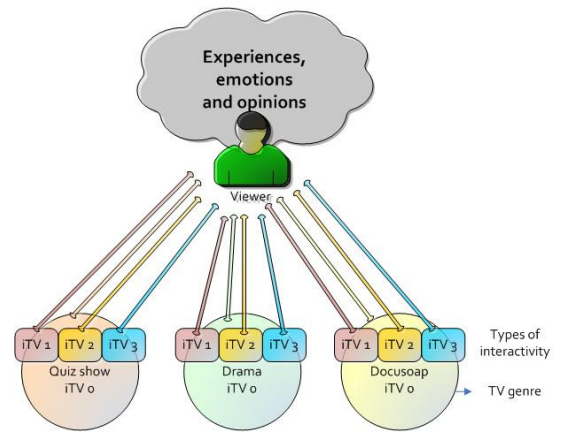


# exInteractivity

## Synopsis

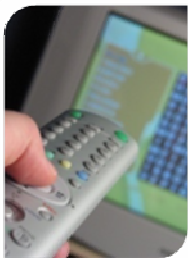
The exInteractivity project is a joint PhD project of Susanne Sperring and Tommy Strandvall, aiming to unravel the enjoyment of interactive television. The research question we are pondering is "How do viewers experience enjoyment while watching interactive television?" The study is quasi experimental where three entertainment programs with different types of interactivity are evaluated by a young test audience.



Study set-up

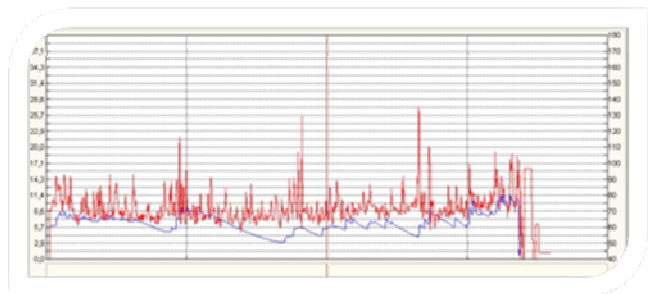
## Scenery

The television as we know it today is rapidly changing and evolving. One of the major transformations is the shift from passive, lean back viewing to active and interactive lean forward consumption of video content. The viewer has more power than ever before to influence the when, what, where and how of the TV content.



## Setting

In our audience research laboratory, data such as psycho physiological reactions while consuming iTV and eye movements is recorded, as illustrated below. Questionnaires, interviews, observations and remote control usage will also be collected. Thereby, we'll be able to assess just how enjoyable influencing the television is in the eyes of the viewers.



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