

## EXPLORING THE RELATIONSHIP BETWEEN VIEWERS' PERCEPTION AND TECHNICAL ASPECTS OF MEDIA CONTENT": A STUDY OF AUDIENCE PREFERENCES AND REACTIONS

**DR. NARAYAN PATIDAR**

Asst. Professor, Educational Multimedia Research Centre, DAVV, Indore, Madhya Pradesh, India

**AJINKYA SHROFF**

MBA (Media Management), Educational Multimedia Research Centre, DAVV, Indore, Madhya Pradesh, Indore, India

### Abstract

The content of the media is an important part of our lives because it gives us information, entertainment, and news as it happens. Because of changes in technology, making and delivering media content has become more complicated. This means that technical factors like cinematography, sound design, special effects, and editing have become more important. The objective of this study was to analyze the audience's perception of technical aspects and how it affects their judgment of the media content's overall quality. Total 187 respondents were surveyed to get the responses. Findings suggests that only a few viewers were notice or like the technical aspects of production like such as cinematography, editing, sound, location, etc. The reason is that only a few viewers are aware about these technical aspects of production.

**Key Words:** Perception, Media content, Audience, Technical aspects, audience reactions.

### BACKGROUND OF THE STUDY

There is a lot of content in modern media, from news and entertainment to educational and informative materials. Many factors, including the creation of the content, have an impact on how people perceive media when they watch or listen to it. The content of the media is an important part of our lives because it gives us information, entertainment, and news as it happens. Because of changes in technology, making and delivering media content has become more complicated. This means that technical factors like cinematography, sound design, special effects, and editing have become more important. At the same time, people have become pickier and more selective about what they watch. They want high-quality content that can engage, inform, and entertain them. In the field of media studies, it is important to study how and what people think about media. In the past few years, technological advances have changed the media landscape by giving content creators new tools and methods to improve the technical parts of their content. But it's not clear how these changes have changed the way people think about and prefer media content. It is an important area of research that has gotten a lot of attention in recent years. The goal of this study is to figure out how this relationship works by looking at how audiences like and react to the technical aspects of media production.

This study will look into how viewers feel about the technical parts of media content, such as the quality of the images and sounds, the editing, and the special effects, and how these

feelings affect how much they enjoy and interact with the content as a whole. Media content has become an important part of modern life, and it is hard to over state how much it affects people. People access media for a variety of reasons, such as for fun, to learn, and to get information. Because of this, the quality of media content has a big impact on how people think about and react to it. Technical parts of media production, like sound, visual effects, lighting, and camera angles, are very important to how the audience sees and understands the content. All of these things work together to give the viewer an immersive and interesting experience. Technology has changed media production a lot over the years, making it possible to make high-quality content that keeps people's attention. For example, digital cameras make it possible to take pictures with a high resolution and in different lighting. In the same way, sound technology has changed over time, making it possible to make the high-quality sound that makes watching better. So, the technical parts of making media are more important than ever because they determine the quality of the content. But even though technology has made it easier to make high-quality content, how the audience sees and responds to it is still very important. When it comes to the technical parts of making media, viewers may have different tastes. For example, some people might like movies with a fast frame rate, while others might like movies with natural lighting. To make content that appeals to the audience, it is important to know what they like and how they feel about the technical parts of media production.

## **RATIONALE OF THE STUDY**

The rationale of the study is to investigate the relationship between viewers' perception and technical aspects of media content its. While it is known that technical aspects are essential in producing high-quality media content, it is not clear how they impact the audience's perception of the content. Understanding this relationship is crucial in determining the success of media content, as audience perception plays a significant role in determining their engagement and willingness to consume the content. Overall, the study aims to provide insights into the relationship between technical aspects, audience perception, and audience preferences, which can be useful in producing media content that resonates with audiences.

So many research papers and article were reviewed but investigator could not find any article related to the objective of this paper. Mainly researches were done related to impact of media on audience, few studies reviewed were Lotman, Elen. (2016), Rothe, S., Kegeles, B., & Hussmann, H. (2019, June), Benini, S., Savardi, M., Bálint, K., Kovacs, A. B., & Signoroni, A. (2019), and Abd-Alhamid, F., Kent, M., Calautit, J., & Wu, Y. (2020).

## **OBJECTIVE**

- To analyze the audience's perception of technical aspects and how it affects their judgment of the media content's overall quality.

## **SAMPLE**

Total 187 respondents have been selected randomly. Out of 187 respondents, 80% were male and 20% were female. 26% of the respondents were from 15-25 years, 36% were from 25 to 50 years while 38% were from more than 50 years. 44% of respondents hold postgraduate degrees, 47% hold undergraduate degrees, 3% hold doctoral degrees whereas remaining hold some other qualifications. Out of 187 respondents, 35% of respondents work for the government, 22% of respondents have their own businesses or they are self-employed, 20% of respondents work in the private sector, 19% of respondents is students, and 3% of respondents are homemakers. The findings of the investigation make it quite clear that out of 187 respondents, 88% were from urban area, 4% were from rural areas, and 8% were from semi urban area.

## **RESEARCH TOOL**

Tools were prepared by the investigator in order to aid in the process of collecting data. The tool has two sections: Demographics & Media Profile Questionnaire, and a Perception Scale. A perception scale was prepared by the researcher in order to analyze the audience's perception of technical aspects and how it affects their judgment of the media content's overall quality. On the perception scale, there were 18 different statements with five choices. These choices were "Never, sometimes, undecided, many times, always."

## **PROCEDURE OF DATA COLLECTION**

The data were collected by adopting random sampling technique. The research tool developed by the investigator was given to 187 randomly selected respondents. The respondents were surveyed using online mode. A tool was created using Google Docs technology and a web link was provided by the Google Docs to access and fill the responses online.

## **ANALYSIS**

The collected data were analyzed with the help of frequency and percentage method.

## **RESULTS**

**Media Consumption Habits for the media content like TV shows, movies, online videos, music, news, etc.**

- Majority of respondents consume media on a daily basis, and almost half of them prefer to watch content for at least 1-2 hours in a day. It has been also found that the majority of respondents prefer to watch any type of media content that is less than forty minutes in length. If the media content is more than forty minutes, then viewer will be less.
- Majority of the respondents watch YouTube and access social media, while almost half of audience watches content on television. Smartphone is used mostly to consume

media, whereas half of the respondents' access television to watch media content, and some respondents use computers / laptops to access media content.

- More than 50% respondents watch news media, and more than 40% respondents watch television shows and movies. Some of the respondents also like to watch reels / short videos, sports content also, but very few of them like to watch documentaries and reality shows.

**Respondents' focus on technical details while watching media content:**

S. No.	Factors		Never	Sometimes	Undecided	Many times,	Always
1	Story	Freq.	29	15	35	50	58
		%	16	8	19	27	31
2	Camera work / Cinematography	Freq.	35	21	54	43	34
		%	19	11	29	23	18
3	Sound Effects / Dubbing	Freq.	36	14	52	47	38
		%	19	7	28	25	20
4	Visual Effects / CGI	Freq.	34	15	42	52	44
		%	18	8	22	28	24
5	Video Editing	Freq.	40	21	42	51	33
		%	21	11	22	27	18
6	Direction	Freq.	38	19	46	46	38
		%	20	10	25	25	20
7	Location	Freq.	35	25	55	44	28
		%	19	13	29	24	15
8	Dialogues	Freq.	26	15	44	60	42
		%	14	8	24	32	22

From the above table it is clear that:

- 31% of the respondents always notice the storyline of any media content while consuming it, whereas, 16% of the respondents never notice the storyline of the media content while consuming it.
- 18% of the respondents always notice the camera work or cinematography of any media content while consuming it, whereas 19% of the respondents who consume media content never notice its camera work or cinematography.
- 20% of the respondents who consume media content always notice its sound effects or dubbing, whereas, 19% of the respondents who consume media content never notice its sound effects or dubbing.
- 24% of the respondents always notice the visual effects and CGI of media content while watching it, whereas, 18% of the respondents never notice the visual effects and CGI of media content while watching it.

- 18% of the respondents always notice the video editing of any media content while watching it, whereas, 21% of the respondents never notice video editing while consuming any type of media content.
- 20% of the respondents always notice the direction of any media content while consuming it, whereas, 20% of the respondents who consume media content never notice its direction.
- 15 % of the respondents always notice the location where the media content is being shot, whereas, 19% of the respondents never notice the location where the media content is being shot.
- 22% of the respondents who consume media content always notice the dialogues, whereas 14% of the respondents never notice dialogues in the media content they watch.

The above findings show that 31% of the viewers notice the story and 24% of the viewers notice the visual effects and graphics, the remaining factors received only 15% to 22% focus.

#### Does any of the following elements affect respondents' liking?

S. No.	Factors		Never	Sometimes	Undecided	Many times,	Always
1	Cinematography Was Not Up to The Mark	Freq.	38	31	58	34	26
		%	20	17	31	18	14
2	Editing was not up to the mark	Freq.	32	39	57	32	27
		%	17	21	30	17	14
3	Direction was Not Up to the Mark	Freq.	34	25	57	38	33
		%	18	13	30	20	18
4	Location was Not Up to The Mark	Freq.	41	34	52	37	23
		%	22	18	28	20	12
5	Set was not up to the mark	Freq.	38	45	49	34	21
		%	20	24	26	18	11
6	Actor was not up to the mark	Freq.	32	33	36	44	42
		%	17	18	19	24	22
7	Actress was not up to the mark	Freq.	34	28	46	44	35
		%	18	15	25	24	19
8	Supporting cast was not up to the mark	Freq.	30	33	66	31	27
		%	16	18	35	17	14
9	Costume was not up to the mark	Freq.	33	45	59	21	29
		%	18	24	32	11	16
10	Didn't care	Freq.	61	27	56	19	24
		%	33	14	30	10	13

From the above table it is clear that:

- 14% of respondents who watched any media content get affected if the cinematography of the media content is not good, whereas, 20% respondents never got affected if the cinematography of the media content they are watching is not good.
- 14% of respondents who watched any media content got affected if the Editing of the media content was not good, whereas, 17% of respondents never got affected if the Editing of the media content they were watching was not good.
- 18% of respondents always got affected if the direction of the media content was not good, whereas, 18% of respondents were never affected if the direction of the media content was not good.
- Only 12% of respondents always got affected by the location at which the media content is shot, whereas, 22% of respondents were never affected by the location at which the media content is shot.
- Only 11% of respondents always got affected by the Set at which the media content is shot, whereas, 20% of respondents never got affected by the Set at which the media content is shot.
- 17% of respondents were never affected if the media content they were watching had actors who were not up to the mark, where, 22% of respondents always got affected if the media content they were watching had actors who were not up to the mark.
- 18% of respondents were never affected if the media content they were watching had actors who were not up to the mark, where, 19% of respondents always got affected if the media content they were watching had actors who were not up to the mark.
- 16% of respondents were never affected if the media content they were watching had supporting actors who were not up to the mark, where, 14% of respondents always got affected if the media content they were watching had supporting actors who were not up to the mark.
- 16% of respondents always got affected if the media content they were watching had costumes that were not up to the mark, where, 18% of respondents were never affected if the media content they were watching had costumes that were not up to the mark.
- 13% of respondents always cared for the above factors while watching any media content, whereas, 33% of respondents never cared for any of the above factors while watching any media content.

The above findings show that all the elements received only 11% to 18% focus. This shows that the audience is not giving much importance to the technical aspects.

## CONCLUSION

People involved in media production put in a lot of effort to create films or television content or web-series that are technically strong. It involves a lot of effort, time and money. This study attempted to find out the respondents' perception of these efforts made by media production technicians. The findings of the study revealed that audiences are not paying much attention to the technical elements of media production such as camera, editing, direction, sound, etc. Only a few viewers paid attention to this kind of work. The reason behind this could be the audience's awareness towards technical aspects. People who are not aware may not or may not focus on these technical aspects, but people who are well acquainted with these aspects will definitely focus on these aspects.

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