

Video versus images: The contrast of emotional responses

Meijvis, Minnaard,
Onverwagt, Palesova &
Salemink

ICC | Amsterdam University College | 2010

Research Question

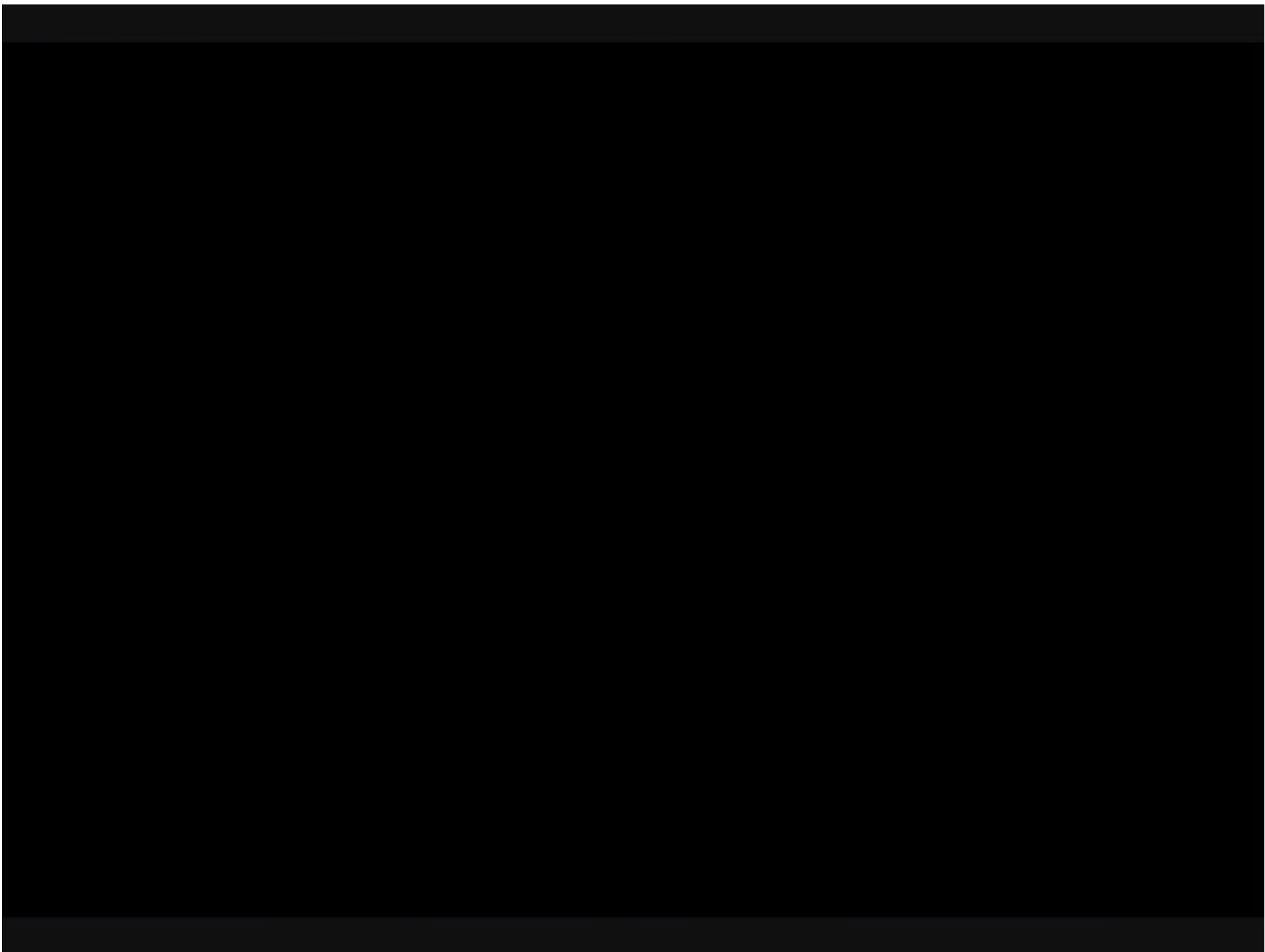
- Focus on four emotions: amusement, pity, disgust & shock
- Aim: find contrast between these emotions in a dynamic video setting & observational image

Do the emotions inhibited by a picture differ depending on the setting they are being shown in?

Experimental set-up

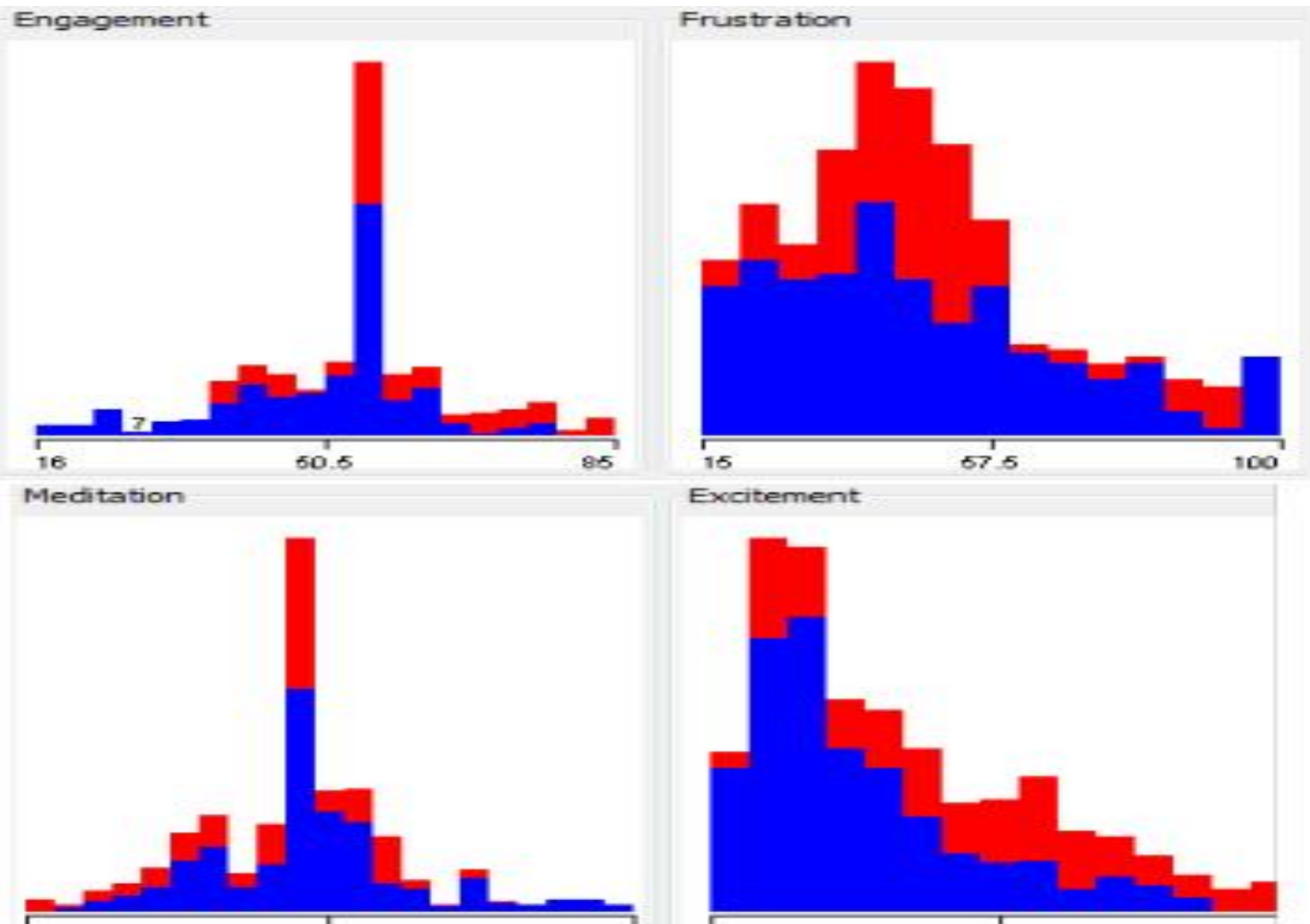
- Video setting: personalised videoclip (uploaded image with certain emotion)
- Image setting: showing the same image, yet with no context
- Measured brainwaves using EmotivEpoC & transferred results into graphs

- Tack Film (material) <http://en.tackfilm.se/?id=1274869835099RA98>
- The Process (method)



Results I

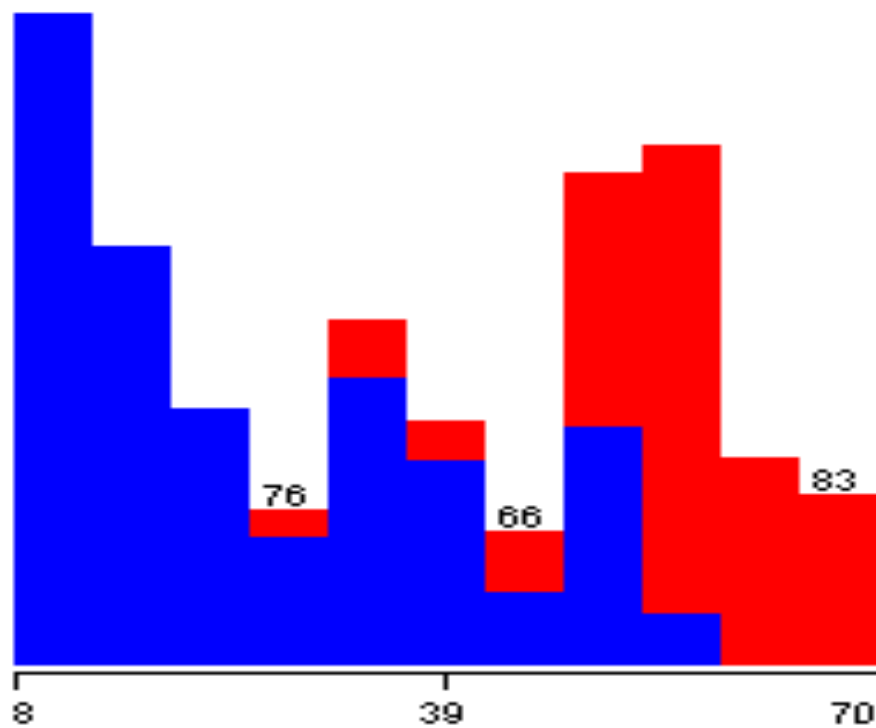
Blue = video data
Red = image data



Results II

Blue = video data
Red = image data

LongTermExcitement



Conclusion

- Contradiction hypothesis & literature:
 - Emotions seemed to be of a remarkable higher level in passive setting than in video clip
 - Watching movie twice led to less engagement & excitement
 - Poor spatial resolution & limited contact points