported by a time limit in the habits of passive users inside a video sharing environment.
- Test and evaluate the effectiveness of the Witty platform.

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1.4. Thesis Overview

The structure of this thesis is comprised of 8 chapters covering the following topics:

- Chapter 1: Introduction
- Chapter 2: Background Review

    In this chapter topics directly relate to the project proposed on this paper are discussed, including research on UGC, video content on social media, its length and categorization, and the concept of ephemeral Internet. It also discusses similar existing projects along with concepts that serve as inspiration for this research.

- Chapter 3: Concept

    Discussion of the three elements that form the core of "Witty": A clear time limitation to the availability of the contents, randomized selection of contents and credit based system to manage the accessibility of the users to the content, and identification of the target demographic.

- Chapter 4: Prototype Design

    Description of the development of the prototypes and the changes that took place to improve them. The application of the design requirements are also discussed.

- Chapter 5: Evaluation and Results

    Discussion of the implementation of the prototype, test methodologies, and results of the latter.

- Chapter 6: Conclusion and Future works

    Evaluation and study of the results of the prototype implementation, discussion of future implementations, and summary of the paper.

1.5. Scope and Limitations

This paper focuses on the relationship between how much content users watch versus how much original content they create, and on how to prove how feasibly a gratification system will increase the amount of active users on a platform. This experiment and its design are only for theoretical use, meaning it does not include

features necessary for its commercial publications, some of which include resources to prevent copyright infringements, and inappropriate content form being distributed.

Chapter 2

2. Background Review

This chapter focuses on the information gathered to be used as the base for this paper, including a literature review and works that served as inspiration for this project, this includes papers on user-generated content (UGC), content distribution, value of Social Media content, automatic deletion of information and online video sharing workloads. These materials serve as the foundation on which the concept discussed within this paper is based.

2.1. Literature Review

2.1.1. User-generated Content (UGC) and it's Distribution

Before the Internet existed and before it became widely accessible, entertainment content was mainly professionally created for Radio, Television or Cinema. However, nowadays we have a new kind of content, the user-generated content (UGC); with the recent evolution of the Internet millions of users have become self-publishing consumers [4]. These contents are most of the time shorter than traditional content, which allows users to consume their content in what Wired magazine calls "bite-size nuggets made to be munched easily with increased frequency and maximum speed. " They define this as the "snack culture [15]." YouTube, at least in its original content, is a representations of what online video is; short and easily accessible [11]. Unlike the early days of TV, where everybody used to watch the same programs making it easy to measure their popularity (or unpopularity), UGC's scale, dynamics and decentralization make measuring their popularity more ephemeral and unpredictable [3,4]. Moreover, a new phenomenon has arisen to cater this new era of content, namely online communities. Though it is hard to define exactly what an online community is because of the vast variety that exists, there are some common elements that all of them share, including: participant's interaction, a shared purpose or common interests, user-generated content, clear boundaries that define the objective and practices of the community, and a unique communal culture [19].

Shao points out that not all the individuals deal with UGC or User-generated (UGM) in the same way. He talks about 3 main interactions (Figure 2.1); the first is consuming,

where individuals limit themselves to read, watch or view content but never participate, their motivation being obtaining information and entertainment; the next is participating, in which there is both user-to-user interaction and user-content interaction (such as ranking, liking, sharing, and commenting) and the users thrive for social interaction and community development; and the final is producing, in which the interaction includes the creation and publication of the individual's personal content with the objective of self-expression and self-actualization [21]. For the purpose of this paper from this point onward we will define the individuals that engage in the consuming and participating interactions as *curators,* while the users that engage in producing interactions as *creators* [8].
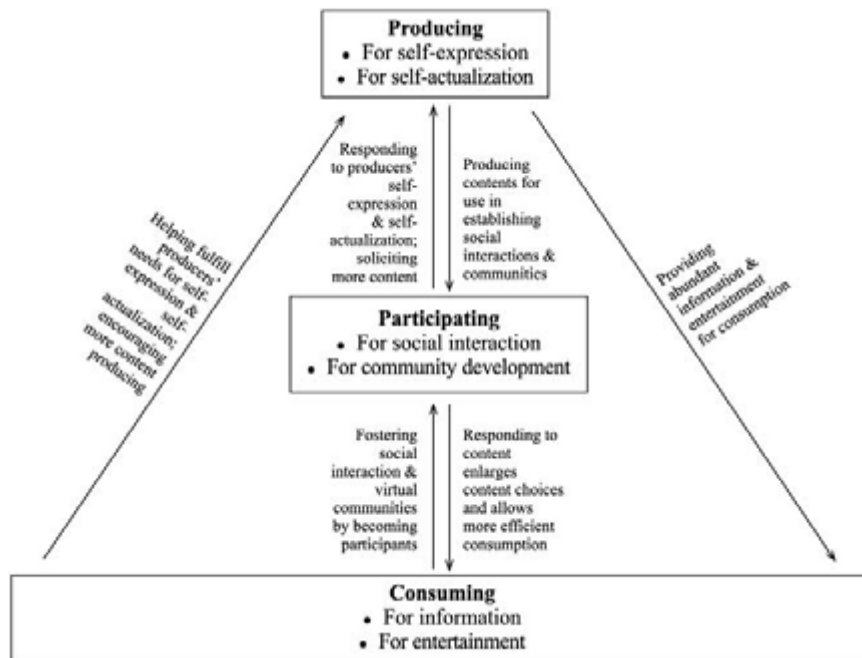
Figure 2.1 Interdependence of people's consuming, participating, and producing on user-generated media

Source: Shao, Guosong. "Understanding the appeal of user-generated media: a uses and gratification perspective."

The number of active users barely surpass the number of passive users, and most of the original active users belong to this group when they first join a service; about 67% of Yahoo! video users only upload one video and this number decreases to 35% for Veoh, having Dailymotion users somewhere in the middle. Finally approximately 95% of the users have more than 50 videos [16].

Taking aside the number of videos that are uploaded we also need to think about how we find content that we are interested in. Most services use a direct search engine, where users type the title of the content they want to see directly or keywords that describe it. However, in recent years services have included a new recommendation feature, which selects content based on the users previous searches or views and then displays them for the user to access. This system has become really popular and a clear example of this is YouTube (figure 2.2), where recommendations account for 60% of all the video clicks that originate form the home page [6], resulting in many users not being able to find unexpected content, since the vast majority of the content that will be displayed for them is based only on their previous known interest.

2.1.2. Value of Content on Social Media

Every day thousands of new contents are uploaded through Social Media to the Internet, from text and images to music and video; these contents then become part of the Social Network user's "virtual possessions" [17] that join together into a record of the user's life and experiences to become a seamless story. However, the resulting stories are not completely true; they are in fact a "curated exhibition" [23] that the user carefully puts together for his peers' and own pleasure, resulting in content that is only meaningful for them. Another result can be described as an online archive [13], although not a completely accurate one. These stories are the results of the users perception that Social Media is a reliable way of storing information instead of keeping their "virtual possessions" storage on their personal devices [23].

We understand that Social Media Content is curated through use, resulting in a selective, organized and annotated collection [23] and it loses its currency fairly quickly, with slight variations depending on the used platform - around one day for Twitter and close to a week on Facebook. This results in the information being rarely revisited by the user or the members of his Social Media [9]. This phenomenon is not only present within online storage; the same happens with offline photo archives [22]. However, research has shown that revisiting physical collections and sorting them is an enjoyable activity, resulting in it being revisited through the years [18]. The result of this is an often extremely big online collection that ends up being ignored since users perceive it as too great of an effort to go through.

2.1.3. Ephemeral Internet

The popular belief that you can never have enough data, as discussed before in this paper, that leads to social network users seeing these platforms as reliable storage for their precious memories [23], in a similar fashion as most companies rely on huge amount of Metadata in order to be able to create personalized ad-base platforms that in return pay and develop many services that also need "big data" to be able to function. In order to generate this "big data" we need a lot of data; millions of users need to contribute in order for it to be accurate [2]. This would not be possible if the users' data was ephemeral, or in other words if it was quickly deleted after achieving it's objective, but regardless, recently a new kind of online service has started to appear. With the appearance of Snapchat in 2013 and its feature that makes all messages disappear after the receiver has read them, more and more companies are looking to introduce similar features to their platforms, from Path and Tinder, which are relatively small services, to giant companies like Apple[2]. This means that more an more companies see it as a competitive feature, however, it is too soon to know if it will have continue to grow continuously or if it will have a explosive growth only to then plunge into failure like many other seemingly promising systems have done in the past.

The main premise of this feature is that it will allow for a more private network, that prevents the life of users to be displayed forever for the world to see. In the present it is essentially impossible to block public access to most of the online content. This can sometimes interfere with the consumers' regular lives, by creating bias judgement based on information that most of the times is taken out of context. However, at the same time it will prevent users to access old content and it will completely abolish some services, like Youtube's video recommendations or Amazon's similar products suggestions. This indicates that if this ephemeral internet phenomena keeps climbing, in the future users will have access to two kinds of Internet, Permanent Internet and Erasable Internet. Users will then decide which kind of Internet they will use, and most probably the vast majority of users will opt to use both, depending on the specific service they require [14].

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[2] http://mashable.com/2014/06/07/path-ephemeral-messages/

2.1.4. Web-Based Video length and categorization

There are a lot of questions about what is the ideal length for a video; most traditional TV programs have an average length of 20 to 30 minutes, while movies an average of one to two hours. However, this does not apply to web-based videos; it is essentially impossible to assign an average to these contents since different platforms aim to accommodate different kinds of content, for example the Veoh service caters long videos, since most of its content consists of the broadcasting of commercial TV programming and movies, resulting in a considerable percentage of the total content averaging between 20 and 30 min [16]. On the other hand services like YouTube, Yahoo! video and Dailymotion have a preference for shorter videos; an average of two and four minutes for Yahoo! video and Dailymotion [16], while 99.1% of YouTube videos are 700 seconds in length or shorter [5]. In recent years several services that cater to shorter videos have been developed and some of these services have very short time limitations. A clear example is Vine, where all the content consist of a maximum length of six seconds of video that loops; another similar system that focuses mainly in short videos is the Lightt app, which allows for videos of a maximum of one minute free of charge, and of five minutes for a one-time charge [12].

Categorization is very important in order to keep a clean and organized database, which allows the users to have better access to contents by having better search results. When videos are uploaded to YouTube users can select between 12 categories (Table 2.1), "Music" being the most popular category, followed by "Entertainment", and "Comedy" [5].

Table 2.1 Distribution of YouTube video categories

Source: Cheng, Xu, Cameron Dale, and Jiangchuan Liu. "Statistics and social network of youtube videos."

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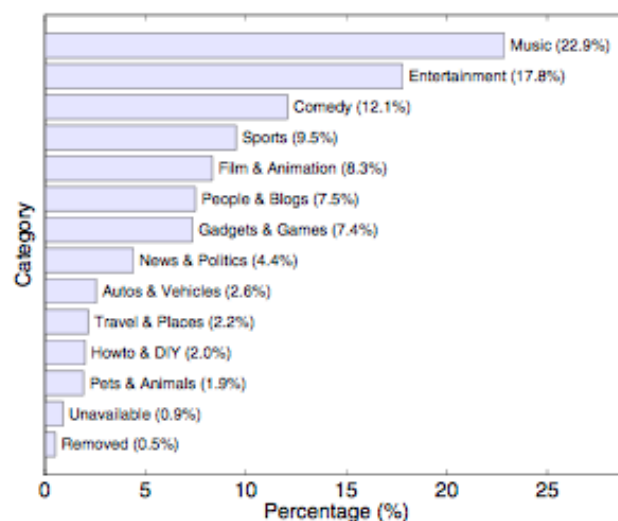
2.1.5. Web-Based Video Sharing Ratings

Video rating on social media platforms is quite difficult since different platforms have different rating systems, which prevents from creating a global ranking, however we can look at each individual platform to have a better understanding of each particular rating system. Another factor that deeply affects the ranking results is the users' habits inside each particular platform - for example there are more than one billion views on Dailymotion, a video sharing platform based in France, while there are only four million ratings. Similar results can be seen on Yahoo! video and Veoh. This means that only about 0.5 of the total amount of videos are rated (Table 2.2), making rating information not quantitatively valuable [16].

Table 2.2 Average Rating Score of Videos

Source: Mitra, Siddharth, Mayank Agrawal, Amit Yadav, Niklas Carlsson, Derek Eager, and Anirban Mahanti. "Characterizing web-based video sharing workloads."
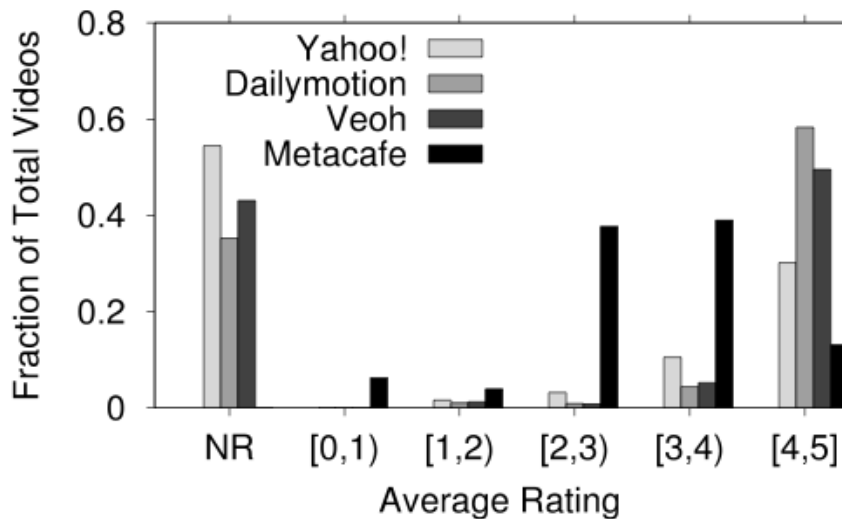
However, there are other ways of measuring the interest that users have about a particular video, these being commenting on videos and bookmarking them as favorites. These methods though are also unreliable, as for example about 57% of all the videos in Dailymotion have never been commented upon, and a very similar phenomenon occurs with the bookmarking as favorite feature [16]. Although none of these interactions are able to provide an accurate rating of the contents, they do serve another purpose - these interactions serve as tools to establish relationships between users and as outlets for sharing feelings, needs and ideas [19].

2.1.6. Qualitative evaluation method

There are several different methods of evaluation that could be used for this kind of research, but for the purpose of this paper the qualitative method was used to plan the evaluation of the prototype that was developed based on the concept presented by this research. This method allows identifying and approaching issues from the perspective of the individuals that from part of the test and to understand their approach to the object of evaluation. To accomplish the previously stated, a variety of research methods that include in-depth interviews, observation, focus group discussion, content analysis, visual methods and biographies are used. The qualitative research method is based on 3 cycles: design cycle, ethnography cycle and analytic cycle. The design cycle consists of the development of the research question, the research of reviewing literature, the development of a study framework and the selection of the appropriate fieldwork. The ethnography cycle is closely related to the design cycle and in some cases it should be done simultaneously, as it includes the designing of the research instrument, recruiting participants, collection of data and the making of inductive inferences. The last part is the analytic cycle and as its name suggests, it includes the analysis of the data by developing codes, description, comparison, categorization and conceptualization. The qualitative research method is a reflexive and interpretative method that requires careful analysis of the information in order to generate usable results [10].

2.2. Related Works

2.2.1. YouTube and Vimeo

Both YouTube and Vimeo are video sharing platforms that allow users to upload their original content, however more and more brand and producing companies are moving from traditional broadcasting platforms to online platforms, which means that services that originally were mostly populated by UGC are now being crowded by Professional Generated Content (PGC). This increase in PGC started to rocket specially after YouTube began its partner program that allows users that have certain qualifications, like a certain number of subscribers or video views, to the monetization of their content[3]. This moves it away form its original concept of providing a platform for sharing short, and easily accessible videos [11] while at the same times displaces the UGC to give more space for PGC. We can corroborate this by looking at the many

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[3] https://www.youtube.com/yt/creators/creator-benefits.html

production studios that have arisen in the last couple of years and that cater exclusively to the YouTube platform.

On the other hand we have Vimeo, a service that is directed specifically to filmmakers that want to promote their works[4], allowing them to share their works with individuals that belong to the same community and also to their potential audience. By having this core user, Vimeo is able to keep a really organized and sleek flow of content that in its vast majority consist of only original videos. It is the perfect platform for filmmakers to showcase their work, this work however cannot be classified as UGC, side it is heavily produces it falls into the category of PGC.

Both services are excellent and very popular, but their search engines and rating systems make it impossible for a fair showcase of all the content, for example 30% of all the videos account for 99% of the total views in Youtube, which means that the other 70% of the content is left with only 1% of the views to share. Moreover the amount of video content uploaded everyday is too big. In 2009 it was approximated that 20 hours of video were uploaded to YouTube every minute [1] and since then this number has increased to 100 hours per minute[5]. The amount of content is just too big to allow a good categorization and more importantly, a successfully fair distribution of the content. Furthermore, as pointed out before, the recommendation systems (Fig 2.2) account for 60% of the total clicks that link to videos [6], the end result of this is that users rarely have opportunities of watching any content that is not related to a direct search or to their search history.
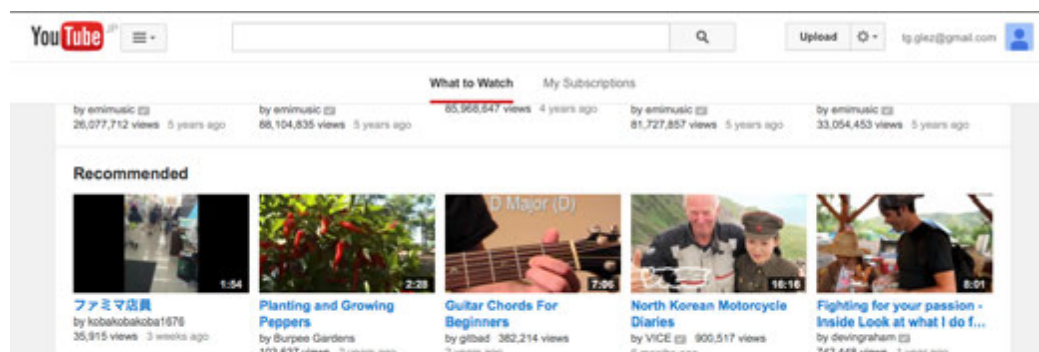
Figure 2.2 Example of YouTube recommended videos

Source: youtube.com

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[4] http://vimeo.com/about

[5] http://www.youtube.com/yt/press/statistics.html

2.2.2. Vine and Instagram

Vine is a relatively new service that was acquired by Twitter in 2012, the application allows for recordings of six seconds long looping videos, which makes vine the perfect expression of what Miller calls "bite-size nuggets pop culture"[15]. Vine was the fastest growing application of 2013, having a growth of 403%[6], which shows how users are driven to easily digestible content. Companies in turn did not take too long to notice this, and as a result the direction that Twitter has given to the application has transformed it into a hub for what they call "Amplifiers." These users are defined as heavy Twitter users that love to create and consume Tweets, specially visual content [20], and are mostly interested in promotion and branding. This means that most of the content created has the end objective of being used as advertisement.

Shortly after Vine originated, Instagram, which at the beginning was an only photography service, released and update that allowed users to create videos and share them inside the application. The main differences between Vine videos and Instagram videos are the length and format. Instagram videos have a length that can range between 3 and 15 seconds[7], making it possible for them to be twice as long as Vine videos, and another point to consider is that these are not looping videos. Originally Instagram used a recommendation system based on popular posts, meaning that only the post with the highest number of likes would be recommended. Now, however, they use a recommendation system based on each user's past history, making it similar to YouTube's recommendations system, which only will show content to which the user has shown previous interest, leaving little to no space for unexpected content.

2.2.3. Snapchat and Taptalk

Both Snapchat and Taptalk's main premise is to create video and photo messages that are erased after being viewed. These applications are the epitome of what we previously defined as ephemeral Internet. These applications let the users not only share photos and videos, but they also allow users to personalize them by adding captions and even by drawing on top of the images. However, one of the main

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[6] http://mashable.com/2013/10/21/fastest-growing-apps/

[7] https://help.instagram.com/442610612501386/

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disadvantages of these systems is that users can only share their creations with people that they add inside the network, usually friends of family [23]; essentially there is no possibility of sharing experiences with strangers.

When Snapchat was created it allowed every shared content to be viewed only once, but in October 2013 they added the option of allowing users to have access to the content for a maximum of 24 hours[8]. This feature also records all the users that view the content, allowing users to have absolute control of who sees their content. On the other hand, Taptalk only allows users to watch contents once. However, it adds a couple of other features, of which the most notable ones being, firstly, the very simple and fast user interface that allows selecting the user you want to send a message to by clicking directly on their photograph, making it very easy to locate and select the people the user wants to share their photos or videos with, and secondly, the introduction of location recognition, so users always know in what location any particular content was created[9]. In conclusion we have two very innovative services that cater to the new concept of non-permanent data sharing, but the fact that they only allow you to share only with direct contacts really limits the possibilities.

2.3. Design Inspiration

Video sharing inside social networks is not something new, but before YouTube, video sharing was very limited, and its appearance radically improved the way users see online video and the fact that Internet services get better and better every day, allows for better interactions and a more reliable and fast mobile connection. Most video sharing networks are moving towards a mobile platform that allows users to create and share wherever they are and at any time.

2.3.1. Analog photography and video

Before digital photography and video, our perspective on the value of content was very different - every picture or video clip had a to be carefully thought of, and even after printing it was important to keep it safe since it was a physical object that wears down with time which created a big emotional value. Not only that, it was also impossible to know exactly what the final result will look like until after process - the

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[8]http://blog.snapchat.com/post/62975810329/surprise

[9] http://techcrunch.com/2014/04/10/taptalk-is-a-new-video-messaging-app-that-adds-location/

only way to visualize it was based on imaginations and previous knowledge. Now , however, there is the possibility of looking at the images immediately after they are created, which results in a lack of expectation and wonder in the creation of content. Moreover, now we have very advanced storage systems that allow to safely store big amounts of informations. This has created an "easy trigger culture," [22] which diminishes the value of the creative process even more. This research aims to increase the value and expectation that arise from creating content and sharing it.

2.3.2. Soul Pancake

Soul Pancake is a creative agency whose philosophy is to "help you and your audience figure out what it means to be human and feel damn good doing it[10]." They create campaigns that focus on people and interactions between people, always in a fun and uplifting way. Their core is creating interactions presented in writing, photo or video formats, but for the purpose of this paper the will be focus on their video campaigns. A particular work that served as inspiration for this paper was their "Take a seat - make a friend?[11]" video campaign (Figure 2.3).

Figure 2.3 Screenshots from Soul Pancake's video "Take a seat - Make a friend?"

Source: Take a Seat - Make a Friend?, https://www.youtube.com/watch?v=HfHV4-N2LxQ&list=PLzvRx_johoA8PC6S5k5S2SszRQOR8oSEa

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[10] http://soulpancakecreative.com

[11] https://www.youtube.com/watch?v=HfHV4-N2LxQ

The main idea for this project was to engage strangers in conversation and motivate them to ask each other questions and share stories by creating a comfortable environment using humor and nostalgia. They achieved this by recreating a childhood memory, namely a ball pit, and inviting people to step inside with a stranger. To the ball pit they added balls that had written on them a variety of questions, and even though these questions were not very personal they did leave the door open for the people to share personal stories if they felt comfortable enough to do so. The result is a series of interaction between unexpected people that shared personal stories and even unexpected life lessons.

2.4. Uniqueness of Witty

There are many video sharing options in the market today, but most of them focus on popularity as the main feature. This research focuses in the value of the content as the main feature, specially unexpected content. It gives a wide opportunity to users of running into unexpected contents and can possibly create new interests for users. Also it allows sharing content with strangers without fear of negative criticism or lack of an audience by sending all the content to random users, allowing for a more fair distribution. Finally it aims to improve the value of contents not only by creating a n emotional connection by limiting the accessibility to it, but also by gratifying the creation of a content with the opportunity of viewing other users' creations.
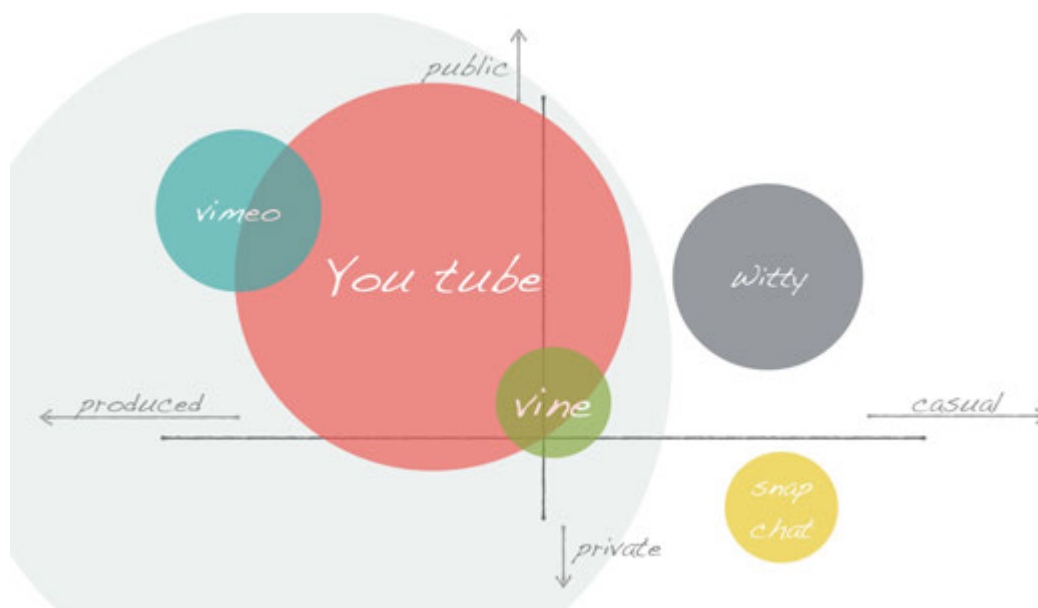
Figure 2.4 Visualization of the Witty's position in the current video network scene

Chapter 3 Concept

3. Concept

The name "Witty" comes form the world *wit*, which means, according to the Oxford dictionary, "A natural aptitude for using words and ideas in a quick and inventive way to create humor"[1], this name was selected because it directly relates to the concept of Witty creating quick entertainment in the moment and by giving freedom of expression and securing an audience where users can share their original creations inside a platform in which all content has value.

The concept behind Witty is to create a platform where users create and share their original content, including a system that promotes fair distribution; in other words to reduce, if not eliminate, the existing tendency of a small percentage of contents holding the vast majority of views leaving the majority of contents with little to no views. That will allow the users access to unexpected contents in an aleatory fashion. To achieve this there are three key factors that form the base of this research:

1. A clear time limitation to the availability of the contents.

2. Randomized selection of contents.

3. A credit based system to manage the accessibility of the users to the content.

This chapter also includes the process of identification of the target user who will benefit the most from using this platform as well as the final design requirements that will later on become the core of the prototype.

3.1. Target Audience

As a concept, any person that has a mobile device with access to the internet can have access and use Witty, but for the purpose of this paper and the testing of the system, we will define the target audience for the service. The target users for Witty are young adults with ages between 20~35, who are motivated individuals that are constantly on the go. They have many interests, some of them include video and music, in a professional or non-professional manner. They are avid consumers of social networks,

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[1] http://www.oxforddictionaries.com/definition/english/wit

specially those that focus primarily on visual content. Finally the target audience should have access to a mobile device with an internet connection and which is capable of producing and recording visual content. As seen in Figure 3.1, research by Pew Research Center shows that target audience for this research matches the demographic of social media users.
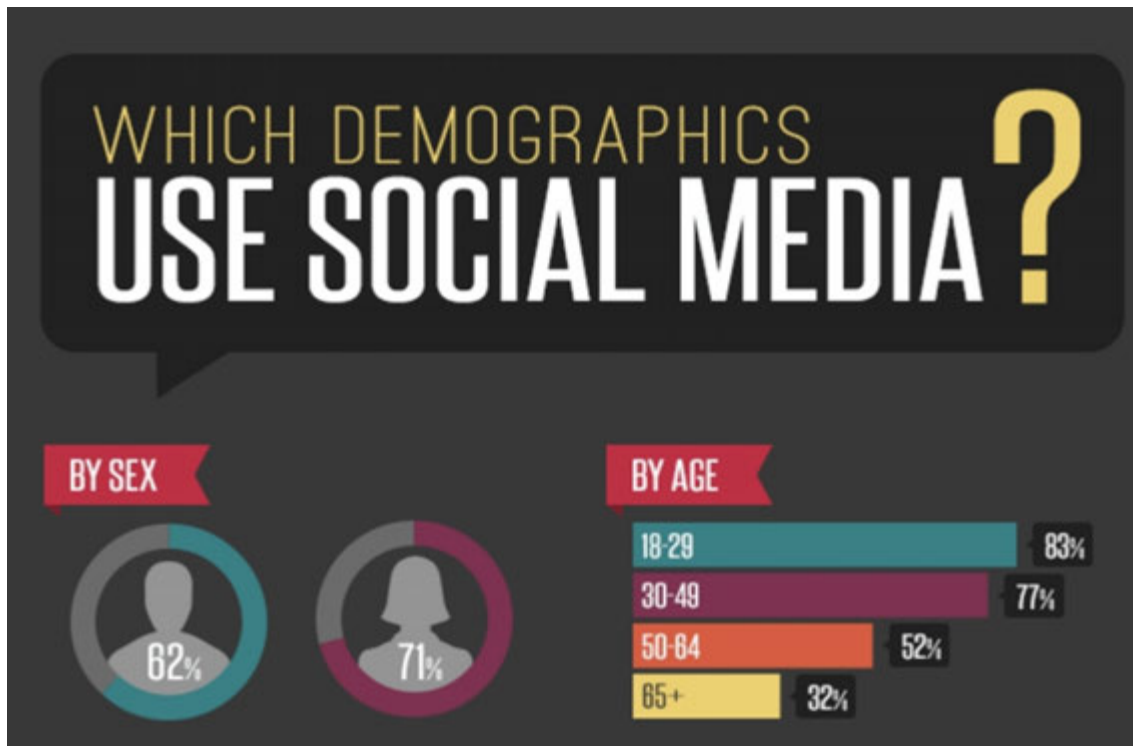
Figure 3.1 Fragment of the Demographics of Social Media

Source: http://rack.1.mshcdn.com/media/
ZgkyMDEzLzA0LzEyLzE5L1doaWNoZGVtb2dyLjdhNDc0LnBuZw/22afa81b/0fe/Which-
demographics-use-what-social-media.png

3.1.1. Understanding the target audience

In order to have a better understanding of the target audience a discussion was conducted to obtain deep knowledge of the logical and creative decisions that take place when using Social Media to create and share original content. The object of the discussion was an individual that perfectly fit the demographic, a male within the 25~30 age who has created content in a casual and professional environment, including the planning and production. This section summarizes the testimonial that resulted of the discussion (Appendix a).

These are the main points gathered from the study of the testimonial:

- Watching content against time could easily transform into cause for repeated and frequent visit to the platform.

- If the value of the content is good, the users could possibly want to repeat or improve the experience.

- The more interesting the contents are the more probable it is that this trend will continue.

- There is the possibility of creating anxiety in the users due to the time limitations.

- The opportunity of accessing aleatory content within a field that one has previously judged interesting results in being very attractive even without knowing what the exact end result will be.

- The pleasure of the content will depend on people not uploading inconsequential videos with the only purpose of collection credits.

- It has the qualities to become an attention demanding and constant presence game.

From this we can gather key information that will help to create a better and more focused platform. It also helps to better understand the limitations of this research and how to give the best possible interaction to the users within the capacities of the prototype.

3.2. Study of video sharing habits

3.2.1. Frequency of video visualization

One of the main features of Witty is the time limitation on the accessibility of the video content. This time limit has to give enough time for as many users as possible to access the content enough times to get a full comprehension of the content and perhaps even an emotional connection, but at the same time not too much time as that will prevent the user from appreciating the value of ephemeral content.

In theory we can obtain this content by analyzing the user's online video watching habits, more specifically studying the frequency in which the users access video sharing social networks that they regularly frequent. To obtain this information personal interviews will be conducted in order to gain deep understanding of how and why users decide to have repeated and frequent access to online video social networks. A total of five to ten interview will be conducted in the span of three days starting on

June 23, 2013. The individuals taking part in the interview will be users that fit the user demographic for this project. This interview will focus on these main points:

- Frequency in which users access video sharing networks
- How much of the content they share consists of original creation

3.2.2. Attention span of video visualization

As mentioned before in this study, there are some lengths of video that are more popular than others, specially when looking at online content. Short videos seem to be more popular than longer ones. A study by the video hosting and analytics company Wistia [7] that took place between 2009 and 2012 shows that audiences are more driven towards short videos (Table 3.1), specifically videos under 30 seconds.

Table 3.1 Video length over average percentage of views

Source: "Does Length Matter?" Wistia
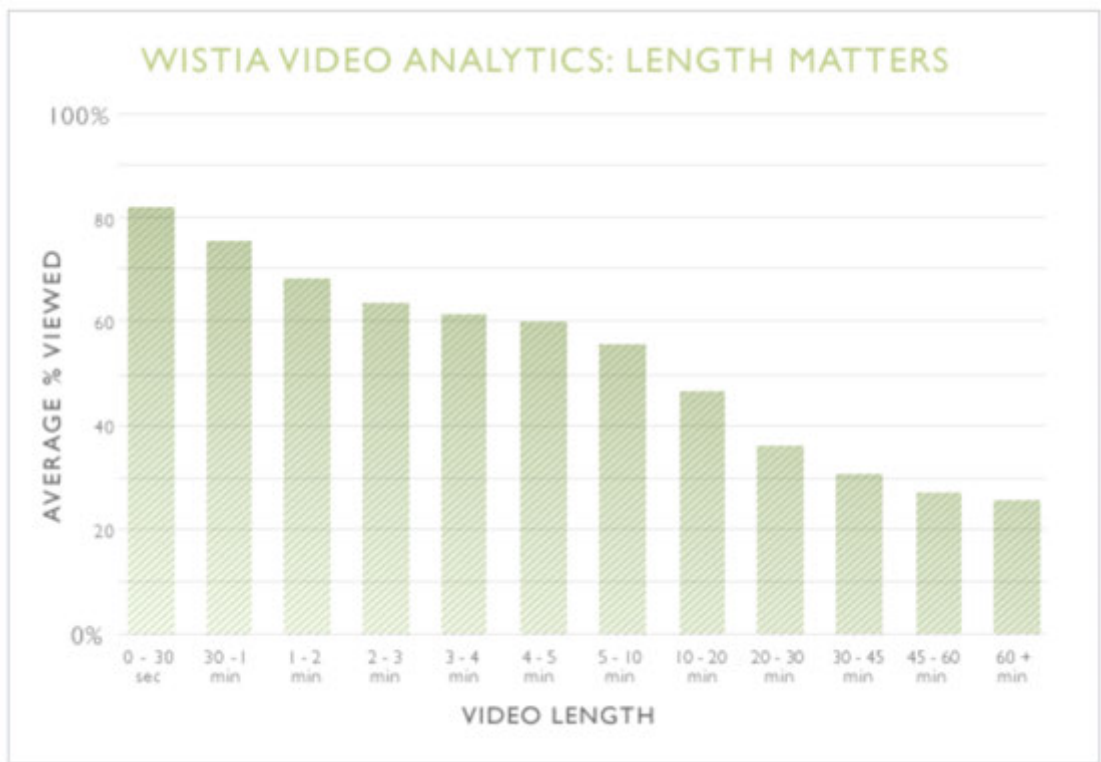
The same study shows (Table 3.2) that the shorter the video is, the longer the attention span of the user will be. Moreover, it shows that even in longer videos the attention

span decreases dramatically after around 10% of the video has elapsed, meaning that for a video that lasts 60 minutes the audience engagement will dive remarkably after approximately six minutes.

Table 3.2 Video engagement over video duration

Source: "Does Length Matter?" Wistia
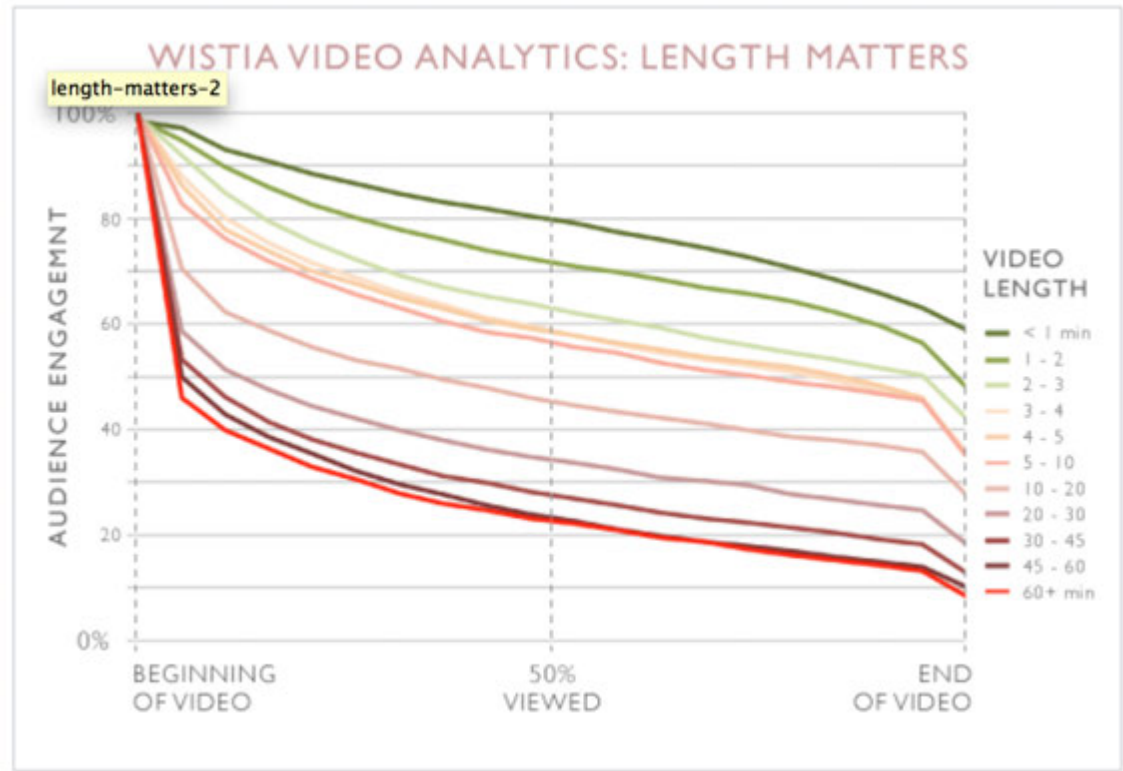
In order to have a better understanding of the previously exposed data, a simple experiment was developed to test how long does the attention span of the audience can last when watching short videos. This test consists of creating a series of short videos, and asking the users to skip the video when they lose interest in it. The length of the viewed duration of each video will be measure and recorded in order to obtain an average measurement that will serve as a margin for the length of video allowed inside Witty.

This test will be applied to 20 users that represent the demographic for the research, it will take place during three days, between the dates of June 23 and 25 of 2014 and the results will be shown in this section.

3.2.3. Video Categories

One of the main features of Witty is the randomization of content inside of the categories and in order for this feature to be able to engage users and keep them interested, the selection of the categories to which this feature will be applied to is very important for the success of the research. As it was previously stated in the literature review section of this paper, there are clear popular categories inside the already established platforms (Table 2.1). For the development of the prototype, the categories already mentioned will be used as cue to the establishment of its own categories. However some of these categories cannot be applied to this research, the most notable example is the "Music" category, which is the most popular category on YouTube [5]. This category consist mainly of music videos and since the average video length of this type of content is between 4~6 minutes, this particular category can not be directly applied to Witty. This is because this platform focuses mainly in short videos of less than 30 seconds.

In order to implement the best possible categories into Witty, interviews will be conducted with individuals who belong to the target audience in order to obtain knowledge of the categories that have the best possibilities for creating long and enjoyable engagement with the users. These interviews will take place along with the interviews that focus on the frequency of video sharing network access. These interviews will have the main objective of acquiring information about:

• Categories most frequented
• Area of interest that would be liked to be seen as a category

3.3. The 3 key factors behind "Witty"

In this section this paper describes the characteristics and purpose of the main features that form the Witty service.

3.3.1. Time Limit

The purpose of adding a time limit to the accessibility of the contents inside the platform is to create an increase in the perceived value of the contents. There is a common saying that goes "You never know what you have until you lose it," from this

we can infer that people do not value the things that they possess, and in the case of the internet, they do not value information that they can access at any time. With the time limit feature Witty proposes an environment where users are conscious that they will not have unlimited access to the contents inside of the platform.

Originally the time limitation for the platforms was conceptualized as the duration of each video itself. In this scenario the user would be able to pause the video and continue viewing it later, which would result in users only being able to watch each video one time before it is permanently deleted from the data base. As a result each video will exist inside that database for a time period that will allow only for one user to have access to the content. However, this idea was shortly discarded, since it was not effective in creating an emotional connection between the content and the user, thus depriving the content of any value. This occurs more frequently with short video content where the user has not time to identify the elements inside the video.

In order to maximize the number of users that would have access to the content, the time limitation had to be increased. However, this increase should be short enough for users to have a sensation of being rushed to access as many contents as possible before they are removed from the platform. As a result a time limit of 24 hours was selected because it created an environment where the previously explained points can exist and also allows users to know in an easy and logical way how much time they have left to view a content before this is deleted. In comparison a time limit of 48 hours has the potential of creating the same environment, however, the sensations of being rushed would dramatically decrease which will eliminate the added value that contents have by being temporary.

By increasing the time limit from the duration of each individual content to 24 hours the research allows the user to be able to access the video more than one time if needed, for them get a better understanding of what the story told consist of. Moreover, as a result one particular content cannot be view by an indefinite amount of users inside a span of 24 hours, meaning that each video has the potential for an indefinite number of views or in other words, it has the potential to have a better distribution when these views are generated inside an random environment.

3.3.2. Randomness

One of the biggest problems right now with online video is unfair distribution. As discussed before, most of the distribution in existing platforms is based on recommendation systems (YouTube, Instagram, Vine), that are based on either the amount of likes or views for the content and the user's previous history, or on direct shares between existing contacts (Snapchat, Taptalk). By adding an aleatory system to accessibility of the contents this research aims to create a distribution environment without bias and to give the opportunity to its users to get access to unexpected content, which will hopefully result in users finding new interest or connection with content that they would not have found using the now available systems.

A completely random system will allow users to have access to any kind of content without any kind of filter, which has the potential to create a completely new experience for the user (Figure 3.2). However, this comes with complications - the main one is that if users happen to only access contents that have no interesting elements for them or are completely unattractive to them, the possibility of the users losing interest on the platform increases very quickly. To prevent this, or any similar situation, the aleatory system in Witty is category-based, which means that users can select between an array of categories and once inside the category all the contents displayed will be randomized. To illustrate, if the user selects the category Comedy all the content inside will be comedy, however it could be any kind of humor.
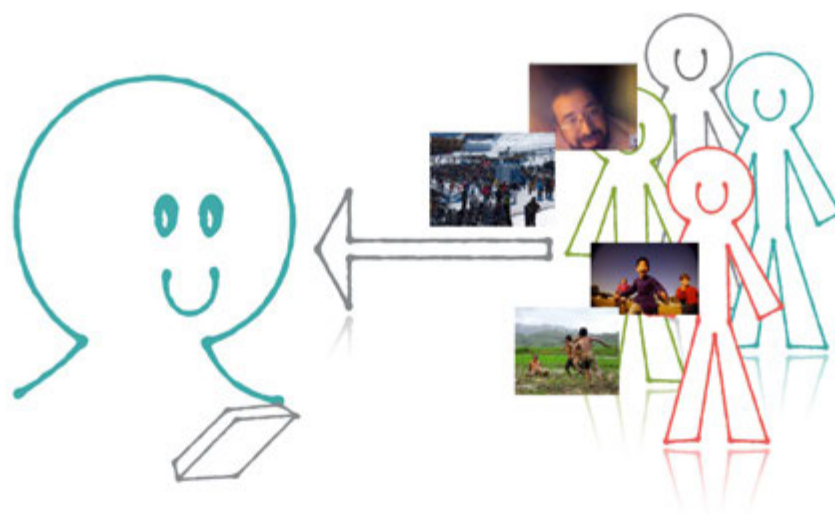
Figure 3.2 Illustration of user receiving content form random creators

3.3.3 Credit-based system

A big problem that could arise from the use of temporary content is a lack of new content; if users do not upload content regularly it could result in users facing the same content over and over again, and in the worst case scenario it could result in no content available at all, since all the content is deleted after 24 hours of being uploaded. To avoid this problem Witty includes a credit-based system.

With the implementation of this system the users will only have access to contents if they have credits. One credit equals to one view when the users aim to get access to content for one time, which means that the users will spend one credit every time they access a particular content, even if they access a video they had previously had access to. But first the users need to earn credits. When the users first join the platform they will be assign a certain number of credits, which will give them the opportunity to enjoy the benefits of the platform, once the users empty their credit score, in order to acquire more they will have to upload an original piece of content, which will increase their credit score and as a result allow them access to more contents.

The purpose of this feature is, firstly, to guarantee a continuous flow of content for the enjoyment of all the users, and secondly, it will help motivate users identified as *curators* to shift toward the category of *creators* [8].

3.4. The Design Requirements

Based on the previous discussion, these are the user requirements to address:

1. Simple UI
   Since the system can be very confusing because of the implementation of the three main features at the same time, the user interface has to be simple and friendly to allow the users easy access and understanding to the different sections of the prototype.

2. Content Control
   The platform has to ensure that the quality of the contents is high enough to keep the interest of the users, since the credit-based system can cause some users to upload low quality content in order to obtain credits, which will negatively affect the perception that other users may have of the platform.

3. Take advantage of the mobile device characteristics

   The prototype should take into consideration the advantages of working mainly within mobile devices, which will allow better opportunities for users to easily share content wherever they are.

Chapter 4 describes the implementation of these requirements within the prototype.

3.5. Evaluation of the concept

In order to properly evaluate how feasible is the Witty platform in efficiently implementing the 3 main features that form it into a seamless and natural interaction for the users, while simultaneously confirm if Time Limit, Randomization and a Credit-based system can work together to increase the motivation of users within their online video sharing habits, specially in the creation of original content, a qualitative method of research was applied to the prototype that resulted from the concept proposal of this paper, the details of the previously mention prototype can be found in chapter 4 of this paper. A group of users that fitted the profile of the target user of Witty were recruited to form part of the test and research methods that include in-depth interviews and observation were utilised and the data obtain was analysed and subjected to interpretations using the Qualitative evaluation method parameters [10], this process and its results can be found in chapter 5 of this paper.

Chapter 4

4. Prototype Design

In this chapter all the different elements that influence the prototype design as well as a study of the tools required to develop it are discussed.

4.1. Prototype Development

This section illustrates the tools required for the construction of the prototype, the original concept development and workflow of the platform, as well as the changes that occurred during the development of the prototype and the preliminary design of the prototype.

4.1.1. Initial Prototype Workflow Development

As discussed before in this paper the concept of Witty has three main features, and for the success of the goals in this thesis, it is required that all these features worked in harmony inside the prototype. The fluent workflow is very important for a successful implementation of the platform. The original workflow concept can be seen in Figure 4.1.
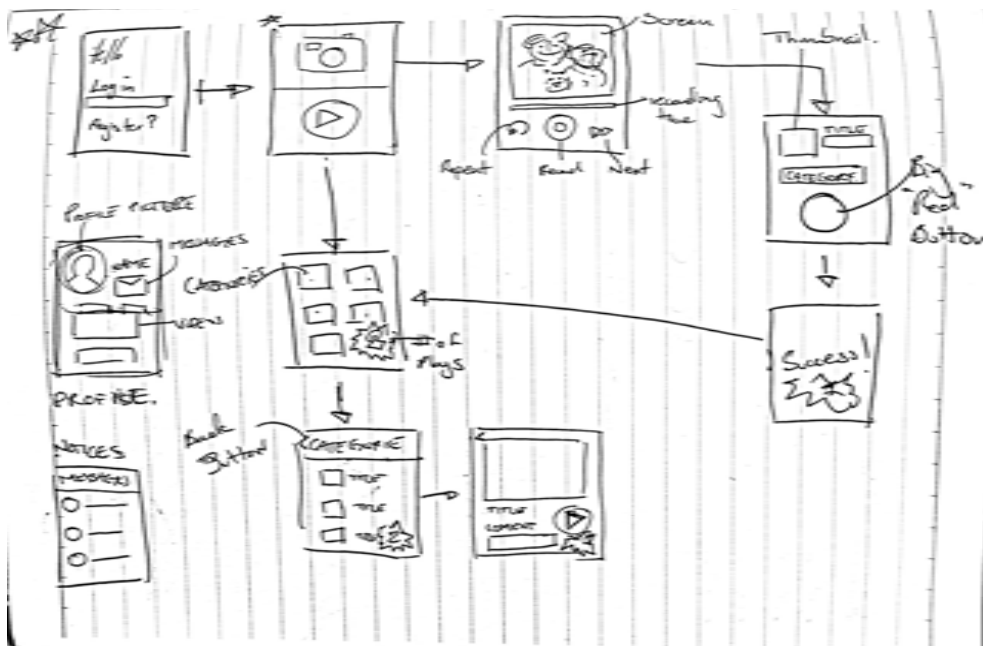
Figure 4.1 Sketch of original prototype workflow

The diagram shows how the users will access the system by login into the platform with their unique username and password and once they have accessed the platform, they will be sent to the main screen. The main screen consists of two main elements, first the button that will direct the users to the capture screen, the "camera" button, and the second is a button that will direct the users to the category visualization screen, the "play" button. The capture screen consist of a section reserved for the visualization of the camera, a "record" button. This button is conceptualized to record as long as the button is being pushed; if the user removes their finger from the button, then the recording will be stopped. In this screen there is also a "repeat" button, that will allow restarting the recording, and a "next" button, that will take the user to the category selection screen, along with a recording time bar.

In the category selection screen users can assign a title to their original creations as well as assign the content to a particular category. Lastly, it includes an "upload" button and the screen that results from pressing this button is the success screen. In this screen the users will receive either a success message or a fail message depending on if the system was able to upload their content or not. It will also inform the user of how many credits they will receive for that particular piece of uploaded content.

There are two ways of accessing the category visualization screen, either by selection the "play" button on the main screen or by selecting the continuation button on the success screen. Once in the category selection screen, the users will be able to select the category that awakens their interests as well as visualize how many credits they have available. Selecting a category will bring the user to the category screen of whatever category they choose, in which they will be able to select between three random assigned contents. By selecting any of those contents the visualization screen will open to show the full length of the content.

In this first conceptualization of the prototype a personal user screen was visualized. In it users would be able to see comments left by other users on their contents as well as receiving personal messages and get access to their previous creations inside the platform. This screen was dropped after the first conceptualization in order to simplify the prototype and make it more efficient for the purpose of this paper.

4.1.2. Development tools

In an early stage, it was decided that the prototype will not be developed as an Android or IOS. In order to facilitate the realization of the platform, it would be web based, but still aimed to be mainly used on mobile devices. In order to develop the prototype, two main software tools were used - Adobe Muse was used to create the initial wireframe structure of the prototype, and Adobe Dreamweaver to create the more complex programming required for the project. Several programming languages were used, which were HTML, CSS, PHP, and MySQL, the main ones being PHP and MySQL. The coding was done in collaboration with Mr. Wayne McLemore.

4.2. First Prototype

Several changes took place from the original prototype concept to the first working prototype. These changes were simplifications of the original workflow (Figure 4.2). The main simplification includes the removal of the user profile screen and the private message feature. Other minor simplifications include the removal of the title selection for the content as well as the possibility of writing comments for the video.
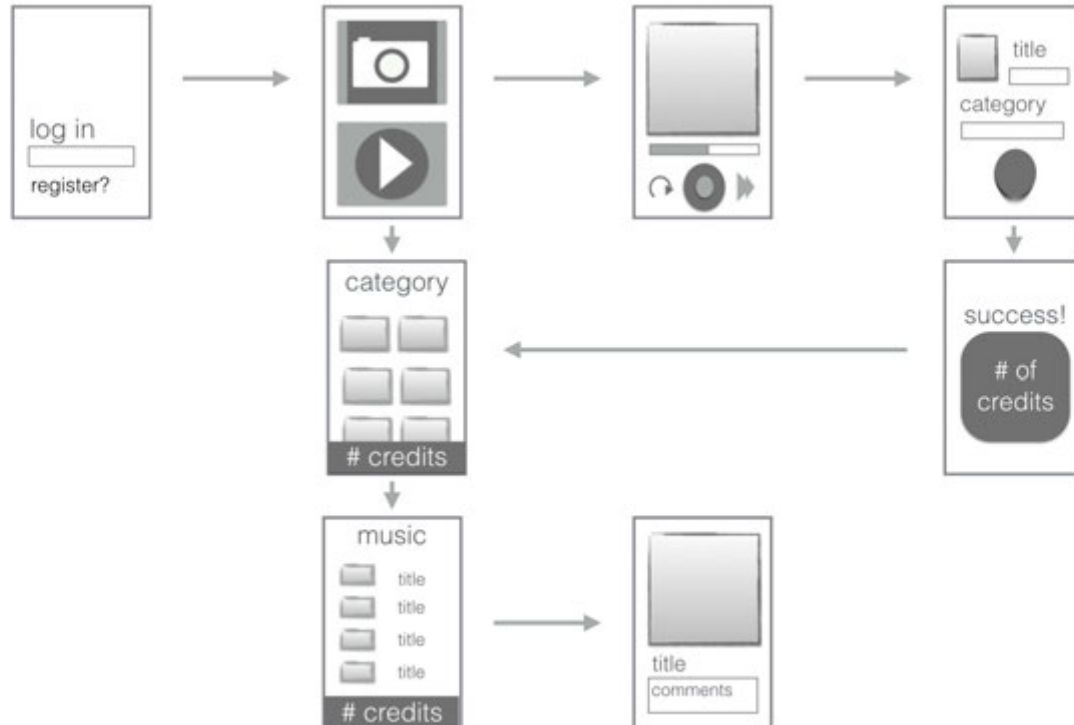
Figure 4.2 Simplified workflow used to develop the first functional prototype

The login screen was also removed, this means that the system works by accessing the cookies of the web browser selected by the users, and it was replaces by a simple welcome screen (Figure 4.3).
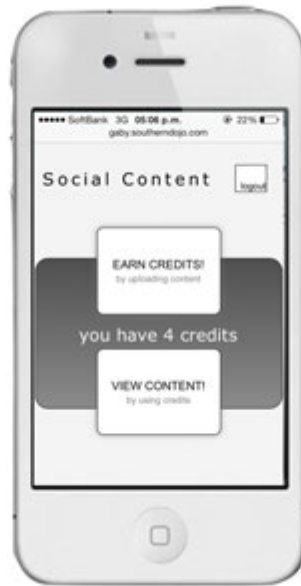
Figure 4.3 First prototype welcome screen

This first prototype is fully functional, and it includes the options of creating content within the platform by accessing the camera application on the mobile device or by uploading an existing content form the device's media libraries. The credit-based system is included in this prototype. When the user initially accesses the platform they receive four credits that will allow them to explore the contents and hopefully get engaged with the platform. For every content uploaded the user will receive another three credits to access more content.

4.2.1. First prototype limitations

This first prototype, although it applied all the basic workflow, it has some several limitations, the main one being that at this stage the prototype was not able of upload or reproduce video media, only still images. Since this is a video-based research this is a really big limitation. Another feature that is missing is the ability to add a title when uploading content, which eliminates every point of reference that the user may have when selecting a video inside of each category, as this prototype also lacks the visualization of thumbnails for the uploaded contents.

4.3. Second Prototype

The second prototype includes several important changes and new features that will remarkably affect the implementation and success of the platform. The first big change is the inclusion of video media on the platform (Figure 4.4). Now the prototype can upload and reproduce video files, both created inside the platform or from within the device libraries (.mp4 and .mov video files are supported by the platform). There is no time restriction for these files at this moment, however, even though the prototype does not automatically regulates the video length of the videos, based on the research about video length previously mentioned in this paper, the users will be instructed to upload videos between 5 and 35 seconds in length.
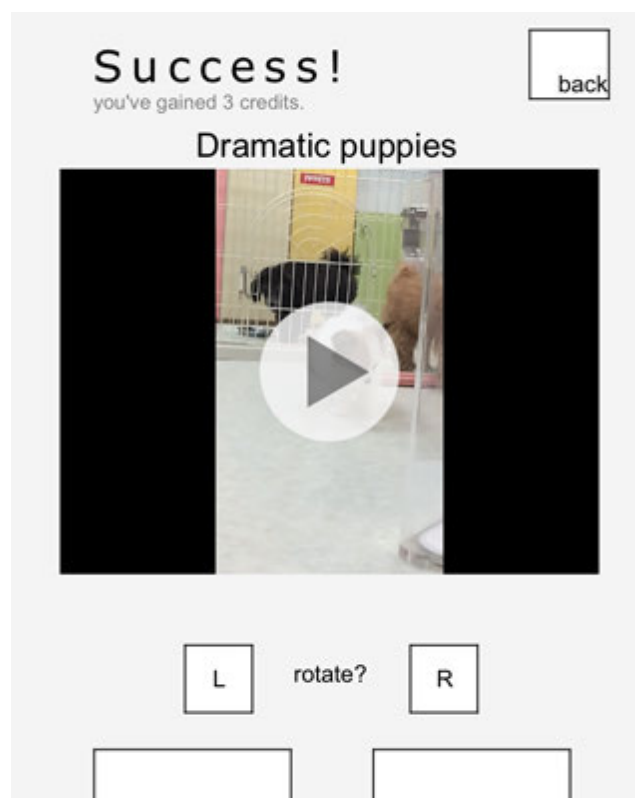
Figure 4.4 Detail of the Success upload screen shown a video created within the platform

This prototype includes a feature that allows users to assign a title to each piece of content (Figure 4.5). This was included so users can have a better judgment of which videos they want to get access to. In the first prototype users were completely blind about what contents they would like to access once they enter one particular category, and so users could find themselves accessing content that was irrelevant for them,

resulting in a future lack of interest in accessing other contents. In order to give the users a tool that will help them judge which contents to access based on their particular preferences, the feature mention at the beginning of this paragraph was implemented. Users will have freedom to give the contest they upload whatever title they want within 25 characters.
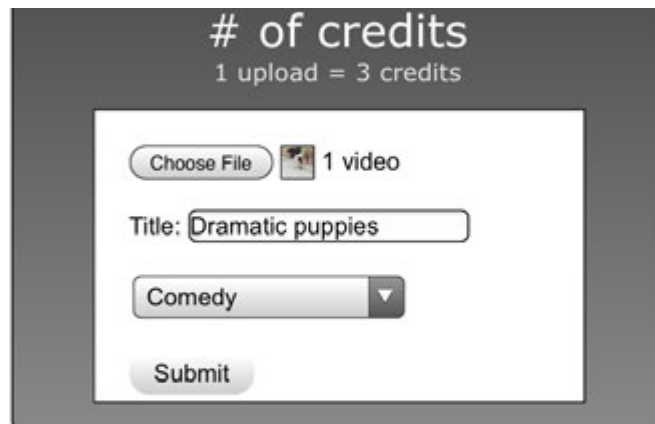
Figure 4.5 Detail of the prototype's upload screen

The objective of all the previous features and tools was to create a natural and logical interaction between the user and the platform, and so to create an interaction between users, the following feature was implemented. In this prototype the users have the option of liking the videos they have had access to, this will create a deeper engagement between the user and the contents but also between the users themselves. Users will be able to like the contents as many times as they want, and the number of like will be shown under the countdown clock that shows how much life the video has left within the platform, as shown in Figure 4.6

Figure 4.6 Detail of the Travel category screen

4.4. User story

Since three features work simultaneously on the prototype, it was important to create a natural and easy to follow flow that will allow the users to move freely and intuitively throughout the platform. The following is a description detailing how the user will interact with with the platform Witty.

4.4.1. Upload Video

When the user first enters the platform he will be welcomed by the enter screen, once he chooses to enter the platform two options are presented to him - he can choose between uploading content or viewing content. If the user selects the "Upload content" button he will be directed to the upload screen. There he will choose to upload a video, either by recording a new video within the platform in which case the device camera will be accessed, or by choosing a video from the device's video library. Next the user will give a title to the video and lastly he will assign it to a category. Once all of this is done, he will select the "Submit" button. Once the video has been processed the user will be taken to the Success screen where they will be shown a preview of how their video will look like when it is accessed and it will also show how many credits they have earned for that particular video. Finally the user will be given the option of uploading another piece of content or proceeding to viewing content.

Figure 4.7 Witty's upload video flow

4.4.2. View content

If the user selects to proceed he will be taken to the Category selection screen, where he will be able to see all the available categories and he can decide which category of video he would like to view. Once they select the category of video they intent to watch, they will receive three random selected videos. A countdown and a number of likes will be displayed for each video. the countdown represents how much time the video has left before it is deleted from the platform, hence erasable content. The user can select from any of the three available contents based on their title, the video life time left and the number of likes. If none of the videos awaken the curiosity of the user he can select the "reload" button in order to receive three new pieces of random content.

Once they select a video they want to watch they will be taken to the viewing screen. This screen will include the content as well as the like button. After watching the video the user can like the video if he wants to or go back to the category screen. There three new random contents will be shown and the number of credits available to him will be updated. Once more he can choose one of the contents presented to him, reload to get three new pieces of content or go back to the Category selection screen.
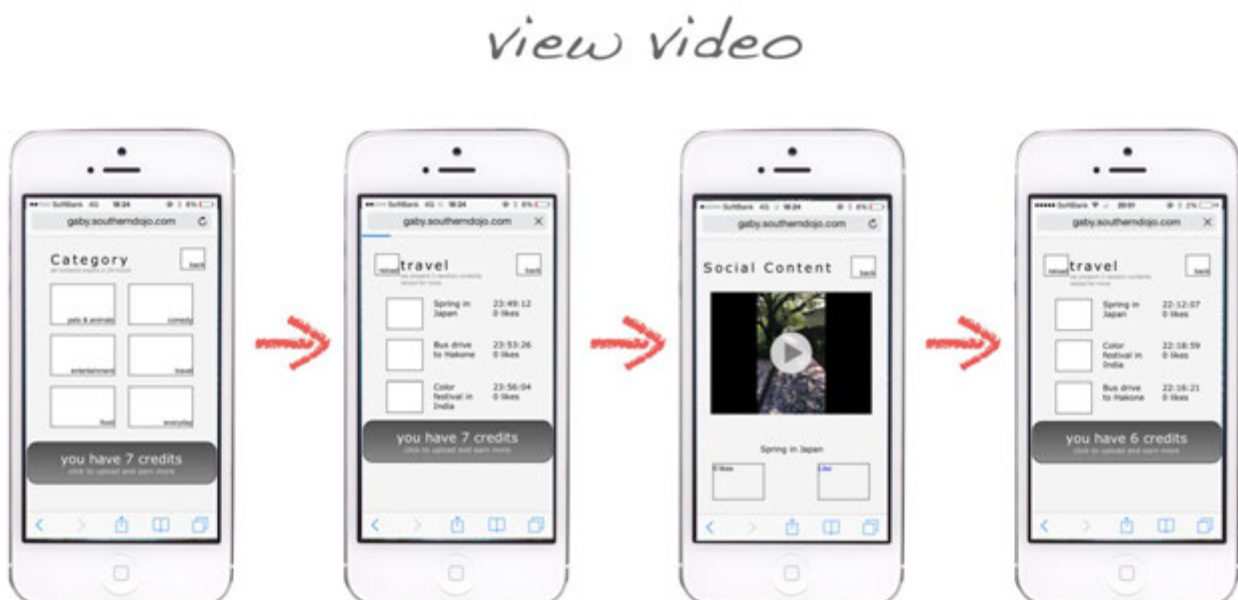
Figure 4.8 Witty's view video flow

4.4.3. No available credits

When the users have no more credits left they will not be able to access any content; all the viewing options will be blocked and greyed out making the only options available to them ones that will allow them to earn more credits, or in other words, the options to upload content. As a result he will receive one of the screens shown in Figure 4.9 depending on which section of the platform they happened to be in when they run to of credits.
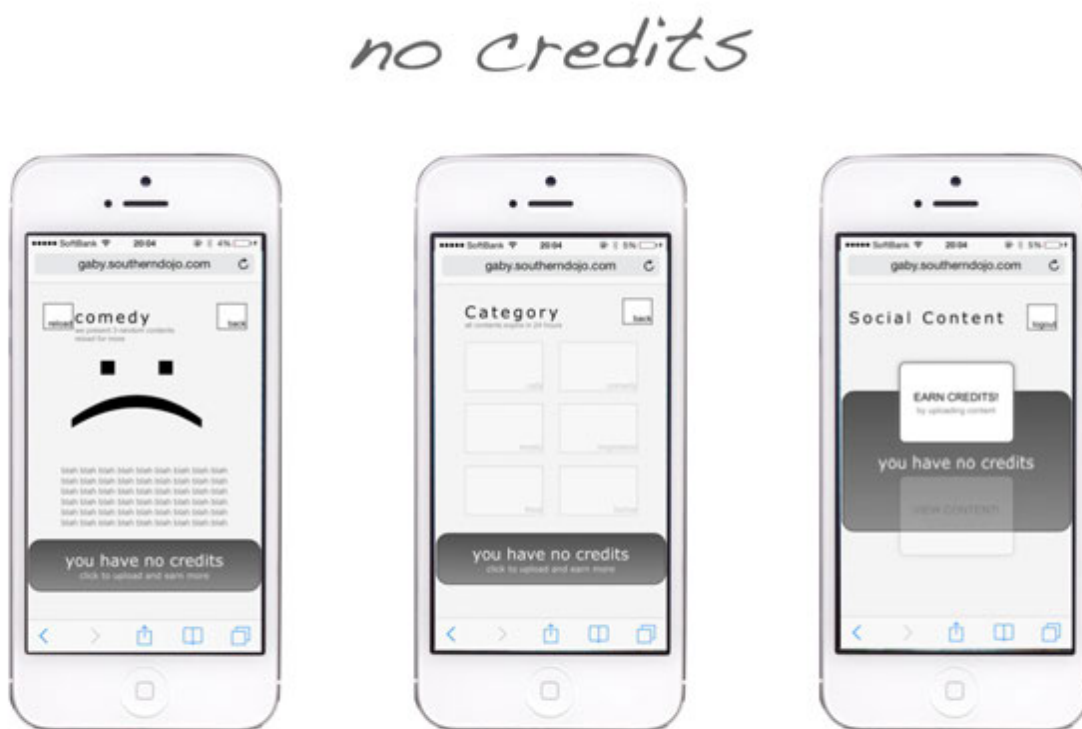
Figure 4.9 Block screens due to lack of credits

4.5. Scalability

The three main features of Witty can be manipulated in order to scale its range, based on the number of users and the frequency of their activity. Witty depends mainly on the frequency of the user activity - if there is not enough activity then there will be no content for users to see, therefore users will not feel motivated to earn credits to watch content that is not there. If users do not want credits then they will not upload videos and this will result in even less contents. Witty requires an equilibrium between the content that users access and the content they create - this is the reason why the

platform needs to be scalable in order to increase the probabilities of having this equilibrium.

There are three ways in which Witty can be scaled, each one of them referring to one of the main features of the platform. First the Time Limit for the content's life can be modified. It can be increased of decrease depending on the number of contents existing in each category, which will assure that no category will be empty of contents. Referring to the Credit-based system, it can be adjusted by increasing the number of credits given to the users every time they upload a video. Lastly, Witty can be scaled by creating non-erasable contents that can be inserted into the categories during moments where there is not enough available "fresh" content from the users.

The previously mentioned scalability methods can be either applied separately at different times to attack particular situations in the life of the platform or at the same time to change the flow of the entire platform.

Chapter 5

5. Evaluation and Results

This chapter describes the methodology utilized for the testing and evaluation of the Witty prototype as well as the raw information that resulted from them.

5.1. Evaluating Method

In order to prove the theory this paper proposes, a qualitative method of evaluation was used [10]. This method was chosen because as seen in previous studies [3,5], quantitative information within video sharing platforms has little to no use due to being inaccurate because of the subjective nature of the environments inside the previously mention platforms, and secondly because, as it was explained before in this paper, "Witty" uses three features working simultaneously to create and engaging experience for users. In order to make sure that these features work in a logical an easy to follow flow, the qualitative method is much more efficient because it gives in depth feedback of the user experience.

5.1.1 Testing Methodology

This paper aims to obtain deep feedback from the users, which is why qualitative results are desired. In order to obtain this type of information personal interviews will be conducted with users that fit the target audience. These are the main points of the testing:

- Nine Target users (four creators and five curators)
- The testing will take place on a span of four days, form July 2nd of 2014 to July 5th of 2014
- At the end of the testing period all the members were asked to answer a survey and encouraged to make comments.
- Six in depth interviews were conducted for the users that formed part of the test.
- Constant observation of the activity within the platform took place.

The objective of the testing is to evaluate the points already discussed in chapter 1 in the aims and goals section. In order to succeed, the interviews and survey will focus on the points discussed under that section.

5.2. Prototype Implementation

Because Witty is easily scalable, certain parameters had to be selected for the environment in which the test would take place.

First the Time Limit was selected to be 24 hours. This is because it had to be long enough for users to be able to have the opportunity of watching all the contents, but at the same time create a sensation of being rushed for the users. The Time Limit defined before achieves that, since most users access the platform in a daily basis, as shown in below in section 5.4.1 Pre-testing interview results, and it will also allow the users to follow the life expectancy of each content before it is deleted from the platform.

Also each user will be given four credits when they first enter the platform, which will give them the opportunity to explore the existing contents and get interested in them. If the theory in which Witty is based on is correct, this will help encourage the users to want to create more contents and therefore earn more credits to be able to view more contents.

As previously stated Witty can not at this moment limit the length of the contents that are uploaded into the platform. However, based on the research done in section 3.2 Study of video sharing habits it was established that the best duration length for this platform would be between 5 and 35 seconds, so users were asked to limit their videos to fit this duration.

For the categorization, the categories were selected based on the most popular categories in the main video-based social networks existing today (Youtube, Vine), these categories are "Pets & Animals", "Comedy","Entertainment". The category of "Music", even though it is very popular within video social networks, was omitted since the average duration of a music video exceed the ideal length duration of the videos within Witty. Other categories were added based on picture-based platforms (Instagram), these were "Food" and "Travel". Finally in order to create a category that will work as a hub for videos that do not fit in any of the earlier mention categories, the "Everyday" category was included.

Finally the last important parameter refers to the number of credits obtained by uploading content and required to access content. Every time the user uploads a piece

of content he will acquire three credits and these three credits will give them the opportunity to view three pieces of content. In other words, one credit is equivalent to one view.

For users to be able to view contents when they first enter the platform, a total of 33 videos that fitted the video parameters of Witty were borrowed from YouTube to assure that the target users had content to access. The list of these videos can be found in Appendix b. The videos borrowed from Youtube have a length of 5 to 40 seconds, and all the contents showcase casual situations, meaning that none of them are professional content or planned content.

5.3. Testing

As previously stated nine target users took part on the testing of Witty. These users ranged from the ages of 24 to 28, and were of seven different nationalities. The test took place between users both in Japan and in Mexico. Of the users four identify themselves as content creators, while the other five consider themselves mostly content curators, meaning that their activities are focused mainly on the viewing and sharing of video content.

The test took place for a duration of four days, two of which were weekdays and the other two were weekend days. Since the activities of individuals greatly differ from the days consider as "working" days and "free" days, the testing aimed to include both environments in equilibrium to obtain balanced results.

Before the users had any contact with the platform, a pre-testing interview took place to be used as a point of reference and as a control to know if any of their habits or perspectives on content creation and sharing had changed after their interaction with Witty. This interview mainly focused on their current habits of creating and sharing content as well as their main activities on social networks (Appendix c)

After the pre-testing interview, an introduction of the platform was given to the participants of the testing, giving a simple explanation of the functions of the platform and to clear any questions about how to operate the prototype. This presentation and explanation were given individually, since the project aims for anonymous and random interaction of users. Hence, users mostly did not know who was part of the

test. Lastly, users were encourage to give comments about the first impressions they had about the platform based only on the explanation.

Once the test started, careful observation of the platform took place to record the activities users engaged in within the platform as well as when this interactions took place. Close attention was also given to the reaction of the users towards the platform. This observation was mostly done through the server that contained the platform. This server contains all the content uploaded, as well as the times they were uploaded into the platform. Also direct observation of some of the users took place, in order to understand better how users interact with the platform.

Figure 5.1 User observation

The last part of the test consisted of a general survey that all nine of the target users are asked to answer. This survey consists of general questions of their interaction with the platform (Appendix d, e). An in-depth interview was conducted with seven of the users. These interviews (Appendix f) took place mostly face-to-face and in a few cases by Skype due to the location of the users. This in-depth interview focused on the users'

interaction with each of the three main features of Witty individually and on how they work together. Also comments and suggestions were taken from these interviews.

5.4.   Results

This section includes the results of the pre-testing interviews, which mainly focused on the user's content creation and sharing habits and results regarding each of the different features that form Witty. These results were obtained through observation of users and the platform during the test and from in-depth interviews that took place after the testing of the Witty prototype.

5.4.1 Pre-testing interview results

Through the pre-testing interviews information about the habits of users were gathered. It shows that the target users access social media an average of two times a day and that users consume content on a daily basis for a time ranging between one hour to three hours.

One feature that is spread through the most popular existing social media platforms is the feature that rate content. This changes from platform to platform, but consist mainly of "likes" or "thumbs up" and star ranging systems. Another popular feature is the feature that allows users to comment on contents. The result of the interviews showed that within the video based social networks users rarely or never user either the rating feature and the comments feature.

One more thing to take into consideration was that users rarely re-watch video content, and when this happens it is mainly when they share it with someone else and they watch it with the individual they shared it with. Also users almost never save videos, - only one of the users expressed saving videos they liked. In most cases users expressed they did not feel the need to save the videos because they could either look for it afterwards or because they had no interest in watching it again.

Finally users expressed how they constantly found themselves watching the same videos over and over again, not because they looked for the same videos, but because all their peers where sharing the same content or because all the suggestions and recommendations in the platforms where very similar to what they had previously

watched. Users used phrases like "I'm trapped watching the same videos over and over again," and "I'm stuck in the bubble of thing that i'm subscribed to."

5.4.2 General Results

A total of 14 videos were uploaded by the end of the test and these videos ranged on duration from 5 seconds to 32 seconds.

From the total of six categories that were used for the testing, one video was uploaded to the "Pets and animals" category, one video was uploaded to the "Travel" category, two videos were uploaded into the "Comedy" category, three videos were uploaded to the "Entertainment" category, and seven were uploaded into the "Everyday" category, while no videos were uploaded to the food category.

Figure 5.2 Screen shots of uploaded videos to Witty

5.4.3 Results related to the Credit-based system

The results of the observation, the survey and the interviews showed that the users did upload videos to the platform and in most cases they showed motivation towards uploading more video contents. Moreover, some of the users that had expressed at the beginning of the test to have never created a video before, were the users that in average uploaded the most videos to the platform. One of the users casually said "I felt like I needed to create something worth uploading, because I was getting something back." This reflects that users themselves are capable of curating the content they

upload, and in a situation where they will receive some kind of remuneration for their contribution to the platform they feel compelled to create and upload video content that was relevant to them, and by being relevant to one person the potential of that particular content being relevant to other individuals is a real possibility. All the users that formed part of the test answered in a positive way when asked if they wanted to upload "interesting" content into the platform.

Users enjoyed the "game-like" interaction that the platform creates by using credits and the majority of the users expressed feeling exciting after uploading a video, mainly because they felt a sense of accomplishment or achievement afterwards. After uploading their first video out of the nine users of the test, only one showed no motivation to upload more videos after the initial upload.

One important problem that arose during the test was the realization that the current coding of the platform allows for users to obtain unlimited credits if they delete the cookies of the browser they are using to access Witty. Two of the nine users found early on in the test that this was possible, and as a result both of these users had access to essentially all the contents in the platform without the need to upload any contents themselves. This situation complete neutralized the purpose of the credit system.

5.4.4 Results related to the Time Limit

In relation to the Time Limit for life of the video content inside the platform out of the nine users two users did not feel pressure to watch the contents before they were deleted. However, the other test users found themselves wanting to watch most of the videos before they were deleted and one of the users even expressed to have seen every single video that was uploaded to the platform. This feeling of rush served to increase the users' activity inside Witty. When asked how did they feel about their video creations being deleted they expressed that even thought they wanted to upload interesting content they did not feel the need to make "perfect" videos nor to do previous planning to create the contents.

The continuous flow of "fresh" content was one of the features that most users seem to have enjoyed during the testing. A user said "there is a good chance you will never see the same content again," while another said "I'm out of the bubble of contents that I'm subscribed to." Both of these statements illustrate how users want to have access to not

only constant content, but also to content that they would usually not find on their on or that would not be suggested by the current existing online video platforms.

After the test was finished users were requested to directly send all the contents that they had uploaded to the platforms to the author of this paper. However, in the cases when video where created directly into the platform there was no way for the user to retrieve the videos, as they were deleted once their time limit had come to and end. The reaction that user had to this situation was not negative; users only felt bad that they could not provide the author with her request, but they were very clear in expressing that they did not feel like they lost something important to them.

As shown in section 5.4.2 General Results, not all the categories received the same attention or uploads, as a result of this situation there were periods of time during the testing when some categories did not have available content for the users to access. All of the users were discouraged by this situation to access those categories that lacked content.

5.4.5 Results related to the Categorization of Random content

Throughout the test all the users expressed excitement about getting access to random or unexpected content - both before having access to the platform and after. All the feelings that users described to have after using the platform were positive. One of the users said that she found some of the videos particularly memorable because when she saw them they were completely new to her. This was not something that was foreseen when the original concept of Wittty was developed, but if further demonstrates that users are really interested in having access to content that is outside of their current interests. Quoting form another user: "It is nice that every time you refresh you get new videos, so I can get more variety"; comments similar to this were the most frequent when the users were asked to express their opinion about the randomization of content.

Although most users were very happy with the contents inside the platform, they did not like the categorization system itself. Most of the comments were "It was too broad", "They were to generic", "The categories were too rigid", and when asking them what kind of categories they would like to include in the platform the range of responses was too broad, which prove the selection of categories very subjective.

The responses referring to the randomization of content were very positive, however, users felt that not enough information was given to them to judge the random contents that they could have access to. As a result they were very reluctant to spend their credits. Users expressed that sometimes the titles of the videos were not very clear, and since most of the users did not use the "like" button to rate the contents, they could not use this as a tool to help them select content.

Chapter 6

6.   Conclusion and Future Works

This chapter summarizes the interpretation of the evaluation to form a conclusion to the questions stated in this paper as well as future works that could be deviated form it.

6.1.   Conclusions

This thesis has proposed and evaluated the concept of Witty, a platform that utilizes a time limit, randomization and a credit-based system simultaneously in a video sharing platform that engages users into creation and sharing of original video content. This paper aims to demonstrate through the evaluation of a working prototype that users can be motivated to create content when they are faced with a game-like experience that rewards them with unexpected content and that the result of this engagement is the increase in the creation of user-created content and its fair distribution. Out of the nine target users that form part of the test, seven felt motivated to upload and therefore create content for the platform, and eight expressed to have enjoyed watching constantly new random content that was not part of their previously existing interests and none of the users showed any kind of discomfort or negativity after the contents they created were deleted form the platform. The most compelling characteristic of Witty was the sense of achievement created by the game-like interaction between platform and user. Although the scope of the evaluation of this paper was very limited, Witty showed potential to be a feasible platform for the creation and fair distribution of video content.

6.2.   Limitations

The evaluation done in this paper was too small to completely prove the feasibility of Witty. Since there was not enough available content for the users to access it is not possible to truly measure the level of engagement that the users had with the platform.

For the technical aspect of the design there are some points that are important to mention referring to the development of the prototype. Firstly, the tools used for creating the prototype may not have been the best - by using Adobe Muse as the

platform to create the original site design a lot of confusion and integration problems arose when transferring it to Dreamweaver. This could have been easily avoided by using Dreamweaver as the first and only software tool to create the prototype.

Another important point to take into consideration is that the current platform uses the cookies of the browser in which the users access the platform and as a result, users can easily bypass the credit-based system by deleting the cookies. This could really damage the integrity of the platform in its totality if not corrected.

6.3. Evaluation Improvements

Witty showed good potential with its first test, however this test was too small. As a result, the information gathered in this paper was scarce and with it, it is not possible to know if this platform is really feasible or not. In order to further confirm the hypothesis stated in this paper, a test in a broader environment will take place. In order to obtain usable quantitative data the test will include a minimum of 50 users. For this test an appropriate number of videos that fit into the parameters previously assigned to Witty will be borrowed form other platforms, i.e. YouTube, to ensure that all the categories have enough contents at all time to keep the users interested and engaged with the platform. In order to facilitate the selection of videos to the users, the visualization of video content in the form of thumbnails will be included.

6.4. Future works

As Witty uses a categorization system to organize and make a filter between random content and the user, it is crucial to ensure that this is the most appropriate system, however, from the information gathered during the evaluation phase of this paper it is clear that the categorization system is too subjective and general at the present and further research about categorization and other forms of organization will take place to identify how to create a sense of random content without eliminating the element of surprise that forms part of its essence. In order to improve the engagement between user and platform and to further exploit game-like environment that Witty's features create by working simultaneously, new features will be included. This will include the availability of time limited promotions that will allow the user to gain more credits for each video uploaded and the introduction of user levels, this will allow the use of feature contents as rewards to users that are continuously active in Witty.

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Appendix

a.   Original user testimonial

Puedo hablar de la experiencia que tuve desde dos perspectivas: primero, desde cómo me afectó personalmente, y segundo, cómo pienso que puede afectar a la mayoría de las personas.

Empiezo por la primera. La idea de compartir video e imágenes no es nueva, lo es quizá el modo en el que esto sucede. No me atrae la idea de ganar puntos subiendo material porque de por sí soy reservado en la cantidad de fotografías que tomo, y en el video que elegiría compartir, y en un medio que me demandaría hacerlo para obtener algo en el intercambio terminaría por dejar de subir antes que persuadirme de ver algo nuevo haciéndolo. Aparte de esto, el hecho de que el contenido tenga su tiempo limitado me hace sentir ansioso, porque nada de lo que pudiera encontrar allí estará disponible para compartir a menos de que apresure a quien quiero enseñárselo y no disfruto de la prisa, tampoco de la que tendría yo mismo por ver algo que pueda ser interesante. Finalmente, la idea de que el material surja eligiendo la categoría, pero aleatoriamente dentro de las recopilaciones me gusta por la sorpresa de hallar algo dentro del campo de lo que uno mismo ha juzgado interesante, aún sin saber exactamente qué será. Para disfrutar esto, supongo, se dependerá de que las categorías sean suficientemente variadas y que estén bien elegidas, y creo que esto puede ligarme a la segunda perspectiva.

Si me imagino cómo funcionará para la mayoría, pienso que el placer del contenido dependerá de que no haya muchas personas que graben cosas intrascendentes nada más para ganar sus créditos y ver lo de los demás, lo cual requiere la confianza en que estarán interesados en dar con la misma calidad con la que estarán interesados en recibir. Obviamente, también es de suponer que las categorías serán bien elegidas por los usuarios, porque si se desatienden, puede volverse molesto para algunos recibir algo obviamente fuera de la categoría que eligieron. Eso puede lograrse, pero creo que no será fácil. La mayor ventaja que veo en esta experiencia es su potencial para enganchar a los usuarios. Me imagino fácilmente cómo el hecho de mirar videos o imágenes contra el reloj puede convertirse rápidamente en causa de entrar repetida y frecuentemente. También puede resultar muy divertida la semejanza implícita con la apuesta, que hace que el usuario sea parte del juego: da algo de cierto valor y espera que lo que obtenga por sus puntos sea igual o incluso mejor que lo que él mismo dio, y debe saber que esto es más probable mientras más suban cosas interesantes. Aparte, si el usuario comienza a ser reconocido por compartir contenido divertido, seguramente será muchísimo el ímpetu por repetir la experiencia muchas veces más. Tal vez haya quienes quieran que un mismo archivo que ha desaparecido y que fue popular por alguna razón, reaparezca y entonces lo vuelvan a subir, de modo que algunos contenidos aún con su caducidad empezarán a aparecer de nuevo, y esto puede ocasionar en otros usuarios el deseo de hacer algo que tenga la misma calidad que aquel que se volvió popular. En todos estos aspectos, lo que pienso que moverá a muchos usuarios será su parecido a un juego que demanda atención y presencia constante. En general, creo que será una experiencia muy gratificante para la mayoría, y que la acumulación de créditos se convertirá en parte de esto que llamo "juego" que los hará volver muchas veces, y atender el proyecto con sus propios contenidos. Le veo muchas posibilidades de éxito.

b.　List of videos borrowed form YouTube for testing

Title	Duration	Source
10 Seconds to Dinner- Easy Crescent Taco Bake	00:11	youtube.com/watch?v=tGoOGJzUsmQ
Pork Wellington Recipe in 30 seconds.	00:36	youtube.com/watch?v=XRhHZ-_Hjoo
Coconut ice cream. Bangkok, Thailand	00:40	youtube.com/watch?v=0EJSOcBHWmk
Latte art - rosetta　Corea Coffee Belt	00:22	youtube.com/watch?v=1wPV2n55bkY
More robots in shinjuku at the robot restaurant	00:29	youtube.com/watch?v=BUi15ijOK5M
India - Holi (Color-Spring festival) in Hampi	00:18	youtube.com/watch?v=PRVpTErl9g4
15 DE SEPTIEMBRE-GRITO EN EL ZÓCALO CIUDAD DE MÉXICO-FUEGOS ARTIFICIALES EN EL ZOCALO	00:33	youtube.com/watch?v=b5NC6YSlFXw
Winnie The Pooh Ride at Walt Disney World	00:29	youtube.com/watch?v=W20B6xiwdIU
Scuba Diving with Large Anemone Clownfish Damselfish and Coral on the Great Barrier Reef	00:35	youtube.com/watch?v=v7XaUVRi5Qc
Taj Exotica Maldives Deluxe Lagoon Villas with Pool Walkthrough	00:40	youtube.com/watch?v=nCzN3-GhMMg
Walking Table	00:11	youtube.com/watch?v=WR931mtC3l4
The Reveal to Grandpa	00:39	youtube.com/watch?v=q2sM7tzILeE
Fingersnapping Super Mario	00:36	youtube.com/watch?v=d16xAFjwcVw
Funny Parrot Saying WTF WIN	00:22	youtube.com/watch?v=ca1Dy7EShmg
Dachshund In A Coat Sleeve	00:23	youtube.com/watch?v=ali0CCFYWVg
玄関開けるまで259,202秒でにゃんこ♪ Cat welcome - short.5 after 3 days-	00:37	youtube.com/watch?v=QjeNh2lLXDU
78-Year-Old Grandma Rides A Roller Coaster For The First Time	00:40	youtube.com/watch?v=X1q3zwYx_R0
Funny dog - He though he can fly but... Haha !!!	00:23	youtube.com/watch?v=0JB0bPv9Jx8
Why You Shouldn't Sneeze Around Babies	00:11	youtube.com/watch?v=CcRmWOIikyo
Baby Goats Attack Woman!	00:38	youtube.com/watch?v=ZVNeCXdpMVc
Koala climbs up my leg for a cuddle	00:40	youtube.com/watch?v=Irrr4ISn5ps
Adorable Wolf Turns Into A Puppy For Belly Rubs	00:34	youtube.com/watch?v=B-ozvzGXwo8
Cat jumping against aquarium - Funny cat jump fail [ORIGINAL HD]	00:16	youtube.com/watch?v=hqFlOCxGAWo
Mom Tries to Teach Adorable Girl Life Lesson	00:38	youtube.com/watch?v=xS0XiOLW_Qk
Cooper Loves Ice Cream	00:43	youtube.com/watch?v=tHvExOg4NI0
How puffer fish protect itself	00:39	youtube.com/watch?v=zwxdyRyROY4
Great Free Kick, But An Even Greater Save	00:16	youtube.com/watch?v=FduXVPcl_fQ
Professional Squirrel Translator (Grateful Talking Squirrel) ORIGINAL!	00:11	youtube.com/watch?v=IiCxQxgBqsI
Yoga Demo　Tittibhasana with Kino in New Delhi	00:40	youtube.com/watch?v=W4G_S7_w1e0
We Love Russia-Fun on the beach	00:16	youtube.com/watch?v=66r3iNx0bXM
Lunch Break Fun!	00:14	youtube.com/watch?v=EEKSGBeXdN8
German Kids - Cool Trick	00:14	youtube.com/watch?v=nMWX6QVALWM
Ultimate Batting Practice Cool Trick	00:38	youtube.com/watch?v=zWVqwkKsHts

c. Pre-testing questionnaire

Pre-testing Interview Questions
Age
Gender
Nationality
Do you consider yourself a content creator or curator?
Do you use social networks? Which ones?
How often do you use social networks?
Do you watch online videos?
How often do you consume online video?
Do you share video content online?
How do you share video content?
Do you use any rating system when watching video content online?
Do you ever comment on online videos?
Do you re-watch video contents?
Do you save or bookmark online video contents?
What is your first impression about the Witty platform?
Any comments?

Witty, post test questionnaire
* Required

1. **I felt motivated to upload videos to the platform** *
   Mark only one oval.

	1	2	3	4	5	
Totally disagree	◯	◯	◯	◯	◯	totally agree

2. **I wanted to upload interesting content to the platform** *
   Mark only one oval.

	1	2	3	4	5	
totally disagree	◯	◯	◯	◯	◯	totally agree

3. **I felt pressured to watch videos before they were deleted** *
   Mark only one oval.

	1	2	3	4	5	
totally disagree	◯	◯	◯	◯	◯	totally agree

4. **I found the content in the platform unexpected** *
   Mark only one oval.

	1	2	3	4	5	
totally disagree	◯	◯	◯	◯	◯	totally agree

5. **I enjoyed watching unexpected content** *
   Mark only one oval.

	1	2	3	4	5	
totally disagree	◯	◯	◯	◯	◯	totally agree

6. **How did you feel after WATCHING videos on the platform?** *

You can select more than one option

Check all that apply.

- [ ] Happy
- [ ] Sad
- [ ] Excited
- [ ] Bored
- [ ] Entertained
- [ ] Melancholic
- [ ] Surprised
- [ ] Other: _____

7. **How did you feel after UPLOADING videos on the platform?** *

You can select more than one option

Check all that apply.

- [ ] Happy
- [ ] Sad
- [ ] Excited
- [ ] Bored
- [ ] Entertained
- [ ] Melancholic
- [ ] Surprised
- [ ] Other: _____

8. **I found the categories appropriate** *

Mark only one oval.

	1	2	3	4	5	
totally disagree	◯	◯	◯	◯	◯	totally agree

9. **What other categories would you like to be included in the platform?** *

_____

10. **Would you like to be able to assign the videos to more than one category?** *

Mark only one oval.

- ◯ yes
- ◯ no

e.   Pre-testing questionnaire results

Witty, post test questionnaire (Responses)

Randomization of Time-Limited Video Sharing and Content Creation Inside a Credit-Based Platform	I felt motivated to upload videos to the platform	I wanted to upload interesting content to the platform	I felt pressured to watch videos before they were deleted	I found the content in the platform unexpected	I enjoyed watching unexpected content	How did you feel after WATCHING videos on the platform?	How did you feel after UPLOADING videos on the platform?	I found the categories appropriate	What other categories would you like to be included in the platform?	Would you like to be able to assign the videos to more than one category?
7/9/2014 12:48:02	4	5	4	4		Happy, Entertained	I didn't upload any conte	4	I can't think of any specific categories, but a larger variety would be helpful.	yes
7/9/2014 12:51:00	4	4	5	5		Entertained	Excited	4	I would like to make my own categories!	yes
7/9/2014 12:59:28	4	4	1	4		Entertained	Excited	4	Friends	yes
7/9/2014 13:01:27	4	5	3	4		Happy, Entertained, Surprised	Happy, Excited	4	music, art, inspirational, nature	no
7/9/2014 13:04:14	4	4	3	5		Entertained, Surprised	Happy, Excited	3	mood, weather	yes
7/9/2014 13:22:39	2	4	4	4		As I was before	I didn't	5	None	yes
7/9/2014 16:10:53	4	5	3	4		Happy, Bored, Entertained, Surprised	Happy, Excited, Entertai	3	cool, creative	yes
7/9/2014 20:11:24	4	4	4	5		Happy, Excited, Entertained	Excited	4	AV	no
7/10/2014 7:12:28	3	4	1	3		Bored	Happy	4	Sports, lifestyle, fashion, culture, education	yes

f.   Post-testing interviews

Interview with subject A
Age 26, Female, American

Interviewer

Thanks you for being part of the test. What do you think about not being able to directly search for content?

Subject A

Part of me wants there to be a search function so that i can search for a specific type of video. but also, i feel that if i'm given the freedom to search, i'm going to look for a specific kind of content and i'm not going to discover anything new. I feel confused about my feelings on the search function.

Interviewer

What do you think about the random selection [of content]?

Subject A

I think it's good. I really like that i can find new content like almost instantly. Especially if it grows and there is more and more content being added every day. There's a good chance that you're never going to see the same thing again unless different users are posting the same video or something like that.

Interviewer

Ok very good. What do you feel about a direct interaction between users? For example the like button. Do you like that or do you prefer it to be unbiased?

Subject A

I'm so used to there being a like function and a comment function. I feel like if it weren't there, I would be bothered by it. i feel like it's really necessary. And especially for content creators. They really thrive on feedback. And know that, "ok, so people like this sort of video, so in the future i want to make this kind of video." or, "people don't like this video..." Even just getting a comment, you feel sorta [good?]

Interviewer

You used the comments and likes?

Subject A

I didn't. I usually do, but i didn't this time.

Interviewer

In general, with others, do you use them?

Subject A

Yeah. I do. I'm less likely to comment than like something.

Interviewer

Because we do have a like on the application. But we don't have the comments. Would you use the comments?

Subject A

Very rarely. I more likely like something than comment on it.

Interviewer

Did you feel any negative emotions? Like pressure to upload something to earn more credits or pressured by the time limitations of it?

Subject A

Ya, a little. I felt like i needed to create something worth uploading because i was getting something back from it, like credits. So i felt like it would be cheating to post like a video of a water bottle or something.

Interview with Subject B
Age 28, Male, Mexican

Interviewer
Cuantas veces entraste a la plataforma?

Subject B
Cinco o seis, no recuerdo bien. Una vez por día

Interviewer
Cuantos videos viste?

Subject B
Vi cuatro en total

Interviewer
Cuantos videos subiste?

Subject B
Ninguno, cuando quería grabar no me encontraba algo suficientemente bueno y mejor me esperaba a volver a entrar para que mis créditos estuvieran recargados

Interviewer
Cual es tu opinion del sistema de créditos?

Subject B
Que funcionará muy bien cuando haya muchos videos, y que es fácil obtener créditos si no te importa la calidad de lo que subas; pero si quieres subir videos buenos, va a ser pesado

Interviewer
Disfrutaste viendo videos randomizados?

Subject B
No mucho

Interviewer

Encontraste el sistema de categorizasión adecuado?

Subject B

Sí, acorta el dominio de lo aleatorio en el sistema

Interviewer

Usaste el boton de ¨like¨ y porque?

Subject B

Sí, pero no mucho. Suficiente para verlos con gusto pero no como para que los recuerde con facilidad. Y creo que la causa es que no tenían algo muy atractivo para mí

Interviewer

Te gustaría que la plataforma incluyera la función de comentarios?

Subject B

Sí, eso lo haría más interesante

Interviewer

Qué no te gusto de la plataforma?

Subject B

Que no tuviera videos casi todas las veces que entré. La falta de color, de diseño y de esas cosas que sé que vendrán después y que no se supone que estén ahorita

Interviewer

Qué te gusto de la plataforma?

Subject B

Las categorías, el sistema de créditos y que sea tan fácil saber de qué se trata

Interviewer

Algún comentario?

Subject B

Se me ocurre que sería buena idea que cuando uno pueda personalizar su perfil, que también sea capaz de compartir a sus amigos videos que ya vio para ganar créditos. Tal vez menos que subiendo videos, pero creo que podría funcionar. Y como se acaban con el tiempo, apurarían a sus amigos a ver los videos compartidos.

Interview with Subject C
Age 25, Female, Finnish

Interviewer
how many times did you use the application.

Subject C

everyday. but at first i had trouble with the videos.

Interviewer

how many videos did you watch?

Subject C

I watched all my credits until then i had my problem

Interviewer

did you end up uploading anything.

Subject C

i had time to upload 1 video. and then i watched more videos after.

Interviewer

how do you feel about the 24 hour limit? could you see videos that you were interested in?

Subject C

what popped in my mind about the 24 hours. how are you going to make sure that there is always content. when i uploaded my video. there were only videos in one category. there needs to be some sort of way to [make sure there is always content. there needs to be some kind of...

Interviewer

did you feel limited about the length of videos?

Subject C

i think the length is good because the videos are pretty random. you don't know what you're going to get. you just see the title and might be like "oh this is interesting." if it is that short, then you're going to watch all of it even if it's not as good as you want it to be. but you will watch it because it's so short. and of course if it's really good, you can watch it once more. i think it's a good kind of balance to make you watch the video regardless of what it is.

Interviewer

what do you feel about the division of categories?

Subject C

I think the categories are good. It would be nice if you had a good user base to add even more [categories]. I found that for myself, when i go on, I have a mood for different kinds of things. The first time i went on, i thought, "oohhh, i'm going to watch cute animals." but then i didn't feel the same the next day. So it's nice to know and pick the kind of content you like want.

Interviewer

Did you get any unexpected content?

Subject C

I don't remember all the videos i watched the first time. One of them was of a wolf getting a belly rub. And that was so adorable. Maybe i wasn't expecting that because i was more expecting things that people have shot around here. So i wasn't expecting a wolf getting a belly rub. it was just so cute. so it filled my mind the first time.

Interviewer

did you feel any limitation for you uploading a video?

Subject C

I don't think so. otherwise it's pretty good. if there's going to be a limitation of the file type, it would be good to have it mentioned... like uploadable files... this this this. but otherwise i think it was alright.

Interviewer

were there any features that you didn't like?

Subject C

i don't think there is anything i would change. but in time, when it becomes more popular, i think it would be more interesting to add more features. I was thinking... when i use snapshat, whenever i take a picture, it's not like a normal picture. you want to put some extra effort into it. you want to make it so funny and amazing, so that when your friend gets it, they're going to be like, "shit, i can't save this. this is so awesome. now it's gone" I think your prototype has the same effect for videos. When i was thinking what to upload, i don't want to upload a random video of my foot. i want it to be something [funny / interesting]. Maybe if you add some different styles like they do on instagram or kind of like the doodle. something like that. maybe later. just to give them an extra incentive to make it special.

Interviewer

is there anything you particularly liked or enjoyed about the prototype?

Subject C

I do really like that i don't know what to expect when i pick a video. And since you have your credits, you do have to pick carefully according to the title. So you're kind of scoring the title against the video as well. If it matched the expectation. and i kind of like that.

Interviewer

Do you like the "like" button. to leave a comment or feedback? did you base your decision of choosing the video on the number of likes it had?

Subject C

Sometimes. I think the like button is good, so then you can see what kind of content is preferable. and maybe if someone doesn't make an effort to make more than a random video of their foot or something, they will make that effort to get those likes. And if i can't pick by the most interesting title, then i will look at the likes. and probably if there's one that has a lot, and the other two don't have as many, its not because the timecode isn't so fresh, then i will go for the one with more likes.

Interviewer

Would you like to be able to comment and get comments?

Subject C

It's a hard question. I'm not sure if comments would add a lot of value for this kind of system. Maybe. but maybe not. i don't think i would personally comment unless for some reason i get some huge need after watching the video, but usually that doesn't happen anyways.

Interviewer

Did you have any trouble using the platform?

Subject C

No, i think it was very clear.

Interview with Subject D

Age 24, Female, Canadian

Interviewer

how many times did you want to use the prototype

Subject D

it had to be when i was at home. once or twice a day. at night, i would try. like just to see if anyone uploaded videos but there was only one video at the time. i took a video on saturday - 3-4 videos. and then on sunday i tried to upload it, but if you don't upload it works straight from line, but then when i tried to upload it from line it wouldn't work....

Interviewer

how many videos did you upload?

Subject D

i uploaded 2 videos.

Interviewer

did you feel like there was any limitation for you to upload videos?

Subject D

no, it was really easy and... i liked how you changed one of the categories to "everyday". because i think that's going to be a very good category. sometimes people just want to take a video of their everyday interactions or journeys...

Interviewer

how do you feel about the lengths of the videos to be restricted?

Subject D

I think that's good because sometimes i don't have much time anyways. i think 30 seconds is good.

Interviewer

How do you feel about your videos getting deleted after 24 hours?

Subject D

Well they're still there, but i didn't mind because it's not high quality or edited. it's just kind of a video. so i didn't feel so bad that my video would be gone.

Interviewer

What didn't you like about the platform?

Subject D

I know the comments were disabled, but there were sometimes where i wanted to comment on it. maybe i was there. but i think that's just personal. but i think that giving people the power to give comments would be fun. (example of a perfect opportunity to give a response video). but there was no way to do that. (you can't like a video to another video). Maybe it would be nice to link a video to another video. ... to be able to keep that communication through video. that would be interesting to try.

Interviewer

What things did you like about the prototype?

Subject D

I liked how i didn't have to have a flawless video that was edited. it could just be about what i found interesting. and just sharing it and giving it it's title... whatever i think is best. and i like that it has a 24 hour limit. It doesn't make you want to make more. You can care less about perfection and more about content.

Interviewer

How do you feel about the category system?

Subject D

I think some of them are hard to fill. For example, funny or comedy, that happens in certain instances, but usually that time has passed. you miss the opportunity to record it. but "everyday" and the other categories are kind of easier to witness or record. but maybe comedy was the only one. after i saw something funny, i would be like, "crap, i could have recorded this". i think that comes once you use it more.

Interviewer

How about the randomization of content?

Subject D

I think that's good because then you get to see more. i feel that on youtube, you can't go through all 50+ pages. and usually you just look at the first page. but [with your prototype] every time you refresh the choices change. you get more variety.

Interviewer

How many videos did you watch?

Subject D

There was that one and then i watched my own videos.

Interviewer

Anything else?

Subject D

I think that if you could respond that would be nice.

Interviewer

How about the credit system?

Subject D

I like it. it feels rewarding. And then starting out... maybe i should upload something before i watch. so make like a safe-zone [with extra credits]. then i'll be able to watch more videos.

Interview with Subject E

Age 24, Female, Canadian

Interviewer

Tell me how many times did you access the platfom?

Subject E

I would say I went the first time to check it out and after that I'll say at least six times

Interviewer

Ok, how many videos did you watch?

Subject E

I wanted to watch a lot but when i kept comming in there wasn't a lot, so I watched... I was always watching all the ones that got upoaded

Interviewer

So you watched everything that was uploaded...

Subject E

Yes, up until today i kept watching as soon as they got uploaded (haha)

Interviewer

Ok (haha), how many videos did you uploaded?

Subject E

One

Interviewer

Only one?

Subject E

Yeah...

Interviewer

So now tell me did you find any problems, any limitations to upload content?, not technical but in the design

Subject E

I just thought it would be cool if I could make my own category, like there was pre-set categories but sometimes like when I uploaded my video I wasn't sure which category it would fit in, so I was like oh it would be could if I could either make my own category or upload to multiple categories at the same time, kind of like a hashtag, because I felt like this video could go both ways, so my only thing is like (aghh) which category should i pick?

Interviewer

Ok, What do you think about the time limit of 24 hours?

Subject E

I acutally really liked it, because like I said earlier I always want to watch new videos but I get stuck only watching the video suggested to me, so, I don't really get to explore different content, becasue I feel like I'm always stuck on this bubble of the things I'm subscribe to, so I think that I could always watch a like a refreshing, it felt refreshing, I could always watch something new.

Interviewer

How about the randomized content? Do you have the same...

Subject E

Yeah Yeah, cuz I like that I didn't have to pick, because I could watch things that I wouldn't usually watched, and some of them are interesting, so, yeah...

Interviewer

You already told me how you felt about the categories, so, tell me now what are the things you don't like about the prototype? what you didn't enjoy or what you think can be improved?

Subject E

Like I said earlier the categories, I felt like they were too generic and I kinda wanted to, like, I like the erning of credits, but I kinda wanted more like and incentive to upload, like, kind of like if you upload right now you get double the credits, or something like that, so then I'll be like oh my God, I gotta... I like the time limit so much that I think that maybe is cool if there was a time limit to upload, like for a limited time you upload you get double the credits and I'm going to upload at that time, yeah, but I though that would be just to keep things fresh, but otherwise I really liked, I like the randomizing, I really like that I have to upload to get the credits, because like I said I'm not a creator, because I always feel this big gap between people that create and people that watch, and I don't feel like I match with the people that create, because I feel like they have to have certain skills, certain personalies, but the fact the I could, that I needed to create to be able to view, it was like Oh maybe the gap is not so big, because all the other people that are uploading are just like me, so they are wanting to get credits, so maybe there is not a big level of difference

Interviewer

Any additional comments?

Subject E

I like the name (haha), I know Wayne doesn't like it but I like the name (hahaha)

Interviewer

Did you enjoy using the platform?

Subject E
Yeah, yeah I did

Inteviewer
Do you think if it was a real comercial platfomr do you think you would use it?

Subject E
Definetly, I like snapchat, but I feel like, I don't know, I feel like they could have taken it a little bit further and I feel like this is the little bit further. I like the 24 hour time limit because I watch videos everynight and I think is cool that everynight I can watch new videos

Inteviewer
Ok, thank you very much

Subject E
No problem

Interview with Subject G
Age 24, Female, French

Interviewer
how many times did you use the platform?

Subject G
i think 4 times. there were unfortunately two times where i couldn't get access. there was a technical error.

Interviewer
how many videos did you watch?

Subject G
i watched two videos total.

Interviewer
did you upload any videos?

Subject G
yes. i uploaded one video.

Interviewer
what did you think about the credit system?

Subject G

i usually don't share or comment or interact with videos with other friends, so in a good way it enabled me to watch and share videos with other people i don't know. i think it's a good way... because usually i search by myself, so the contents i watch tend to be in the same style and genre. really similiar. not really discovering new contents. so i thought it was a good way to discover new contents in a more fun way.

Interviewer

So you liked that the videos were generated randomly?

Subject G

Yes.

Interviewer

What do you think about the category division?

Subject G

I thought categorization was good. But they were just words, so you couldn't imagine what kind of contents they were? So if they are already uploaded, maybe there could be thumbnails that pop out and you can just scroll and see. It might be more attractive for me to have thumbnails without any categorization. for example, i like to just go clicking on entertainment, so then again, i unconsciously fall into just going to the kind of content i want to watch.

Interviewer

How about the 24 hour content deletion?

Subject G

I think it's a good idea. Always fresh and new. But if you can save the video on your camera, it would be nice. For example, if you really like one video and you want to watch it again.

Interviewer

You do re-watch videos?

Subject G

Yes.

Interviewer

Any negative points that you see to the platform.

Subject G

I think it's in the process. it's just a prototype. visually, if it's more colorful. it has more to do with design and how the content would be shown or presented and also the categories - like not categorizing the videos but how the thumbnails might pop out. Maybe a bit more interaction [would be good]. Some thing that makes you feel... for example you earn credits and then there's a sound, "oh, congrats! you've earned a credit". Something interactive.

Interviewer

A visual or a sound reaction.

Subject G

Yeah. Which will bring you an emotional engagement as well.

Interviewer

What's the thing you like most about the platform?

Subject G

The fact that it was always short videos. So you know you can watch it on the train or on the bus or while you're walking. You have a small focus and then it's easy to watch the videos while you're moving on your smart phone. i think it's really nice. Also, i thought there were going to be life videos. but someone recorded a movie scene. so i was quite surprised. I wasn't expecting that. i thought that everyone would be recording things that they had seen with their own iphone. so it was fun.

Interviewer

What did you feel about uploading your own content. Where you happy to upload it?

Subject G

Yeah. i'm happy. usually because on facebook and instagram it's always pictures, so the fact that this platform is only videos, usually all the videos i've taken with my iphone, they stay in my videos' album and no one is going to see those except me. And i'm not usually uploading on facebook. because the image itself tells everything, but with video, you have to take your time and watch it. it's like a story. you think that even though you may upload a video, that no one is going to pay attention because it takes time and concentration, rather than pictures which tell everything and you like it or don't like it. So i usually keep all my videos and don't share. But the platform, that you have to share videos, i think that's good. i felt happy.

Interviewer

Anything else?

Subject G

I have a question. You can't interact with the people who are uploading?

Interviewer

There's the like button. that's your interaction with others. For example, if you like a video you can like it. And it can help you when you go into a category you can see how many likes it has, so it can help you decide which video you want to watch. What do you think about "likes"? do you take them into consideration when you watch a video?

Subject G

Actually not that much? Because even on Youtube I usually don't like or comment.

Interviewer

Would you like people to be able to comment on your videos?

Subject G

Maybe comments rather than likes for me personally. For example, not likes, but hype or something... the system is the same as "like" or "dislike" but the symbol is different or maybe a different button. I really liked it.