

# Moving images in the World Wide Web

## Strategies for searching and standardisation of usage

### Case Study



## Summary

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# 1 Executive Summary

By now the use of the World Wide Web (WWW) is well-established in the media spectrum among German users. Based on different studies, the spectrum of the used applications is individually very diverse. During the last years the comprehensive distribution of high-speed and high-quality broadband internet access as well as the advance of the technical infrastructure have spurred the offering of moving images in the World Wide Web.

The main focus of this research is the offerings as podcasts or moving images in the World Wide Web, with a special emphasis to evaluate the strategies applied by the user to search for this kind of content. Main attention is the usage of podcasts, which are published either by companies or individuals.

The study is based on an online enquiry. The control sample is non-representative and self-recruiting to find high-educated and younger probands. The results show three different strategies for searching and no determined situation regarding the use of content.

# 2 Problem Statement

Podcasts and moving images are by now frequently used contents. Especially younger people often use and like them – they have good potential to entertain as well as to inform. This study focuses on the question, how people find their moving contents in the WWW, and which search strategies can be identified. How do user find video podcasts and moving images, and for what reasons do they decide to watch them? A second question is, whether users develop routines of usage. Are their certain times, plots or situations, when they use it?

Because there could be different strategies, there will be a stratification into the use of video podcast and other moving images contents.

- Research Question 1a:  
Which strategies are used to find video podcasts?
- Research Question 1b:  
Which strategies are used to find moving images?
- Research Question 2a:  
Are there certain routines in the use of video podcasts?
- Research Question 2b:  
Are there certain routines in the use of moving images?

### 3 Method

The research questions will be answered with data from standardized interviews. In May 2010 the interview was set up as an online survey, the used Software was Unipark. The link to the survey was spread to different websites and additional subjects were contacted via email. The sample is non-representative, so the results have to be interpreted under this restriction.

At begin of the questionnaire subjects were asked, if they use video podcasts. If they did, the questionnaire delt with search strategies and their use. If the use of video podcasts has been denied, but moving images were applied instead, the questionnaire explored the appropriate media content.

A pretest was done to find out technical problems or questions regarding to the content of the survey questions.

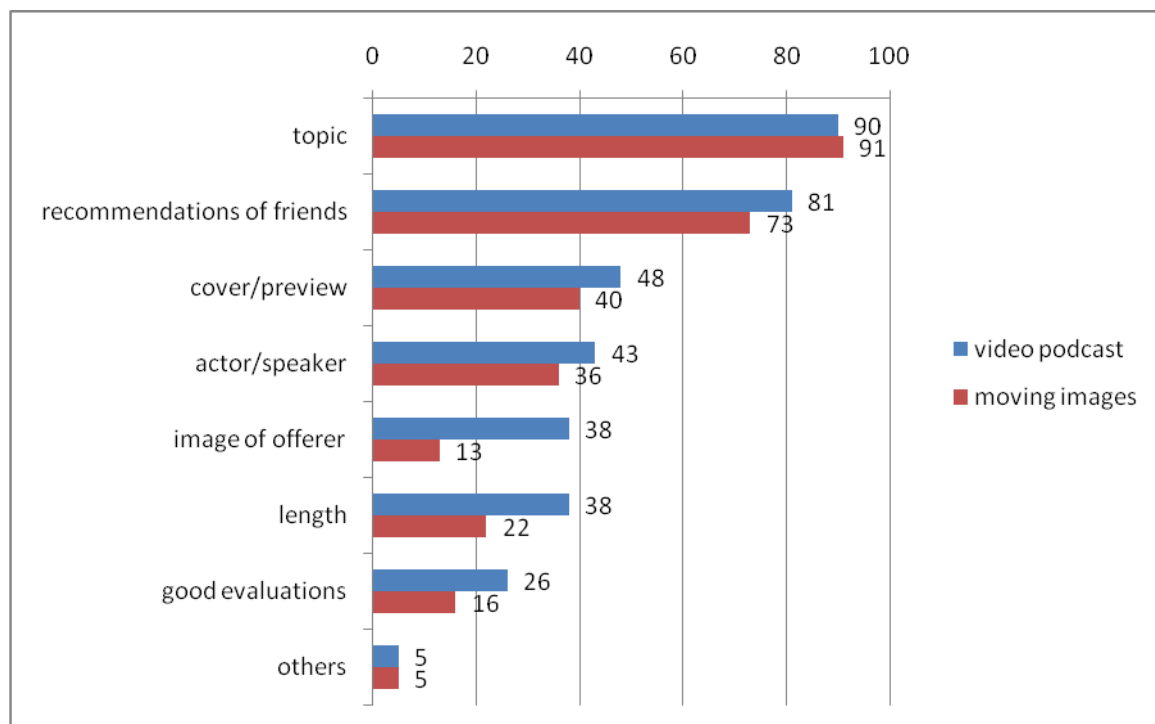
More than 400 people filled out at least one question of the survey, 339 people passed the questionnaire completely. The following results based only on this answers. 42 people answered the questionnaire with regard to video podcasts, 297 about moving images.

## 4 Conclusion

Research Question 1a:

If one uses video podcasts, he decides to watch it mainly because of the topic, recommendations of friends or the cover/preview convince him. The actor/speaker of the podcast and the image of the offerer are decisions criteria as well followed by the length, less important are good evaluations from other users (figure 1).

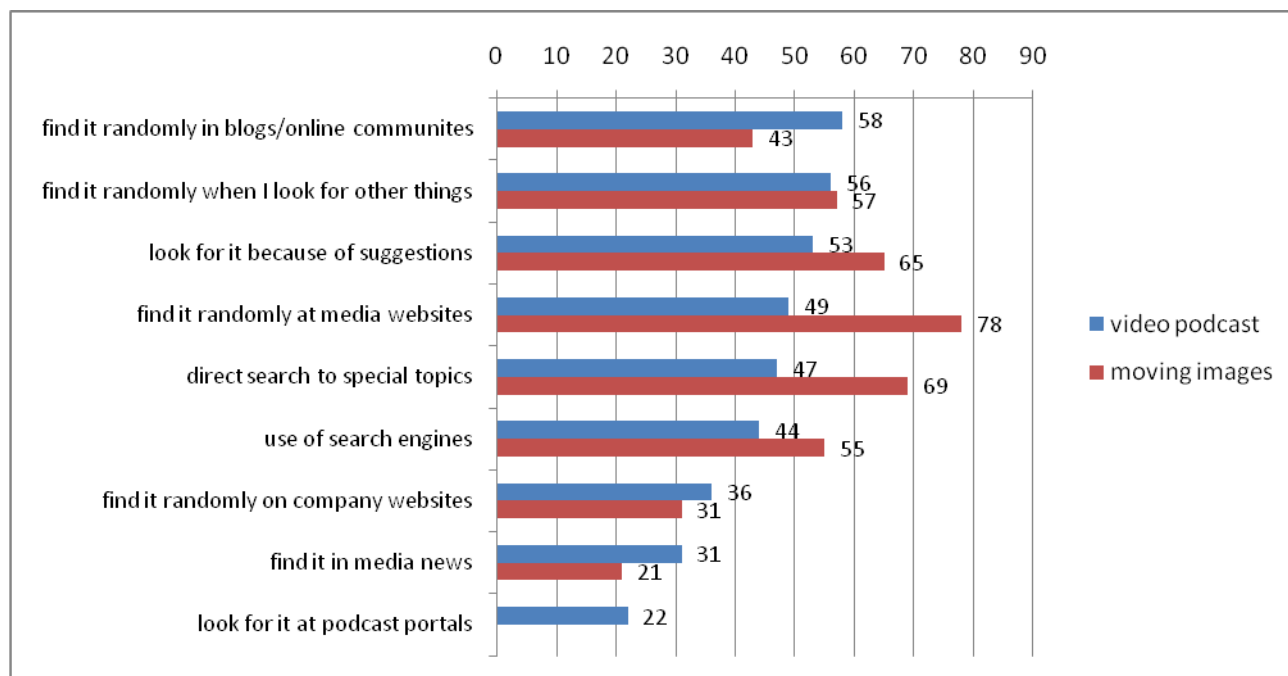
Figure 1: Decision criteria to use podcasts and moving images (percent)



They use video podcast about politics, economics, comedy/entertainment and music and they use it as they want to be up to date in ongoing developments or want to be entertained and amused.

Maybe because of the few interviewed subjects (n=42), certain strategies cannot be identified, such as how they find the video podcasts they are interested in. More often the content has been found randomly: users run into it in online communities, during research on other topics, on media websites, company websites or they find it in media news. Only suggested video podcast were looked up in purpose as well as if somebody looked for certain contents/topics and get than some moving images or podcasts (figure 2).

Figure 2: Strategies to look for video podcast or moving images (percent, Top-2-Box: agree completely and agree)



#### Research Question 1b:

Those who use moving images, opt for similar criteria as podcasters. Primarily the topic is important as well as recommendations from friends. Usually the cover or previews spark interest and let the user follow the link to its contents. The actor/speaker is also a used criteria, but image, evaluation and length doesn't matter much (figure 1). Content focus number one in the moving images users are music services, followed by news and comedy/entertainment.

The way in which users are searching for moving images and their content is different from podcasters. Mostly they find it at media websites or they look up suggested content. Another strategy implies the search for certain topics or they use search engines to find moving images (figure 2).

In factor analysis three search strategies can be identified: targeted search, random search and the search on the basis of media products. Interestingly, a cluster analysis shows that respondents do not combine all three strategies, but prefer no more than two of them.

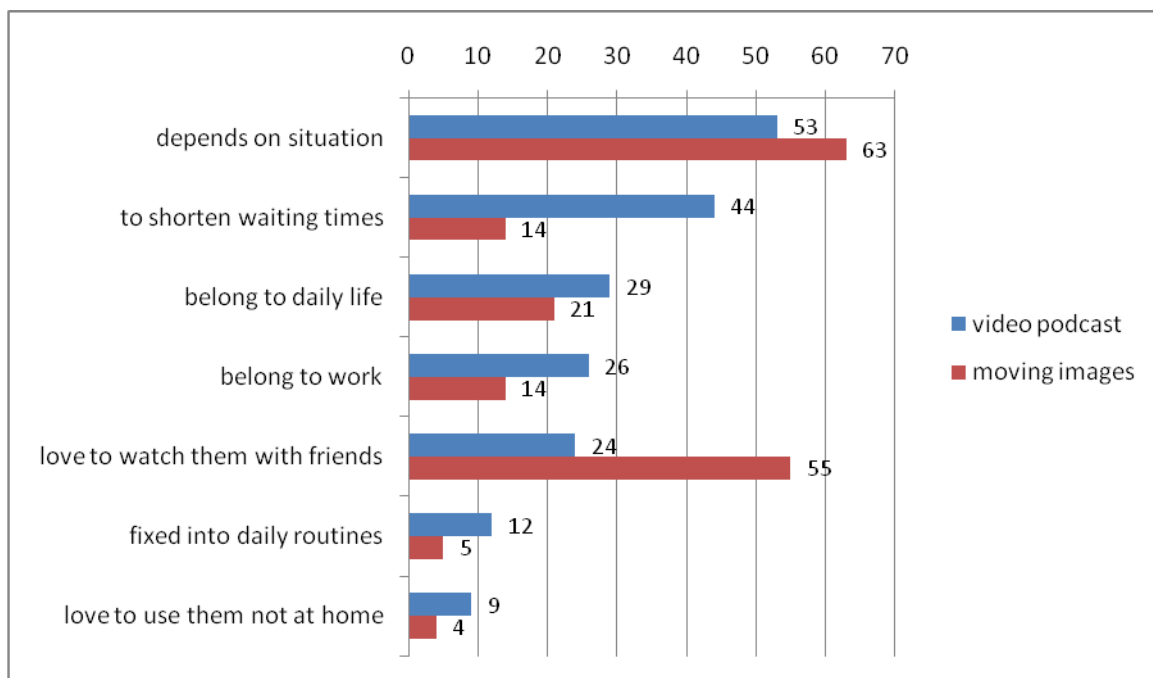
#### Research Question 2a and 2b:

In conclusion, there exists in certain limits a habituation in using video podcast or moving images. For both groups of respondents online moving images represent a medium for use in between. And although its use widespread, it is only in very rare cases firmly anchored in everyday life. All respondents stated, that they not really have certain time slots, the use depends on the situation. Consistently, moving images and

video podcasts are consumed in the evening hours, irrespective whether it is viewed during a working day or a weekend. However, this behaviour is found more frequently in

private users than in a professional context. A mark difference appears on the situation, when the media has been used. Podcaster favor to use videos during idle time or during travelling. In contrast, subjects using moving images favor to watch their videos in social situations with friends, which often recommend contents to them.

Figure 3: Situations and routines of use (percent)



## 5 Implementation

The results are helpful to elucidate, how people use and find video podcasts and moving images in the WWW. Our results categorize users of podcasts and moving images by distinct search strategies on the WWW, indicating a different approach by either group of users. We share the notion that encrypting this process exerts merits for companies and individuals, who both want to spread their information and requests in the WWW.