Title	Enterview: self-recording interview video system for entertainment purpose
Sub Title	
Author	Pingmuang, Sinipa(Ota, Naohisa) 太田, 直久
Publisher	慶應義塾大学大学院メディアデザイン研究科
Publication year	2013
Jtitle	
JaLC DOI	
Abstract	
Notes	修士学位論文. 2013年度メディアデザイン学 第283号
Genre	Thesis or Dissertation
URL	https://koara.lib.keio.ac.jp/xoonips/modules/xoonips/detail.php?koara_id=KO40001001-00002013-0283

Master's thesis

Academic Year 2013

Enterview: Self-recording Interview Video System
for Entertainment Purpose

Graduate School of Media Design,
Keio University

Sinipa Pingmuang

A Master's Thesis

submitted to Graduate School of Media Design, Keio University

in partial fulfillment of the requirements for the degree of

MASTER of Media Design

Sinipa Pingmuang

Thesis Committee:

Professor Naohisa Ohta	(Supervisor)
Professor Masa Inakage	(Co-supervisor)
Professor Hideki Sunahara	(Co-supervisor)

Abstract of Master's Thesis of Academic Year 2013

Enterview: Self-recording Interview Video System for Entertainment Purpose

Summary

These days, there are many different kinds of entertainment content provided to audiences. With advancements in technology as well as the rapid spread of new trends, creators of entertainment content are also constantly trying to dream up new ways to deliver fresh experiences of pleasure and amusement to their viewers.

The technique of using interviews i.e. a usually formal conversation between two people in which one generally asks questions and the other answers, has developed to a point where it can be used to entertain a third party who is not participating. Online shows such as the Thai language 'VRZO' have increased the popularity of this new type of entertainment-based interview so much so that the programme made the jump from the internet to television and has followers all around Thailand. This show and my own personal experiences when collecting data for my Real Project have given me an insight into how interviews can be used for creating entertaining videos and I hope to use this insight and my enthusiasm in this field to be able to create a new method for creating interviews for entertainment purposes. Having attempted to create interview videos with a cameraman, interviewer and myself as producer in the traditional manner, I found a number of problems and with such a limited setup I could not hope to make entertaining interview videos such as the ones broadcast on TV. Therefore I have devised a new system, Enterview, a self-recording video system which will solve problems related to the theme of making interview videos for entertainment purposes.

The research looks at the problem from two main angles. First is the producer, who is trying to create and assemble entertaining interview footage. Second are the users i.e. the interviewees and people who would mostly be

using the system.

For the producer the main difficulty is the organization of staff and time management. Generally, a full crew would be needed with lighting, sound and camera technicians as well as those involved in the editing process.
As far as the interviewees are concerned the presence of the crew and camera has a tendency to make them become shy and unable to answer the questions naturally.

To solve these problems I have created a system, Enterview. This system enables producers to create interview videos for entertainment purposes without the need for a crew and also makes interviewees feel relaxed in front of the camera allowing them to answer the questions with more confidence – something which will hopefully lead to more entertaining content being produced.

Enterview was designed specifically to solve current problems associated with creating interview videos. Factors that can create a comfortable atmosphere were studied and implemented into Enterview's prototype. This prototype can be found as an embedded web application at www.nterview.net.

Having asked both producers and interviewees about their experiences of Enterview it is clear that it can be used to resolve a variety of issues associated with a self-recording system whenever and wherever the user decides. Users however were still not completely satisfied with the results due to the inability to insert entertaining features such as subtitles or background music. Such issues could be resolved by conducting future research into the various kinds of post-production effects that would have a positive influence on the entertainment value of the interview. Other improvements to the system would include looking into Enterview's wider applications beyond its current primary use as a system for creating entertaining interviews.

Keywords:

Video Interview, Enterview, Self-recording Interview Video System, Entertainment

Graduate School of Media Design, Keio University

Sinipa Pingmuang

Table of Contents

List of Figures

1. Introduction

1.1 Background and Motivation

The recent Real Project 'Digital Distribution', a sub-project of the Power of Motion Picture required our team to collect a substantial amount of data primarily through video interviews. When conducting these interviews it was often thought that, although the interviewees could satisfactorily answer the questions, there were a number of humourous moments as well as surprisingly unexpected responses. This could well be because the interviewees were not worried about losing TV or advertisement contracts (like the majority of celebrities) and thus knew that there would be no negative consequences if they did not conform to a stereotype. Such freedom allowed the interviewees to show more honesty in their answers and consequently provided more entertaining responses. On reviewing the video interviews, it was observed that such interviews of the general public might not only be useful for collecting data for surveys or research purposes but could also be an interesting source of entertainment.

An important motivation for this research project was VRZO - a Thai television programme. The theme of VRZO revolves around asking a variety of questions regarding recent news or trends to a large group of non-main stream celebrities and judging their responses. The aim was to pose unusual and often edgy questions that would put the interviewees on the spot.

The first few shows were originally shown on Youtube but, with its surge in popularity, the concept was soon brought to True Vision, a highly regarded television channel in Thailand. The questions posed initially required the interviewee to give a yes or no answer and subsequently to give an explanation as to their reasoning. The final part of the questioning required the interviewee to give a summary of their answer in three words. This

novel method of giving three word summaries rapidly became a popular way for people on social networks such as Facebook and Twitter, as well as for friends writing emails and texts, to give their opinions or comment on local or life issues briefly and succinctly.

From research, examples of such programs, which use interviews as a source of entertainment, also exist in Japan. Zoom In, a programme aired on NTV each Saturday, regularly has a short segment on foreigners living in Japan. Common questions range from anything from the interviewee's favourite Japanese foods to things that have surprised them in Japan to kanji (Japanese written characters) that they find interesting. Although this interviewing technique does exist it is far from the norm with most TV channels shying away from this format. This could be for a number of different reasons.

The general absence of this style of entertainment however led to the author to try and create a set of video interviews using this format. Although the setup was initially attempted to be recreated with a camera crew there were a variety of issues, which could not be resolved by the author herself.

The main problems were:

1. Production: at least three people were required at all times – a cameraman, an interviewer and someone in a support role. Without this minimum requirement the interviewees often failed to cooperate in an efficient manner due to the setup's lack of formality.

   An unnecessary amount of time was spent on editing. The goal was to create one long video by extracting the most entertaining parts of each interview but as each interview was long in itself it took an unreasonable amount of time to scan each interview and cherry-pick the best individual moments.

These issues were made worse by the fact that as the author was working on her own.

2. Quality of the contents: there was a great deal of uninteresting footage. This was likely to have been for a variety of reasons. Further to this, interviewees were often nervous and sounded uncertain of their responses. This was likely to have been because of camera-shyness and this subsequently affected the naturalness and quality of their answers.

On the basis of these results, a new system of recording was created, "Enterview" – a combination of entertainment and interview. The focus for this format would be the use of an online interview video platform. This would allow interviewees to record the interviews when and where they choose and at their own pace. Thus, anyone can create their own interesting interviews without the need for a cameraman and interviewer. The only requirements would be a webcam, a microphone and an internet connection. The completed interview would then be automatically uploaded to the website. From there, interviewees can edit and save their own videos, and share them with friends as well as view, rate and write comments about other uploaders' videos.

1.2 Goal and Purpose of this Thesis
1.2.1 Targets

Enterview aims to satisfy two different types of user:

1. Producers – those that make questions and would otherwise need to assemble a team of support staff

2. Interviewees – those who will be asked questions by the producers and the ones that will mostly be using the Enterview system

1.2.2 Purpose and Goal

The purpose of Enterview is to enable producers to make interview videos without the need for a crew and the normal post-production requirements. For interviewees Enterview aims to create a comfortable atmosphere in which interviewees can relax. This should lead to questions being answered more honestly especially when it comes to more taboo or personally sensitive questions. On account of the interviewees being in a more relaxed situation (in comparison to being in front of a TV crew), the content of their answers will hopefully be more entertaining.

Ultimate goal – With the Enterview system, producers should be able to produce interview videos more quickly and effectively and be more satisfied with the end results compared with other methods. Interviewees should feel that the interview system is fun and feel comfortable answering a variety of questions on different topics.

To achieve this aim the "Enterview" recording format will be created as a new online self-recording interview video platform which hopes to create interesting and entertaining video content. The use of this method will also help to exclude uninteresting content – it is assumed that the vast majority of uploaders will have self-confidence and be ready to share their opinions regardless of what topics the questions cover. By the process of uploaders only uploading those videos they consider to be interesting it will not only minimise the amount of final editing required and hence reduce production time and related costs, but also allow for potentially new forms of entertaining video interviews that have not yet been considered.

By creating the "Enterview" system, it is hoped that the array of possibilities for creating video interviews for entertainment purposes can be expenaded. This would be done by highlighting the natural entertainment value of interviews and, as a result, expand the popularity of this field for audiences in a wide range of media. At the same time, it will be useful as a way of finding out opinions of current news topics or lifestyle trends.

1.2.3 Thesis Approach

The Magic of Enterview: Turning boring interviews into entertaining videos in a fun and simple way.

1.2.3.1 Technological Solution

No interviewer or cameraman? Using a self-recording system, users can record, edit and upload videos anywhere and at anytime at their own pace saving both time and expense.

Spending too much time recording? An automatic recording and editing system allows users to save production time.

1.2.3.2 Design Solution

Finding interviewees are unwilling to answer taboo or edgy questions? Enterview means that only those with confidence and the desire to have their opinions heard will be uploading content thus cutting down the amount of wasted time interviewing those who are unwilling or afraid to give their opinion on topics that are potentially either taboo or too personal.

Boring content? Enterview gives users the ability to add special features to enhance the attractiveness of their videos.

1.2.4 Difference from Previous Interviewing Formats

1.2.4.1 From Text-based Interview Services, such as theinterviews.com

Enterview breaks away from established interview formats which stress text based interviews and lack the ability of users to see interviewees' facial expressions and reactions as well as the ability to hear the tone of the interviewees' voice.

1.2.4.2 Difference from Interviews on Current TV Programs

Interview videos on TV programs require a large number of crew on set. They do not allow for interviewee generated content. TV program use a professional interviewer who can distort the flow of answers. Also, TV director selects specific interviewees who are deemed capable of giving entertaining answers and thus artificially distort the range and variety of opinions. Most of the interviews have both questions and answers and the style in which they are given guided by a director, and a large of amount of footage were cut down to only a few minutes of interesting content. Interview videos in TV program require post-production involving substantial amounts of editing, insertion of subtitles, captions, and sound and video effects in an attempt to increase the entertainment value of uninteresting content.

1.2.4.3 Difference from Other Self-recording Video Services such as Video Memoires

Although these are similar to Enterview in that they focus on a self-recording video system they are often not for entertainment purposes or alternatively not based on an interview format.

1.3 Outline of Other Chapters

In Chapter 2, related works that were used as references for Enterview will be discussed. In Chapter 3, the design of the Enterview system, including the Preliminary Experiment which was used a standard for the procedures needed to record interviews in a more traditional manner will be described. Further to this, the concept, prototype and various technological details of Enterview will be explained. Chapter 4 contains the evaluation of whether the system has achieved its targets. Chapter 5 contains conclusions of the project, an explanation of whether Enterview has served its purpose and goals, and potential future work for further study.

2. Related Works

2.1 Interview Videos for Entertainment Purpose

Interviews are normally used as a means to elicit facts, opinions or statements from interviewees. They are also used to collect research data regarding topics of interest. With the increasing number of easily accessible media sources, however, interview videos are now frequently being used as sources of entertainment. This means that viewers of the video are gaining more than just factual knowledge but also a certain amount of pleasure and delight.

Figure 1: On the street interview

The aim in reviewing past works was to discover what kind of factors affected the entertainment value by analyzing the differences between those interviews being specifically conducted for purely entertainment purposes and interviews of a more regular news-based format. This literature review therefore aims to research and hence put forward an overall method for creating interviews with specifically entertainment-based content. Further to this, specific techniques for the video-making process including the style of shooting and the editing process are also analyzed. Analysis was also done into the optimal way for the interviewer to phrase their questions as well as the types of themes and topics that would elicit responses of interest.

2.1.1 VRZO

The main source of inspiration for this research project was VRZO, a Thai television program.[1] VRZO aims to give useful and relevant information related to recent news and trends while retaining the overall aim of entertaining an audience who might not otherwise necessarily be interested in the actual questions themselves. The interviewer proceeds to ask the pre-arranged questions to 100 non-celebrities. At the end of each episode, viewers found out the results of that episode's questions. Initially, the episodes were made available on Youtube but due to popular demand, the rights were bought and the program made the jump to the small screen. The questions generally require either a yes or no reply to begin. On certain occasions, however, potential answers are given in a multiple-choice format and interviewees have to give the most fitting answer even if it does not agree exactly with their point of view.

Figure 2: Caption of VRZO TV program

http://www.vrzoclub.com

Some examples of questions would be:

1. If you were the sole castaway on a remote island in the middle of the Pacific Ocean, would you choose "unlimited milk and an attractive woman" or "unlimited bananas and a muscular man"? (This is a comparison that is humorous in Thai.)

2. Would you prefer to go out with a beautiful but stupid girl over an intelligent and homely girl albeit without the good looks? (aimed at men)

3. Would you, and if so, how would you win over a man you liked? (aimed at ladyboys)

Figure 3: Interview of ladyboys in VRZO

http://www.vrzoclub.com

These types of questions give the show its own unique quality. This is complemented by its improvisational shooting style, specifically as the crew's reactions to the interviewee's answers, such as spontaneous rounds of laughter, are also recorded. Interviewees are not prepared for the kind of questions that are likely to arise and so even their reactions before they actually answer the question are revealing as to their personality– this gives the show the rather homely feel of watching a group of friends who are close enough to ask each other somewhat personal questions. Given how much of the show's success relies on candid and frank answers from the public, the friendliness of the atmosphere they operate in is perhaps the secret ingredient that allows the interviewees to relax and not shy away from potential embarrassment. This is fundamental to the show doing as well as it has done.

Both the interviewer and the director of the show were recently subject to an interview in a national newspaper, which was keen to understand their thoughts and feelings about why the format of their show had been such a great success. One factor they said separated them from other interview

shows was that the director never called a cut when something went wrong or something unexpected happened. It was these kinds of moments that when captured actually gave the show a more realistic and less superficial feeling. They also said that because people on the show felt that they were in a relaxed environment they could say what was really on their minds without the requirement for giving disclaimers or giving answers that were deemed to be proper or acceptable. Another interviewed member of the crew said that would she really enjoyed was not the answers to the questions themselves but rather the interviewees' reactions to the questions when they first heard them. She also told the newspaper how she could not stop laughing at the spontaneous nature of the answers of some of the interviewees who often just say the first thing that came into their head. [2]

Figure 4: The crew of VRZO

The other main reason for VRZO being considered a ground-breaking show is the development of the idea of giving answers to questions in a three word summary – a practice that has now become commonplace amongst young people using social media such as Facebook and Twitter as well as when sending emails or texts and wanting to express their opinions on recent

news or life issues. This innovative device originated from the final part of the questioning when interviewees were required to give a brief and concise summary of their response in three words. In the Thai language, the minimum amount of words required to make a grammatically correct sentence is two. Therefore giving a three word summary is sufficient to express one's thoughts without limiting oneself too much. This method of using three words to describe things will also feature in the next chapter of this report where the methods used to take video interviews of people will be explained. For this report, and with the assumption that the vast majority of interviewees would be either Japanese or familiar with Japanese traditions, it was decided to ask them to summarize their answers in the well-known haiku format of using phrases with syllables of 5-7-5.

Figure 5 : Three word summary in VRZO

http://www.vrzoclub.com

2.1.2 Zoom In Saturday – Foreigner Interview Corner

The other major source of inspiration for this project, which shows evidence of success in using interview videos to create entertainment content, is

Zoom In. [3] Zoom In is a television program shown every Saturday on Japan's NTV channel and has a particular segment that focuses on interviewing foreigners living in Japan. In this show, the interviewer asks these foreigners about a range of topics including their favorite kinds of Japanese foods, their favorite Kanjis and things that have surprised them since coming to Japan. The answers which were often found to be the most amusing were those with shock factor, that is to say when the interviewees gave unexpected answers. As an example a Western man had so much knowledge about Japanese manga that he surprised both the interviewer and audience when he started talking about the word and concept that is 'moe'. [4]

Possible reasons for the success of this format with foreigners is that they are not shy of discussing subjects which the Japanese might consider taboo. This gives them a certain level of confidence and flair when talking in front of cameras. This contrasts enormously with Japanese people's notorious tendency to shy away from self-revealing questions on which they might later be judged. The responses foreigners give also tend to differ from the responses that Japanese interviewees might otherwise give in any case. Therefore with a more general statement it can be said that interviewees who have an open mind and a train of thought that would distinguish itself from the average television viewer would give answers that would be deemed to be interesting and entertaining.

Figure 6: Caption of Foreigner interview in Zoom In Saturday

http://www.youtube.com/watch?v=JA4boFS5Ddo

A further interesting point that was noticed when the author of this thesis had been interviewed by the show was the kind of preparation before the shoot as well as the way in which the interviewer asked their questions. Before the day of shooting, the assistant director of the show would contact each interviewee individually and give them a series of detailed questions. Having compiled and analyzed the interviewees' responses, the assistant director would then give each of them a brief guideline on how they should rephrase their responses just before the shooting. While the shoot was actually in progress the director also gave directions to both the interviewer on how to ask the questions and the interviewee on how to answer the questions – comments were often related to how to answer in a more amusing or interesting way so that the viewer might become more engaged with the topic or theme under discussion.

The role of the interviewer is of course fundamental in the overall setup. Initially, they would ask vague, non-specific questions which would allow for a broad range of possible answers. The questions' breadth would then get progressively narrower thus requiring more precise answers from the

interviewees with preferably lengthy reasoning. Of course, at the end of shooting only the most interesting parts of the answers would be selected to be put forward for the actual on-air content.

2.1.3 Baton Questions

The main source for inspiration and guidance on the sort of topics and questions that would be best to use in this report came from 'Baton Questions' (バトン質問). Baton Questions was a popular method of asking questions online and was frequently used on social media in Japan including Mixi and Facebook as well as blogs and community forums a few years ago. It uses a series of around 10-15 short questions. The first person to answer the questions will then post their answers on their page or community space and then forward the complete list of questions to their friends and other members of their community. All the people who receive the list of questions can subsequently choose to answer and post their responses and/or forward the list of questions on to further friends or communities. This method of passing on the 'baton' of questions was supposedly first used to generate answers in response to 'Musical questions'. There are a large variety of more recent types of baton questions such as those which expand their set to around 50-100 questions. Another popular variation is the 'Secret Baton' whereby readers can initially only see the answers that are posted and are only allowed to see the questions if they refer back to the original poster.[5]

いい男バトン

Q1：「○○ちゃん決めて」といつも優柔不断な人より、少し強引な男がいい。
Q2：マメにメールや電話をしてくる人より、ちょっとそっけないくらいの男がいい。
Q3：女友達の少ない人より、たくさん女友達のいる男がいい。
Q4：頑張り屋・努力家より、どちらかというと要領のいい天才肌の男がいい。
Q5：お酒は飲めない人より、飲める男がいい。
Q6：たばこを吸う人より、吸わない人の方がいい。
Q7：おとなしい人より、飲み会では必ず盛り上げ役の、ノリのいい男がいい。
Q8：料理や掃除をまめにやってくれる人より、亭主関白な男がいい。
Q9：お世辞上手な人より、正直で多少口下手くらいの男がいい。
Q10：女の人に家庭的であることを求める人より、お互いが独立している関係を望む男がいい。
Q11：「外見なんて関係ない」と言う人より、多少女性の容姿やファッションにうるさい男のほうがいい。
Q12：常に自分の前で格好良くふるまう人より、多少格好悪くても自然な姿を見せてくれる男がいい。
Q13：キレイな王子様タイプの人より、ワイルドで男らしい人がいい。
Q14：ごめんと素直に謝ってくれる人より、照れて素直に謝れない男が可愛い。

Figure 7: Example of Baton Questions

From analysis the reason why this style of baton questions became so popular was due to the brevity and conciseness of each question. This makes them relatively easy to answer due to the general lack of complexity. Further to this it takes relatively little time to read the questions and then go on to a few sets of different people's answers. This is to say that if the questions were too long and required long detailed answers the person answering the questions might lose interest as structured answers require considerably more thinking through. Further to this the final reader might find a long, drawn-out answer tiresome to read and would be more attracted to short answers that would allow the reader to scan through the answers without getting buried in details. The greater volume of people willing to answer in this short style would allow readers to enjoy a variety of different people's opinions rather than one person's lengthy answers. This method of asking a set number of short questions was therefore taken for the Enterview system.

2.1.4 Nino-San – Surveys of Questions that Shouldn't Have Been Asked Corner

From VRZO, NTV's Zoom In, baton questions and the Japanese TV show called 'Nino-san', [6] the answers that would make the show more interesting had one major thing in common. This was undoubtedly the responses to questions being about the interviewees' private lives. Such questions might commonly be about taboo subjects such as sex or somewhat illegal activities and specifically how the interviewees would react if they were placed in fictitious and often embarrassing scenarios. As an example of such a scenario in the show 'Nino-san' the interviewers chose to ask beautiful women if they ever break wind in public and, if so, when and where. Further to this, they asked if the women had their own secret techniques to hide what they were doing. It was deemed very amusing when the women answered truthfully that they actually do break wind in public with some saying that they had particularly strange or unusual methods of hiding this fact. [7]

Figure 8 and 9 : Captions of Nino-san TV program

http://youtubeowaraitv.blog32.fc2.com/blog-entry-29668.html

It could be said that when particular people say things that they wouldn't otherwise necessarily say, for example on account of their general appearance or reputation, or are forced to answer embarrassing questions the answers become more interesting to the listener. In particular, the larger the gap between the interviewees' appearance or persona and the taboo activity that they were being pressured into answering questions on, the funnier the show becomes.

Another example of this gap between interviewee and answer came on NTV's Zoom In when the interviewer asked foreigners about things that they liked or surprised them while in Japan. Amusing answers would often revolve around a subject matter which the audience would presume the interviewee would not know much about. Particular favorites of the author were when a foreigner explained his deep interest in the pop group, AKB48, and answered in a comical voice, or when a blonde man said he would really appreciate it if the interviewer were to call him 'Oniichan' using highly 'kawaii' Japanese similar to the way the characters in his favorite manga would speak. Once again, these kinds of amusing answers can be described as those which Japanese would not expect a foreigner to say. It is hoped that these kinds of described methods can be used when creating Enterview.

2.1.5 Shabekkuri 007 – Giri Giri 007 Corner

The last show that will be referenced with regard to the topic of questions is 'Shabekkuri 007',[8] a highly popular TV program on NTV. In Shabekkuri guests sit with seven interviewers who are considered to be the most famous and funniest comedians in Japan. Guests are then posed questions and then asked to explain their answers in more detail. There is one feature in the show called 'Girigiri 7' which is famous for getting a strong reaction from

the live audience. The interviewers ask 'girigiri' questions i.e. questions with sensitive or taboo subject matters, such as questions regarding the guests' love life or how much they get paid. From watching the show it can be seen how the more personal the questions became the more entertaining the guests' reactions and the more interesting the answers became. The reactions of the audience started to laugh more loudly and more frequently. As each guest's 'girigiri' question level was different it was interesting to see how far the interviewers would be prepared to push each guest's personal boundaries. This style of questioning starting with relatively ordinary questions which slowly become more 'girigiri' in nature will be used and hence the limits of how far users of Enterview will be ready to push their own personal boundaries can be seen. [9]

Figure 10: Caption of 'Girigiri Corner' in Shabekkuri 007 TV Program

http://youtubeowaraitv.blog32.fc2.com/blog-entry-8254.html

2.2 Related Works Based on Self-interview
2.2.1 Ontama

As described above, considerable problems were found to exist that arose when taking interview videos in the more traditional manner of using a cameraman and interviewer and then having to edit the interview by selecting only the best pieces to show in the final cut. A show called 'Ontama' gave me the idea of letting the uploaders of the videos edit their own content and thus take away the difficult process of editing each video individually. Ontama was a TV program, which has since ended, which had a set that consisted of only an interview machine.[10] The machine would ask questions to the interviewee, by means of a robotic voice, who for the purposes of the program was always a musician with a newly released single. The interviewee while answering the questions would be recorded from a variety of angles by cameras that were strategically placed in various corners of the room. (Although the process visually appears to be done automatically by a machine, there is in fact an interviewer who is sitting behind the machine and takes part in the conversation with the guest.) There was also a post-production process which included cutting the recorded material from the different camera viewpoints as well as inserting subtitles and comical sound effects. Even though, as described, in essence the machine used was not truly automatic, the setup inspired me to design a system whereby the requirement of recording and editing would be completely cut out from what the controller of the system needs to do. [11]

Figure 11: Caption of Ontama while the artist was being interviewed

http://www.pideo.net/video/mgoon/6e7222338141134d/

By promoting interviewees to design and upload their own recorded footage and by using a robotic voice to ask the questions, the usually required positions of camera crew and interviewer will become redundant. Furthermore, by using this methodology, the system is assumed to be able to limit the amount of uninteresting content being uploaded purely by uploaders critically appraising the content of their own videos – with the majority of people being shy when sitting in front of cameras, it is hoped that the uploaders of videos to Enterview will be those that like to take videos of themselves and then upload them to similar video-based online platforms such as Youtube. Essentially most people who take videos of themselves tend to have good knowledge of how to record and edit their own footage as well as having more optimistic and dynamic personalities and are excited to share their opinions in online forums. In summary, it is hoped that Enterview will be able to target only those people who have the confidence to record their opinions online and hence create interesting and entertaining content.

2.2.2 Video Mémoires

With regard to the technological challenges that arise for Enterview, inspiration has been taken from 'Video Mémoires',[12] a video diary software that focuses on problems concerning the procedure of taking a video of oneself. When considering how to create a system that would easily allow users to take videos of themselves wherever and whenever they want, it was realized that a website would have to be designed that would contain an imbedded application rather than making entirely new software. Ideally, when users log in to the website to take their interview videos they would just need access to a webcam and microphone i.e. there would be no requirement to download any software. With the use of 'like' or 'comment' buttons that are easily accessible to viewers, uploaders can share their thoughts with their friends and easily communicate with other uploaders in the Enterview community.

Figure 12:   Video Mémoires

2.2.3 The Interviews

A website, www.theinterviews.jp,[13] that has similar features to the Enterview system already exists. Even though in name there seem to be some similarities with the Enterview system www.interview.jp allows visitors to the site to ask questions of famous people or other users. Although users can of course see the questions they can never see who is asking them. Further to this, they can choose which questions they would like to answer and which they would prefer to skip over. The basic layout of the website includes minimal text and a few simple colours. This clean, somewhat minimalistic design allows users to get to the point of the website without unnecessary distractions. Although inspiration has been drawn from the design of this website, it is clear that the website's method of interviewing is completely different from that of Enterview.
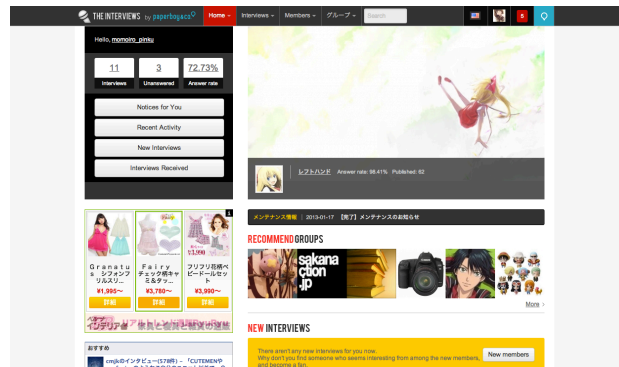

Figure 13: The Interviews Homepage

3. Enterview: Design and Implementation

3.1 Preliminary Experiment
3.1.1 Initial Aim and Goal

From the point at which VRZO became famous, this author of this thesis has wanted to make videos of similar content. The goal was to create interview videos that would be entertaining as well as informative to those that viewed them like the ones that became famous in Thailand. The first task was to analyse these videos in an effort to understand what the key entertaining factors in the interviews were. Similarly, an aim of this thesis was to find out how interesting content could be made not just by the answers themselves but by the style of video recording used. Having found the key factors of success from both interview and video recording perspectives, it was hoped that these factors could be combined to create interview videos in an online entertainment interview format that would be funny and interesting to a large proportion of viewers.

3.1.2 Concept of Preliminary Experiment

From the aim and goal as described above, it was decided that interview videos would be created that would be entertaining to a large proportion of people using the usual recording setup, i.e. with a small film crew and an interviewer asking the interviewees the questions. After the initial recording phase, there would be a post-production period of editing the

videos to cut out uninteresting content and to insert visual and audio effects. One of the author's Japanese senpai, Kan Kenta, was asked to act as the interviewer. This was deemed to be best as the interviewer would be required to improvise and come up with interesting follow-up questions after hearing an interviewee's response to a previous question. One of mthe author's Japanese juniors, Hirasa Kei, was chosen to be the cameraman. The author played the roles of director, general staff and post-production editor.

On the first try, general, non-probing questions that anyone could answer without any sense of their privacy being invaded were used. As the recording date was in December the theme was 'Christmas'. Accordingly, questions asked were on the lines of 'What do you want to do at Christmas?' and 'Who do you want to be with at Christmas?'

Using VRZO as a reference point, it was hoped that a similar tradition to that requiring interviewees to summarise their answers in three words could be used. The crew and author brainstormed ways to make Japanese interviewees give an answer easily and in an interesting manner. We decided upon the traditional Japanese poetry (haiku) syllabic form of 5-7-5. This form was chosen because the vast majority of Japanese people's familiarity with it, as well as the fact that it would be relatively easy to summarise any answer in haiku.

3.1.3 Preliminary Experiment

The crew experimented with the '5-7-5' method of summarising by asking different students around campus about what they ideally would want to do at Christmas and with whom they would want to spend Christmas. Most people who were asked were initially willing to participate but subsequently

became uncomfortable in front of the camera and therefore reluctant to answer the questions. They admitted to this discomfort in front of the camera. Further to this, those that did answer the questions took a long time to answer.

As for the topic, it seemed that few Japanese were interested in Christmas and its associated traditions. Answers frequently revolved around interviewees' boy- or girlfriends or family. Therefore many respondents answered to the effect that they did not have any specific plans because they did not have a boy- or girlfriend. Therefore a common response was that they would probably spend the day with friends similar to any other day. It seems that in Japan Christmas is only viewed as a day on which to go for a special date with a boy- or girlfriend or for spending time with family, further to which it has no special meaning. With hindsight, the decision to ask questions regarding Christmas, a topic of seemingly little interest to Japanese, was an error in judgment.

With regard to the 5-7-5 method of summarising, we found that it did not work as well as previously expected. Even though Japanese people are familiar with the haiku poetic form, their original answers were of roughly the same length as the 5-7-5 form and so this way of summarising did little to shorten the answer. On top of this, it took a considerable amount of time for interviewees to create an answer in 5-7-5 form. Rather than make the interview videos more interesting, it therefore seemed that the 5-7-5 summarising format was giving the interviewees considerable difficulties when answering.

On the first attempt at shooting, we were able to interview 30 people at Keio University's Hiyoshi Campus. Shooting lasted two hours over two days. Post-production which included reviewing all the video clips, deciding upon the most entertaining parts and putting in special audio and visual effects

took one day. Even having done this lengthy post-production, there were only a few parts of the final video that a sample group of viewers found interesting or amusing – the video was shown to ten people who gave feedback on which parts they found entertaining.

3.1.4 Results and Problems of Preliminary Experiment

- From a total of roughly 30 videos, only 3-5 responses (10-17%) were considered entertaining by both the author and the sample group of viewers. The rest were considered uninteresting.
- The 5-7-5 poetic haiku which was assumed to be a simple and catchy way for Japanese interviewees to summarise their ideas proved to have weaknesses. Most of the interviewees said it took too much time to create an original way of saying their answer with such a rigid structure and in such a short space of time. Furthermore, because the word Christmas in Japanese (Ku-ri-su-ma-su) already has five syllables this often took up the first line of the haiku thus making a lot of interviewees' responses very similar.
- Christmas, in itself, was not the best topic to ask Japanese people about. As previously stated, most Japanese people do not have any particular special thoughts or feelings about the period other than it being used to go on dates (on Christmas Eve) or to spend time with the family eating dinner.
- Editing was highly time-consuming. All the videos need to be reviewed, all the entertaining material extracted and anything uninteresting discarded. A lot of interviewees spent long periods just considering how they would answer and others, on account of not

being used to speaking in front of a camera, tended to get stuck half way through their answers or seemed hesitant in answering.

- As the recording crew did not have a lot of experience, the quality of the video and audio was not as high as desired. There were frequent noises in the background, the lighting was not uniform for all the videos, the camera was often shaking and footage was only taken from one angle so there were not many options in post-production. This is all to say that the recorded material could never be accepted as professional entertainment content.

- The interviewer's role was soon discovered to be very important and that the interviewer must necessarily be the same during each video. For the current setup, they must be Japanese as it is imperative that they can react to interviewees' answers with prompt follow-up questions. It is also important that the interviewer is able to ask questions in such a way that allows interviewees to give interesting and entertaining answers. As the author asked a senpai to act as interviewer this method of recording interviewees would not be a possibility in the long term as a more permanent crew would be required.

3.1.5 New Approach and Idea for Enterview System Prototype

From the first attempt at shooting when people at Hiyoshi Campus were interviewed in the traditional interviewing manner, a variety of problems arose. Almost immediately it was realised that videos that the majority of people would find entertaining could not be created by just the author alone. In order to make such a show there would have to be more people involved

in its creation. Specifically it would require a dedicated professional film crew, which would be able to create similarly recorded videos. Therefore the progression to a system whereby each interviewee could be in charge of their own video was only natural. Thus, the concept of 'Magic of Enterview: turning boring interviews into entertaining videos' was born.

 The problems arising from the need for a full-time camera crew and interviewer could be easily resolved with the use of the self-recording system, as well as making interviewees more comfortable when answering questions as they could re-record their interview if they were not content with the first attempt. This method would also save considerable time and expense for producers. The videos can naturally be taken whenever and wherever the interviewee feels they are comfortable. As the system need only be used by those users who are confident enough to upload their own material, it will naturally eliminate the problem of videos containing footage of hesitant or nervous interviewees. Although there will most likely be content which is not that interesting in itself, it was decided that some special features to the video recording process should be added that would allow the overall viewing experience to be more enjoyable. These features, and experiments supporting ideas for the features will be explained in more detail in the next chapter.

3.1.6   Ideas for Prototype
3.1.6.1 To Solve Technological Problems

- Interviewees may take videos of themselves using their own webcam and a microphone instead of needing a camera crew present.
- In place of a live interviewer a pre-recorded computer-simulated voice will be used to ask questions. Another advantage in using a

computer-simulated voice is that 95% of test users said that they felt more comfortable answering questions as the voice did not contain any emotional feelings or tones.

- The common problem with interviewees taking too long to answer questions was solved by using a time limit. To put adequate pressure on interviewees but leave enough time to answer it was decided that ten seconds be allotted for each answer.

- With regard to the implementation of Enterview a website with an attached web application that could automatically receive video and audio inputs was chosen to be used. At the same time the application would play the pre-recorded questions as well as contain a countdown timer. Videos would be automatically uploaded onto the site and ready for other users to view and comment upon. Videos which are particularly entertaining can be saved by viewers or alternatively sent to friends by sharing a link.

- Even with the refinements detailed above, the system is only capable of shooting videos in one attempt with no cuts or editing. This is because of programming limitations containing in the online web application. Therefore if interviewees were to make a mistake they would have to start the recording process over again.

3.1.6.2 To Solve Content-Related Problems

- In solving the issue of tedious answers, as there are so many factors, such as the character of the interviewee, subtitles, sounds effects, editing and post-production, which can affect the quality of the entertainment I believe the pivotal issue is the 'Question'. By this both the topic of the question as well as the way in which it is

delivered a being referred to - a factor which can trigger interviewees to answer in a funny or interesting way.

- Previous experience gained when the author was personally interviewed by the Zoom In Saturday show that the crew often prepare the questions and provide detailed explanations to the interviewees on how best to answer before shooting begins. For this project, therefore, it was decided that an example video for users of Enterview to act as a reference about how best to take their own videos should be used. In this example video a good-looking person who had a positive attitude towards answering the questions as well as a unique personality was required. It was also hoped that examples of the person giving interesting or funny answers could be shown

- Another idea that was gained from the interview of the author was the structure of how to ask questions. On Zoom In Saturday, the interviewer would ask a series of questions starting from general questions and gradually becoming more detailed that would let the interviewee answer initially in a broad, generic way and slowly get more specific. Finally the interviewer would ask the interviewee to finish their answers with a punch line i.e. a way to summarise their answers into a concise yet entertaining statement.

- The aim is to be able to make interview questions by using the above ideas and implement these questions in the Enterview system. From this I hope to understand whether such questions can really make an interview more interesting and entertaining. The questions that have been chosen will be listed in detail in the following chapter.

3.1.7 Methodology

This thesis will use 'Action Research', by using methods that are considered able to solve the problems encountered during the first interview recording attempt. With these methods, the intention is to make a prototype version of the online video self-recording software.

The hypothesis behind the Enterview system is that it can solve problems which arise from making normal interview videos for entertainment purposes. It is hoped that the web application will help users create their own interview videos in a simple and technologically undemanding way. The questions will also be asked in a way that will elicit an amusing or interesting answer from the interviewee.

3.2 Concept of Enterview

From the problems found in the first try of making interview videos in the traditional way, several ideas have been devised to solve these problems, and the design of the Enterview prototype. The hypothesis of Enterview system is that Enterview can solve problems of making interview videos for Entertainment purpose. Enterview web application (the system itself) is hoped to help the Producers to create interview videos for entertainment purpose in an easy way, thus the making process will become easier). And Enterview system's functions, i.e. 10 sec limitations, robotic voice, etc., will help the interviewees to open their minds and answer naturally, and therefore the answers will become more interesting. Therefore in this chapter, which will be the main body of this thesis, the details of the system will be explained in two parts. The first part will be about the concept of Enterview, where the targets will be explained, what their needs are and

how the system will be of help to each target. The second part will be the implementation of the system and technological details of the system, where pictures and diagram of how each function works are shown.

3.2.1 Requirements – Users and Their Needs
3.2.1.1 Producers

Interview video content producers are the first target of Enterview. These users needs were the original source of motivation for the author when trying to create the first interview videos for entertainment purposes on their own but were limited by technical limitations as well as the lack of a full camera crew. The concept of the 'self-interview system' was subsequently developed in order to shift the burden of filming to the individual interviewees and letting the web application ask the questions in place of a live inter viewer. The web application also allows for recording and automatic uploading of the video. Time limitations on the length of the video will reduce the amount of time required for editing. This is because questions will be asked one after another thereby cutting down the amount of thinking time between questions. The self-recording system can also be used to exclude potential interviewees who would not have the self confidence to take footage of themselves. With these features producers can ask the questions they want to ask and hence be able to create interview videos for entertainment purposes in a more simple and facile way without the need of a camera crew. By creating such a website with an embedded web application anyone will be able to create their own interview videos anywhere and at anytime. The only requirement is the possession of a webcam, microphone, flash player and internet connection. Interviewees do

not even need to download the application as the service can be used directly on the website.

3.2.1.2 Interviewees

The second target of Enterview is interviewees. Even though there are many factors that could potentially make interview videos more entertaining / interesting the main factor is the interviewee. The entertainment value of each answer relies on each individual interviewee's point of view, life experience and character. Although these traits of an interviewee might be unconducive to an entertaining interview, Enterview attempts to minimise any negative factors by creating an environment in which feel comfortable in opening their minds to answering either personally sensitive or taboo questions. Even with the wide array of influential factors that exist, a few have been specifically decided to be focused upon.

Firstly, by creating a system which uses self-shooting and recording features, interviewees will feel comfortable because they have the option to record their footage at a time and place of their preference. By using such a system, interviewees, who are assumed to be familiar with recording such videos, can adjust the camera angle, the lighting and the background as they see fit without the bother of a director or camera crew.

Secondly, a robotic voice was used in place of a live interviewer to ask the questions and thereby making the interviewees feel more comfortable when answering. As stated, the pre-recorded robotic voice was not made the filming procedure easier but also assisted in relaxing the interviewees because of its lack of resemblance with a human voice and therefore taking out any possibly ill-construed emotions or feelings in the way the questions

were asked. This problem can easily be imagined when a man asks edgy questions to a girl who might feel the man to be judging her. It is also hoped that a non-human voice would add to the interviewee's interest in the question.

Thirdly, a time limit has been used for each answer. This limit was set at ten seconds with the intention of adding pressure when answering. By cutting down the allocated thinking time the additional pressure to answer will result in the interviewee being more spontaneous with their answers which should result in more honest and amusing responses.

The final factor that was chosen was the topic of the interviews and subsequently the specific questions. As these factors determine the content and quality of the answers not only are the themes and ideas behind the questions of importance but also the way in which they are specifically phrased. As an example of the above, by using polite language to ask the questions the answer will differ from when the question is asked in a friendlier, less formal manner. Further to this, the order of the questioning is important such that at first broad questions should be asked with following questions becoming more and more specific. As in normal conversation the method by which the topic of conversation is raised as well as how the interviewer keeps the conversation flowing from question to question can mould the interviewees answers and thus make the content of the interview more detailed and interesting. By using the 'Girigiri 7' feature of the 'Shabekkuri 7' show as a reference it was decided the Enterview would ask questions by gradually increasing the 'girigiri' level of the questions little by little. The first few questions would be those which most people would have no problems with answering with those thereafter becoming more sensitive. Interviewees may press the 'stop button', another feature in the Enterview system, whenever they feel the next question is too

sensitive to answer. By adding this feature interviewees will be challenged to answer as many questions as possible before giving up. It is hoped that this feature will make the interviews more interesting to end viewers as they see how many questions the interviewees dared answer.

3.2.2 Self-interview System Functions
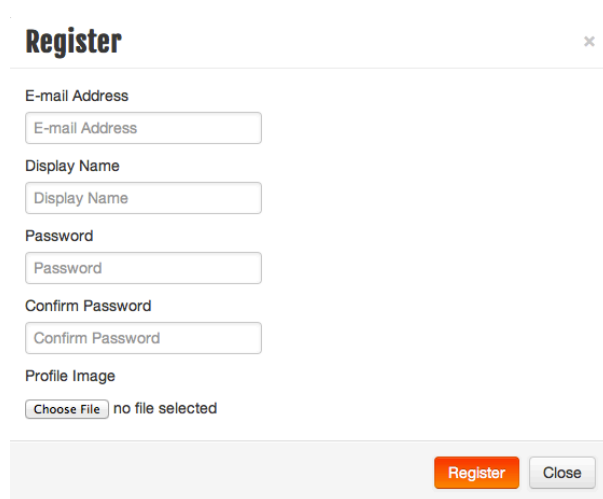## 3.2.2.1 Name of Enterview

The word 'Enterview' is an amalgam of the words 'entertainment' and 'interview' describing its ability to create interview videos as a source of entertainment. This name was also chosen because it is easy to remember and informs users that the system's abilities go well beyond those of normal interview videos, and with a specific focus on the entertainment aspect. Hence the title of this thesis is Enterview: Self-Recording Interview Video System for Entertainment Purposes.

3.2.2.2 Interface

From the website 'The Interviews' and other similar websites/platforms with entertainment content that have been used as references, the majority of websites were found to have simple, clean and non-colourful interfaces. For Enterview a plain white background with black font was used with some additional red to add emphasis. Thin fonts were chosen to match the words with the self-recording style i.e. a machine voice with suggests a somewhat futuristic and robotic style. To emphasise simplicity the only things to appear on the main page are recent videos, comments and a banner with the 'Begin Interview' button to start the interview. This also makes the website more friendly to users and easy to use.

3.2.2.3 Web Page Details

Register and Log In Page – Every user is required to register and log in as a user before they can create interview videos. This is on account of the Enterview website containing video content and as such there is a possibility that problems associated with users' privacy may arise. It was therefore decided that all users must register and log in to have the required permissions to use the content which also includes their personal pictures.
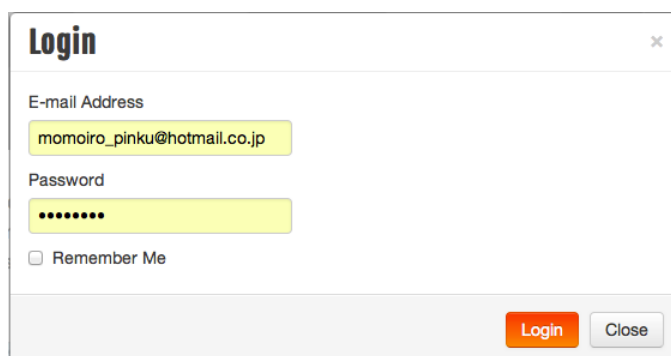

Figure 14: Registration box

Figure 15: Log in box

Begin Enterview Page – when users clock on the 'Begin Enterview' button, the website will load a new page with the embedded Enterview application. Users will be asked for their permission for the website to access the users' webcam in order to record the video. After permission has been given by the users the application will appear on the webpage with the 'Start Enterview' button. After pressing the button, the questions will appear one by one with the pre-recorded robotic machine voice played at the same time. Questions will be read one after another and there will be a space of ten seconds for users to answer each question with the countdown time at the top corner of the question banner. While the question banner is visible and the questions are being asked the system will record from the users' webcam using a web application called 'Nimmb'. After a ten second pause the next question will be played automatically. With this setup it is hoped that interviewees will feel more under pressure and their reactions may become more amusing to watch. Due to the questions being order by their level of 'girigiri'-ness, that is the questions becoming more edgy towards the end, there is a 'stop' button for interviewees who want to stop the interview before the end. For example, more sensitive interviewees can choose to stop the interview after the 8th question if they feel the 9th question is too sensitive. After all the questions have been played, or after the interviewee has stopped the interview, the system will automatically upload the video to the website and the interviewee can click to watch the video. The recorded video can also be saved and even shared on another website or SNS by linking.

Figure 16: Begin Interview Page

Archives Page – In the archives users can view all the past videos of themselves as well as other users' videos. Users can comment, and press the like button on other users' videos. It is hoped that this kind of system will create a space where users in the Enterview community can communicate with each other, exchange opinions, and generally be an opportunity to get to know each other after seeing their interview videos.
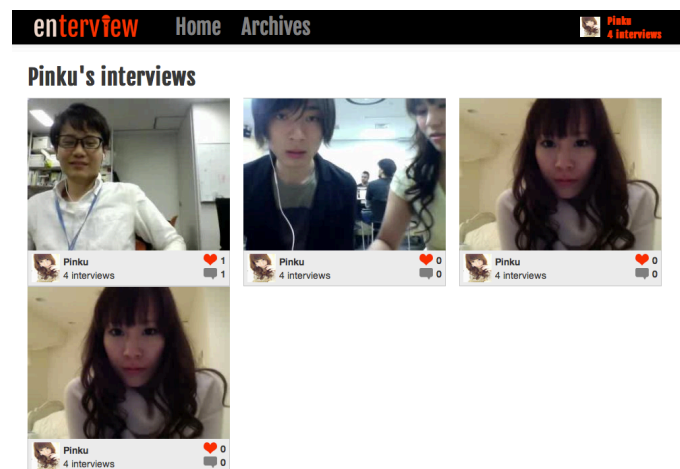

Figure 17: Archives Page

3.3 Implementation and System Configuration

Enterview runs on the Linux system which requires Apache as a webs server application. This service is provided via the web browser through an HTTP protocol. In order to record the interview, both a web cam and a microphone are required. CodeIgniter is used to create a framework for the Enterview system. CodeIgniter, which is uses a model-view-controller (MVC) framework on php, assists the programmer to design a good structure based on the MVC architecture. The database management system used by Enterview is MySQL, a widely used open source relational database management system. On the front-end side, Twitter's Bootstrap is used to style the HTML page. The video recording and playback process are mainly designed using Java script.
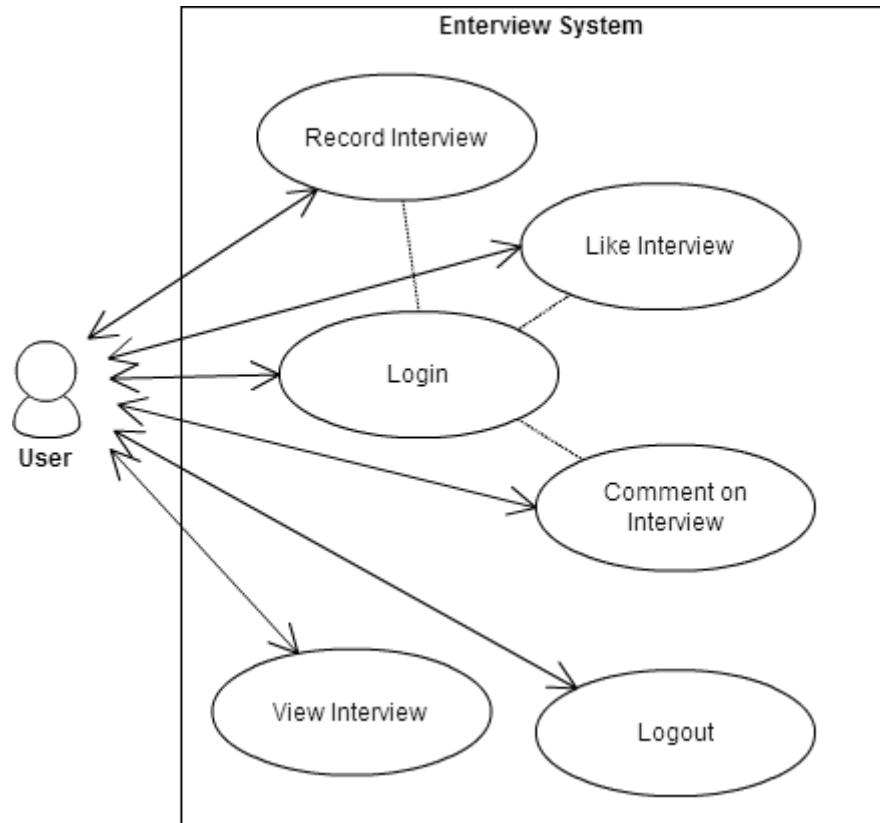
3.3.1 Use Case Diagram

Figure 18: Use case diagram

3.3.2 Database Overview
3.3.2.1 Comment Table

- [int] `user_id`
- [int] `interview_id`
- [string] `text`
- [time] `time`

3.3.2.2 Interview Table

- [int] `id`

- [string] **guid**
- [int] **user_id**
- [int] **question_id**
- [time] **time**
- [bool] **pick**

3.3.2.3 Like Table

- [int] **user_id**
- [int] **interview_id**
- [time] **time**

3.3.2.4 Question Table

- [int] **id**
- [string] **theme**
- [date] **start_time**
- [date] **end_time**
- [string] **json**

3.3.2.5 User Table

- [int] **id**
- [string] **email**
- [string] **password_hash**
- [string] **display_name**

3.3.3 Web Pages
3.3.3.1 Home Page

 Enterview is registered at www.nterview.net. The web application is embedded in the website and allows users to use the application whenever and wherever they choose as long as they have access to an internet connection and a microphone and webcam. As the web application runs on the website, users do not have to download the application before they can use the service. Questions will be asked and videos recorded automatically, and then uploaded to the website's server.

Figure 19: Enterview's home page

3.3.3.2 Interview Page

Figure 20: Enterview's interview page

Figure 21: Interview page while using self-recording application

3.3.3.3 User Page

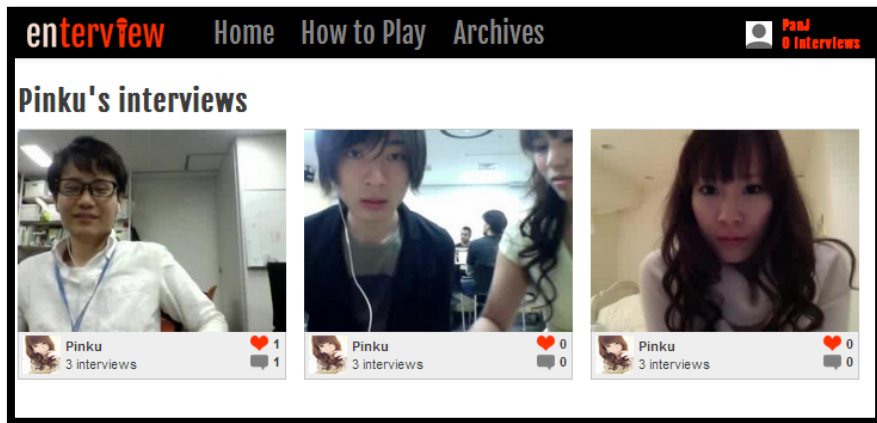User page shows all the videos of each interviewee

Figure 22: User page showing user's all videos

3.3.4 Video Recording Process

Enterview uses 'Nimbb' as an application for recording the videos. Nimbb is a service for recording and playing videos. The following flow chart describes the recording process.
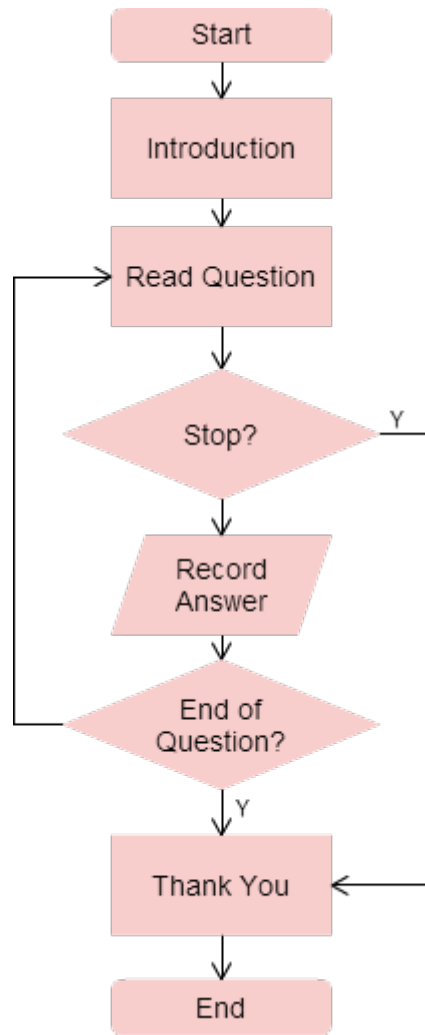
Figure 23: Flow chart of the video recording process

4. Evaluation

4.1 Evaluation Methodology

In the previous chapter, the prototype that was designed to fit users' needs and fulfil the purpose of the Enterview system was discussed. The concept is that, for producers, the system is supposed to enable them to create interview videos in a simple and easy way without the need of a camera crew or time-consuming processes such as shooting, editing and inserting after-effects. For interviewees, the Enterview system is designed to create a comfortable environment in which to be interviewed. The self-recording system can eliminate undesirable interviewees while at the same time allowing interviewees to take their own video whenever and where they choose. With the various features of the system including the robotic voice, the time limit, the topics and questions including the way in which they are structured to elicit entertaining responses from the interviewees, and the ability to answer questions in a straightforward manner, it is hoped that the responses will become more amusing / interesting to the end viewer.

In order therefore to test whether Enterview can achieve its goal of making interview videos for entertainment purposes, a qualitative evaluation was carried out. Firstly, the system was tested by using a series of different topics and questions that producers might want to have asked and then have interviewees answer them using the Enterview web application. After collecting the data (i.e. interview videos), both producers and interviewees were surveyed on their opinions about the Enterview system and if they were satisfied with the end results. The final stage would be to analyse the results and hence find out if Enterview could achieve its goal.

4.1.1 Experiment
4.1.1.1 Pre-Survey

Before the prototype was tested a survey was created to ask potential users on what topic the questions should be based and the various features available on the Enterview system. With regard to the topic and questions, even though many people stated that they would like to have a large number of questions from which they could choose which to answer, 70% of them said that it would be troublesome to have to choose the category, and that it would be best just to be asked fixed questions. After further research the feature of having a 'Question of the Week' was introduced, that meaning that the questions would change every week and the category of the questions would be selected at random depending on the producer. After the number of Enterview users increased there was the possibility of introducing a voting space in which users could write down the questions that they would want to be asked and the topics in which they are interested. The topics / questions that received the most votes would then be implemented during the following week. There was also a large number of people who wanted more sensitive questions included e.g. a few normal question, a few relatively sensitive questions and several highly sensitive questions. This desire followed the style of asking questions by increasing 'girigiri' level that has been previously discussed. This style was adopted for questions after those questions which were considered not sensitive. A number of users also wanted to see more 'actions', not those just contained with the answering of the questions. The Enterview system therefore also asks interviewees to feel free to react naturally to the questions by making faces or posing.

Research also picked up requests to help users of Enterview feel more comfortable while answering the questions. There were male users who thought the voice should be done that of a cute girl, but most stated that they would feel more comfortable if they could not guess by just the voice alone who the questions were being asked by. On the basis of this research a robotic voice was chosen to be used. This is linked to the lack of feelings in the tone of a robotic voice and interviewees would not be able to make a connection with how a real person asking the questions would sound. To minimise the thinking time many users suggested setting time constraints when answering each question. This was done by users experiencing answering test questions both in timed (10 seconds) and un-timed setups. The time pressure also resulted in more facial reactions and expressions being made when the time was about to run out.

4.1.1.2 Experiment

The first producer to experience the Enterview system was the author as it was originally motivated by the author's desire to make amusing interview videos for entertainment purposes in a simple and easy way without the need for a full camera crew. At first, a set of normal / general questions with devised assuming that normal questions would be the easiest and least stressful to answer. The theme of the questions was about 'What if you were born as the opposite gender'. Below is the list of the first set of test questions:

Q1
朝起きて最初にする事は？
Q2

50

あなたの職業はなんですか？

Q3

それはどんな仕事ですか？

Q4

どんな相手と付き合ってみたいですか？

Q5

異性のあなたの体の中で、自慢できるところはどこですか？

Q6

理由を教えてください

Q7

どんな格好してみたいですか？

Q8

具体的に答えてください、

Q9

もしも本当に異性に生まれ変わったとしたら自分と付き合いたいですか？

Q10

それはなぜですか？

Q11

最後の質問です。このまま生まれ変わったままでいたいですか？それとも元に戻りたいですか？

Q12

それはなぜですか？

The result was that the author was able to ask these questions to interviewees easily using the Enterview system. However the responses were not as entertaining as might otherwise be expected. After these normal questions to pre-test the system, interviewees were then aksed a series of questions with increasing 'girigiri' level. This set of questions starts with

general ones and continues with increasingly sensitive ones at which point interviewees may choose to stop the interview at a point when they feel uncomfortable in answering. Below is the second set of questions with increasing 'girigiri' level:

Q1

あなたが好きなタイプは？

Q2

そのタイプ、芸能人に例えたら誰？

Q3

今までつき合った人数は？

Q4

初手つなぎはいつ？　その設定を教えて

Q5

初キスはいつ？　その内容も教えて

Q6

初体験はいつ？　設定と内容教えて

Q7

最近やったのはいつ？

Q8

やりたい芸能人は？

Q9

今まで一番激しいプレーは？

Q10

一番好きな体位は？

Q11

ポースしてみて！

4.1.2 Evaluation Method

After users had used Enterview to interview themselves, the evaluation process was continued by using surveys to ask both producers and interviewees their opinions regarding the system and to see if they were satisfied overall. Due to time restrictions, only one survey for producers was completed. For the interviewees, 20 surveys of both male and female interviewees, age 21-26 are completed. Interviewees who answered the survey were asked to give rating to each question from $1 - 5$, according to their thought towards each question. Below are the questions of the survey:

4.1.2.1 Evaluation Questions for Producers

1. Was it easy to make interview videos, using Enterview? Why?
2. Do you think Enterview creates a new experience in creating interview videos for entertainment purposes? How?
3. Were you able to get natural answers from the interviewees?
4. Did Enterview save time compared with creating interview videos in the more traditional fashion?
5. Were you satisfied with the final videos of Enterview?
6. Would you want to use the Enterview system to create more video content in the future?
7. Do you have any suggestions regarding how the system could be improved?
8. Do you have any further comments?

4.1.2.2 Evaluation Questions for Interviewees

1. Was it easy to use Enterview, the self-recording interview system? Why?

2. Do you think Enterview creates a new experience in creating interview videos for entertainment purposes? (Do you feel different when using Enterview compared to other similar services?) How?

3. Did you feel comfortable to answer questions with Enterview more than being asked like normal interviews?

4. Why?

5. Did robotic voice make you feel more comfortable to answer questions?

6. Did time limit pressure you to answer questions?

7. Please give score to your own result video.

8. Do you have any further comments?

4.2 Results

For producers, and other than the author, there was only one producer who had experience in making interview videos for entertainment purposes who had time to give feedback on the Enterview system. The results suggest that the producers felt that Enterview created a much easier method by which to create interview videos because the system shifted the burden of shooting to the interviewees. All they needed to do was to input the desired questions into the system and then the system would automatically ask the questions, film the interview and upload the resulting video for them. The time limit for answering questions also meant that there was no need to direct or edit the footage because the video would be recorded in one attempt. This

contrasts with creating interview videos at a professional level which could take three months from pre-shooting research all the way to the on-air date. With Enterview's self-recording feature producers felt that the system had a lot to offer as a new way of creating interview videos as it has only recently been introduced. There were however a few points with which the producers were not fully satisfied. Notably the lack of post-production editing and insertion of effects in the video such as subtitles, background music, cuts from other scenes, or improved audio/video quality meant that the interview videos were not as entertaining and amusing as they might otherwise have been. As the first producer, the author wanted to focus mainly on the ease with which to make the interview videos but the second producer who is a professional content creator said that he did not believe in the easy route and still wanted to continue creating content in the standard way with a complete camera crew and post-production process even though it would take considerably more time. Both producers however agreed that non-professional interviewees seemed to have more confidence when talking to the system than when talking with a live interviewer and seemed to feel comfortable when recording the videos themselves. Both producers also agreed that the system could be improved if it could add effects after the video has been recorded similar to a Purikura Machine. With these extra features producers might more realistically want to make interview videos using Enterview. The second producer also suggested there be further research into the system as it had the potential not only to be used for entertainment purposes but also for other purposes such as conducting surveys.

For interviewees, all those that were surveyed said it was very easy to use Enterview. All that was needed was their PC, a webcam, a microphone and an internet connection with the option of taking the video whenever and

wherever they wanted. Furthermore and on account of Enterview being a video interview rather than a text-type interview service which most of the interviewees were used to, a majority thought it would be a fun way to create their own content. For example, some interviewees like to post their self-recorded videos on Facebook and so videos they have recorded on Enterview could be similarly uploaded. Rather than feeling that the 'like' and 'comment' features were extra bonuses of Enterview they considered them to be integral to the whole system as they are familiar tools used on many SNS sites such as Facebook. Most of the interviewees felt comfortable thanks to the ability to record at a time and place of their choosing and with whatever camera angle they favoured. Although there were some interviewees who would have preferred the interviewer voice to be human, 80% felt that by using a robotic voice, it helped them to relax as they didn't feel any emotions in the voice thus making them more open to answering the questions. Some of them said that it felt more talking to themselves so it was easier to answer the questions especially towards the end of the interview with the more sensitive questions. A few however said that their videos would be more amusing if they had had more time to think about their answers or alternatively if they had been given time to look at the questions before the interview started. However almost half preferred the setup as it was saying that having to answer the questions immediately made the interview interesting enough. Some interviewees said that they would also want to upload their interview videos to Facebook whereas others said they would want to keep them private and just have the option of watching other interviewees' videos. The main factor why viewers want to watch the videos is the interviewees' expressions and reactions with others saying they wanted to see how far other interviewees got into the 'girgiri' questions before stopping the recording. Similarly to the producers, the

interviewees also said that it would be more entertaining if some post-recording special effects could be inserted into the video. For example, they would want to add text, cut unwanted scenes and add picture and sound effects to the videos. Lastly, even though some interviewees liked the weekly changing of the topic and questions, other said that they would prefer a wider assortment of categories and also to have the ability to create their own questions.
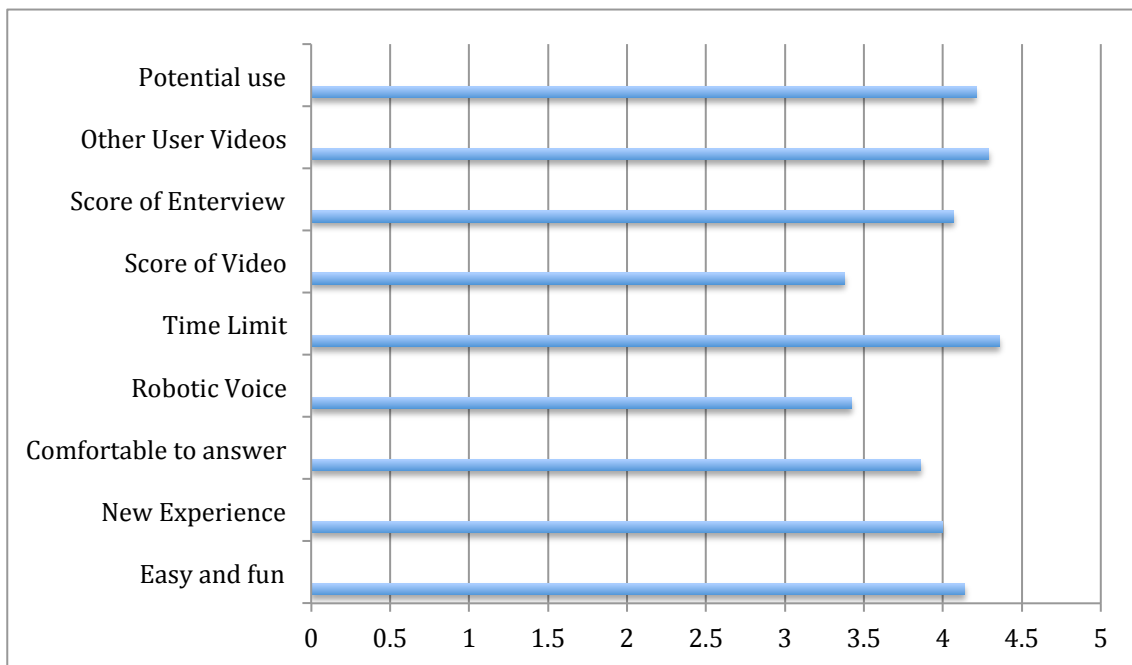

Figure 24: Chart of users' ratings

4.3 Analysis

As far as producers are concerned the Enterview system is fully automatic taking care of everything from the filming to asking the questions instead of a live interviewer and all without the need for a camera crew which can save them both time and expense. However due to technological limitations,

the system lacks the ability to produce high quality interview videos. The video and audio quality relies heavily of course on the equipment that each interviewee has and because the interviewees create the videos themselves producers can not direct in a way they might otherwise want. Also, Enterview cannot as yet add in more special effects or cut out unwanted parts of the video as a producer might want – special effects being considered to be one of the most important factors to make the videos more amusing / interesting. Enterview videos' entertainment value therefore relies wholly on the interviewees' answers. However because Enterview cannot react to previous interviewee answers as a live interviewer would some potentially amusing or interesting points of discussion may be lost. In other words, Enterview lacks on the most important factors in conducting an interview – conversation. This issue may be able to be resolved by introducing features that could change the type of questions based on previous responses. For example, if an interviewee answered a question affirmatively then the next question would be different from if the question was answered in the negative then a different follow-up question would be asked.

Interviewees tend to feel more relaxed and comfortable when answering questions because the Enterview system enables them to record the interview whenever and wherever they choose. Without a camera crew and a live interviewer, they feel that they are more able to answer questions naturally because of the lack of social pressure. This also extends to being able to film the interview as they wish because of the lack of director. However this freedom means that each interview video will be noticeably different from others with regards to quality of video and audio. The robotic voice helps interviewees open their minds to the questions and answer in a more natural way as there are no emotional tones behind the voice. With its

neutral tone interviewees are able to answer the questions even though some are sensitive or taboo. Even though Enterview allows interviewees to answer the questions in a more relaxed and comfortable manner, without the special effects and post-production editing the videos produced were not considered entertaining enough by some users of the system. More research should therefore be carried out in what features would enable the videos to be more interesting and which could be easily inserted into the Enterview system. Another important thing to consider is how best to promote the system. The system has currently only been introduced to people with whom the author was acquainted. It would be ideal therefore to design a promotional plan to increase the total number of users.

5. Conclusions

5.1 Conclusions

The main objective of this research project was to search for solutions to the problems that arise when creating interview videos for entertainment purposes. Being motivated by an assortment of TV programmes that used interview videos as entertainment content the author wanted to be the first producer to be able to create such interview videos in a simple and straightforward way without the need for a crew or lengthy post-production requirements. To make the videos amusing and interesting enough to be useable as entertainment content without getting slowed down by long detailed answers, the difficulty of the questions was also considered.

Even though there is a long list of factors which make interview videos entertaining, one of the lesser factors that being the particular setting in which the interview is carried out was chosen to be focused on. This is important as the comfort factor allows potential users of Enterview to open up to answering questions that might be considered taboo or sensitive.

In other words, by creating Enterview this report aimed to look for solutions to challenges interviewees would face when creating interview videos for entertainment purposes. Enterview also aimed to solve problems that arise for producers. This specifically includes the shooting of the interview, the asking of questions and the post-production editing process. By creating a system that does all these tasks automatically the burden can be shifted away from the production team to each individual interviewee. This automatic process also benefits interviewees as videos can be taken

anywhere and at any time, with the only limitations being an internet connection, and a webcam and microphone.

To solve the problems associated with making content more amusing and interesting, Enterview has focused on creating a relaxed atmosphere for users such that they are more willing to answer questions fully and to such an extent which may lead to more interesting answers emerging. In order to create such an atmosphere, Enterview has implemented a few select features. First is the use of a pre-recorded robotic voice instead of a live interviewer. This has been introduced in an attempt to help interviewees relax as it has been shown that interviewees often open up more due to the lack of emotions contained in the non-human voice. Secondly, a time limit for each answer has been included. This is to make interviewees respond more quickly with the first thing that comes into their head and also display body language associated with being pushed for an answer. Furthermore, a time limit will cut down on wasted time thinking about the most appropriate, and therefore often untrue, answer.

The previously mentioned 'girigiri' style of asking questions was added as a response to the survey conducted on potential users of Enterview. This method was used to coerce interviewees to answer in a straightforward fashion and to see if they would be ready to push their personal boundaries.

The final goal of Enterview as a system was to give users, both producers and interviewees, a new experience when creating interview videos for entertainment purposes in a fun and easy way which hopefully they would want to use again in the future.

The results have shown that Enterview has achieved its desired goals of eliminating the various difficulties usually associated with creating interview videos. Videos can now be made in a much shorter period of time compared with creating videos in the traditional way with a full crew.

Interviewees feel more comfortable when answering questions, even those which might be considered taboo or personally sensitive, as they have the ability to record wherever and whenever they choose. Most users gave feedback that the use of the robotic voice helped to remove any potential human emotions in the questions and this created an atmosphere similar to just talking to themselves. The time limit pressure was reported not only to make interviewees answer more quickly but also added a fun under-pressure type feel. The addition of a stop button allowed interviewees to finish the interview when the questions became too sensitive – this style allowed them to see how far other interviewees dared answer.

At the moment however, because it cannot cut down on unwanted noise or footage as well as not being able to insert effects, Enterview cannot yet make complete entertainment content. In an attempt to maximise Enterview's simplicity it is obvious that certain complex features that could potentially make the end product more entertaining had to be left out. Such features might include a more conversational-like pattern of questions which would respond to the interviewee's previous response, or perhaps a system to insert subtitles or background music, to extract unwanted noises and footage and to improve the quality of the audio and video generally.

5.2 Future Work

There were a number of easily identifiable problem areas that arose during the research. Firstly, by focusing heavily on making the recording process as easy as possible for the user, elements of creating the videos which would have made them more amusing or interesting were overlooked. Secondly, even though one of the most important factors in creating the interview was the 'conversation' between interviewer and interviewee, because the system

was made to be automatic it could not respond to the interviewee's previous response. Thirdly, the quality of the audio and video was not always stable as these elements relied on the quality of the user's equipment. The final and perhaps most important problem was the inability to take out unwanted footage or insert extra effects to make the videos more amusing.

Future research into this subject area would be best served by focusing on these issues. To solve the problem of missing out entertaining factors, further research could be carried out onto the factors that make interview videos more entertaining. Examples of such factors which could be considered might include subtitles, language, size and font of the alphabets, background music, pictures or photos, details explaining the answers, setting and background, lighting and camera angle. Another area of improvement would be to research who the optimal users of an Enterview-like system would be. Categories to consider here would include the age range of both interviewees and viewers, as well as which gender would provide the most entertaining responses. To make the part of the interviewer react as though in a conversation research could also be carried out into a technological method to create a system which would respond dynamically to each of the interviewee's responses and hence adjust its follow-up questions. Even if a new system were to have all the missing features added there is a possibility that the system might become too difficult to develop and would end up looking like a program used by professional creators i.e. something from which this project was trying to differentiate itself. It is likely that there is a balance between ease of use, quality of video and the overall entertainment factor of the video, and future research would be best served by investigating potential new technology to bring all these elements into a new system.

5.2.1 Related Technologies and Functions
5.2.1.1 Post Production

In order to make interview videos more entertaining, one factor which is commonly used in TV programmes is post-production effects. To enable interviewees to add in effects after they have finished recording their video a new page has been created on the website which contains an embedded post-production application. Features of this application allow interviewees to insert text and subtitles in a variety of fonts, sizes and colours as well as stamps and graphics into the video. Such features could be considered as decoration for the video in a similar style to the ability to decorate photos taken at a 'purikura' machine. With videos, however, users are able to add even more items such as extra voices, background sounds or music and also add filters to adjust light and colour in the videos.

The post production page required a lot of programming work because it required a new kind of software that was capable of editing videos in an application. With reference to current technology, applications which are already available for use on mobile phone applications stores should be taken into consideration. Examples include Action MOVIE FX, which allows users to add in special effects like the ones in films, iMajiCam Realtime Videos which allows users to adjust the lighting or add in videos filters while recording, and Social cam video camera which allows users to add in video effects including subtitles and music.

5.2.1.2 Natural Language Processing Technology (NLP)

To make Enterview into a system with a highly 'natural interview'-like system, technology that will create an interactive interview environment

should be studied. One of the most well-known pieces of technology that enables computers systems to be able to respond instantly to the human voice like the one used in the 'Siri' system for iPhone is the natural language processing system (NLP). NLP is a field of computer science, artificial intelligence, and linguistics concerned with the interactions between computers and humans languages. As such, NLP is related to the field of 'human-computer interaction'. Many challenges in NLP involve natural language understanding – that is to say enabling computers to derive meaning from human / natural language input.[14] Even though NLP is highly complex and difficult to develop and insert into the Enterview system, if it can be successfully used by the system, Enterview will be able to respond to interviewees' answers and respond accordingly with related questions much like a real conversation. Not only will NLP give the interview a natural feeling but it will also give interviewees a wider variety of questions (because the questions will be selected according to the interviewees' previous answers).

5.2.1.3 Video and Sound Quality

Even though the audio quality of the interview videos depends on a range of factors, 'noise' or unwanted sounds cause the main problems. The noise problem could be fixed by adding a 'noise filter' to the video after it has been recorded. However because it is difficult to distinguish between the real audio and the background noise the noise filter function must be carefully programmed. Another thing that could be done is to take only the audio of the video, adjust the noise and then re-sync it into the video. One of the most popular pieces of software to remove noise from videos is 'neat video', a noise reduction software for digital video. [15] There is nothing much that

can be done with regard to the video quality because the quality will vary depending on the quality of the interviewees' webcams. However, adding some sort of video filter in the post-production process could potentially sharpen the video image and therefore improve the viewing experience a little.

5.2.2 Using Enterview for Other Purposes

Future work could also be done into using Enterview for other purposes. With its ability to allow users to create videos of themselves Enterview could easily be adapted to interview large numbers of interviewees. As an example, instead of undertaking surveys by asking random people on the street using a professional interviewer, Enterview could take surveys by just entering a pre-recorded voice for the questions and having the system take down the answers in text format. As Enterview is a video-based interview system, as opposed to written, some people have stated that they would rather use Enterview when applying for jobs rather than having to answer text-based questions. Recently some companies have indeed started using a video-based entry sheet in their recruitment process, rather than a text-based one, so that they can hear each candidate's voice, see their facial expression and get a better idea of the candidate's personality.

Another use might be when users want to make memorable content in a video-based format. As an example, Enterview could be used by parents who have children working or studying in far away countries. If the time difference makes talking on the phone troublesome then parents could just program in the questions they would want to ask their children, and the children could record themselves answering on Enterview.

Even though Enterview was first created with the aim of creating interview videos for entertainment purposes I hope that following future research it could become an inspirational tool to expand the use of self-recording video systems for a wide range of purposes. From a technological standpoint, future research could be done into developing useful embedded features in the Enterview application in order to both broaden and refine the system's capabilities.

Acknowledgements

References

[1] VRZO web site http://vrzo.tv

[2] A day with VRZO. We go behind the scenes to get the TV show's formula for success www.bangkokpost.com/print/277111/

[3] Zoom in Saturday web site http://www.ntv.co.jp/z-sat/

[4] Youtube link of Zoom in Saturday sample video
http://www.youtube.com/watch?v=JA4boFS5Ddo

[5] Baton Questions www.ja.wikipedia.org/wiki/バトン

[6] Nino-san http://www.ntv.co.jp/ninosan/

[7] Link of Nino-san sample video
http://jp.channel.pandora.tv/channel/video.ptv?ch_userid=whasn&prgid=48148958

[8] Shabekkuri 007 web site http://www.ntv.co.jp/007/

[9] Example of the girigiri 007 corner in Shabekkuri 007
http://www.dailymotion.com/video/xod411_2_fun#.UcL61hZBzzI

[10] Ontama web site http://www.tv-asahi.co.jp/ontama/

[11] Link of sample video of Ontama TV program
http://www.pideo.net/video/mgoon/62df7585edc6b629/

[12] Video Mémoires http://www.codingrobots.com/videomemoires/

[13] The Interviews web site http://theinterviews.jp

[14] Natural Language Processing
http://en.wikipedia.org/wiki/Natural_language_processing

[15] Video noise filter software neat video www.neat**video**.com/

Appendix

A. Nimbb

 The Nimbb Player is a video player built on Adobe Flash technology. It allows users to watch and record videos using a webcam.
Nimbb Player was designed to make it a very simple application to use for users, but also very complete for developers. Thus, the player can be inserted into any website or Flash application to make our video technology accessible to all.
All the videos of the player use streaming, which means no loading time and instant playback.
For developers, the Nimbb Player can be programmed with HTML, JavaScript and Flash (ActionScript).
Details of Nimbb can be found at http://nimbb.com