

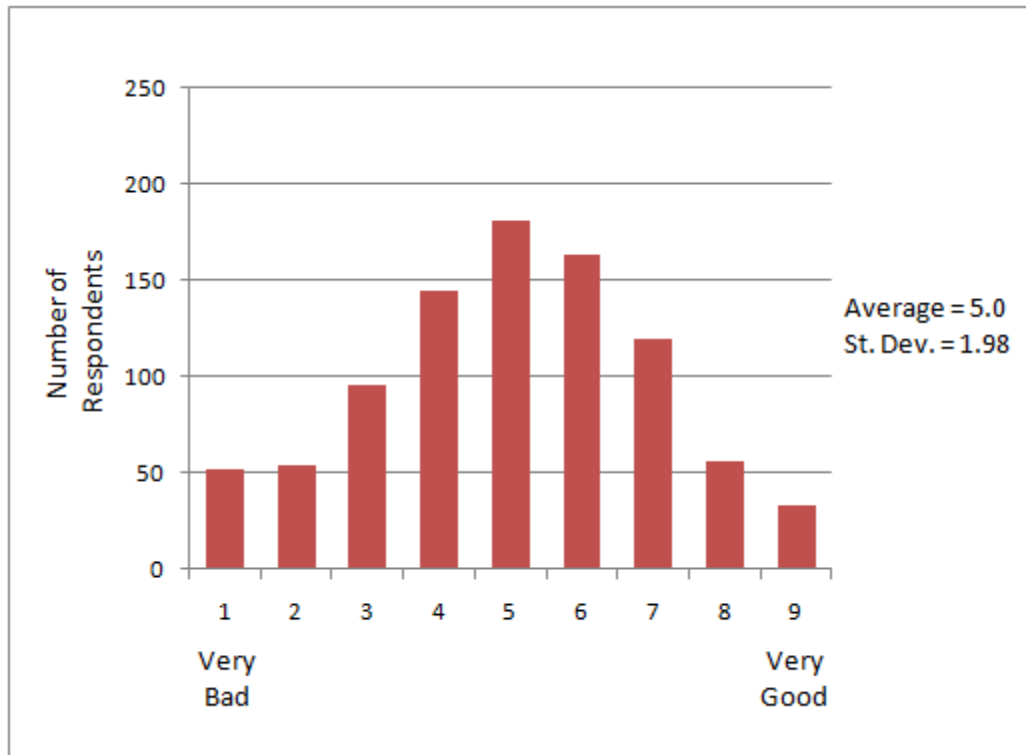
Method

Results

The results for each of the five questions are summarized below.

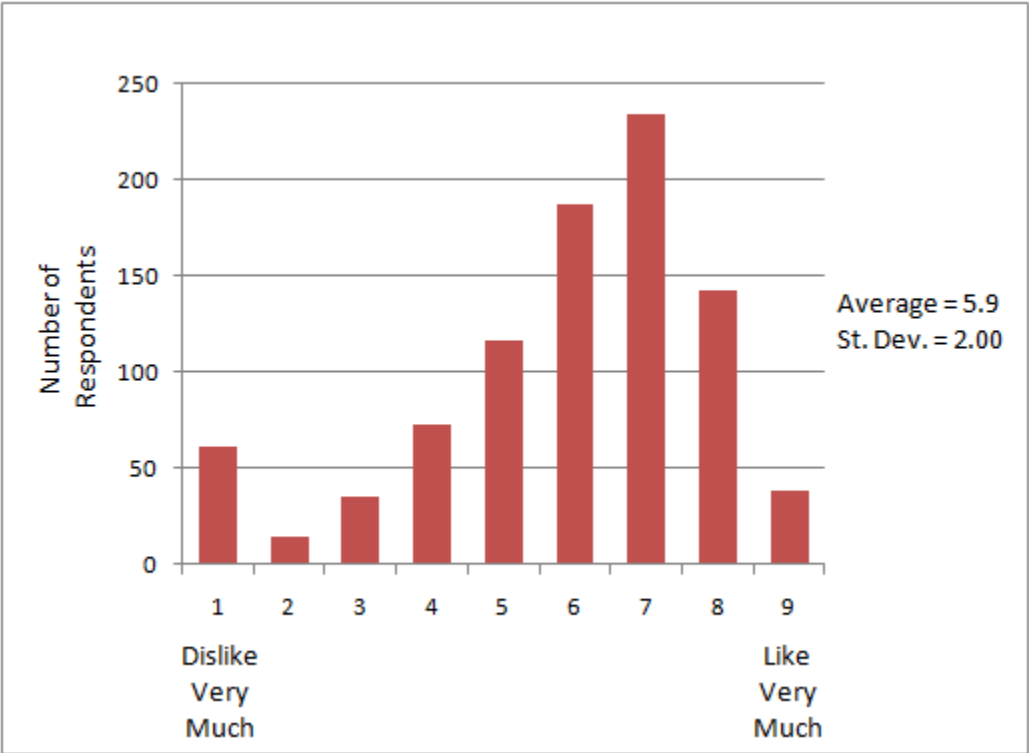
Question 1: What is your overall evaluation of the video?

Respondents answered on a nine-point scale, where
1 = "Very Bad" and 9 = "Very Good"



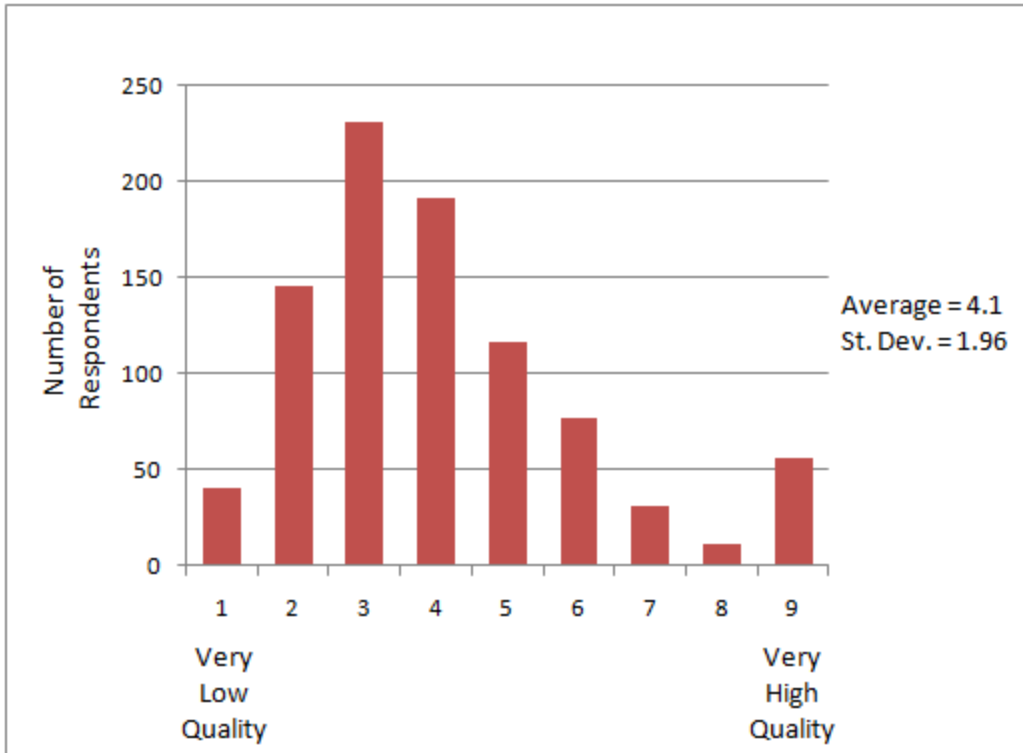
Question 2: Asking in another way, what is your overall evaluation of the video?

Respondents answered on a nine-point scale, where 1 = “Dislike Very Much” and 9 = “Like Very Much”



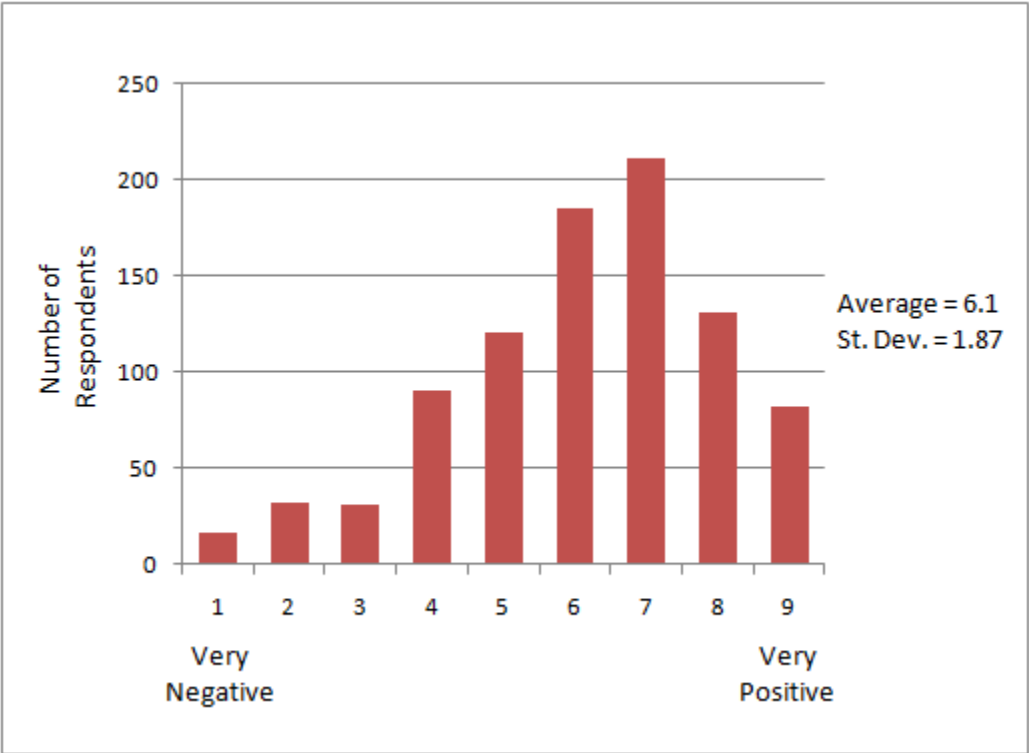
Question 3: Asking in a different way, what is your overall evaluation of the video?

Respondents answered on a nine-point scale, where 1 = "Very Low Quality" and 9 = "Very High Quality"



Question 4: How positive or negative were the *feelings* you experienced as you watched the video?

Respondents answered on a nine-point scale, where 1 = “Very Negative” and 9 = “Very Positive”



Question 5: How positive or negative were the *thoughts* you experienced as you watched the video?

Respondents answered on a nine-point scale, where 1 = “Very Negative” and 9 = “Very Positive”

