Independent Television Commission

Sense of Presence Inventory

Administration and Scoring Instructions

1. Administration

- Administer the questionnaire to non-expert participants <u>immediately</u> after they have experienced the media display for which an experiential evaluation is required.

- Participants should not be made aware of the goal of the experiment(s) or that the questionnaire is intended to measure presence.

- The questionnaire is to be filled in quickly, with immediate responses to the items in the order they are presented.

- Background information regarding participants' previous use of media is potentially important and should <u>always</u> be collected.

- As an approximate guide, the questionnaire should take 5-7 minutes to complete.

2. Scoring

- Each completed questionnaire will result in 4 factor scores (each generated by calculating a mean of all completed items contributing to each factor) per media experience per participant.

- The factors, and items contributing to them are:
  - **Spatial Presence**
    mean of items B4, B7, B9, B12, B13, B18, B19, B22, B23, B24, B25, B28, B29, B31, B33, B34, B35, B36, B38
  - **Engagement**
    mean of items A1, A3, A4, A5, A6, B1, B2, B3, B8, B16, B17, B30, B32
  - **Ecological Validity/ Naturalness**
    mean of items B5, B11, B15, B20, B27
  - **Negative Effects**
    mean of items A2, B10, B14, B21, B26, B37

- Scores for each factor cannot currently be combined into one overall "media experience" score - results for each factor should be analysed individually.

- Missing data must be taken into account in calculating the means - but should be minimised through careful instruction in administering the questionnaire.

- When environments that do not contain characters are being evaluated with the ITC-SOPI, we recommend that item B23 be ignored when calculating the mean **Spatial Presence** factor score - as B23 refers specifically to characters in the environment.

ITC SOPI

Please read the instructions below before continuing

Instructions:

We are interested in finding out what you feel about the experience you have just had in the 'DISPLAYED ENVIRONMENT'. We use the term 'displayed environment' here, and throughout this questionnaire, to refer to the film, video, computer game or virtual world that you have just encountered. Some of the questions refer to the 'CONTENT' of the displayed environment. By this we mean the story, scenes or events, or whatever you could see, hear, or sense happening within the displayed environment. The displayed environment and its content (including representations of people, animals, or cartoons, which we call 'CHARACTERS') are different from the 'REAL WORLD': the world you live in from day-to-day. Please refer back to this page if you are unsure about the meaning of any question.

There are two parts to this questionnaire, PART A and PART B. PART A asks about your thoughts and feelings <u>once the displayed environment was over</u>. PART B refers to your thoughts and feelings <u>while you were experiencing</u> the displayed environment. Please do not spend too much time on any one question. Your first response is usually the best. For each question, choose the answer CLOSEST to your own.

Please remember that there are no right or wrong answers – we are simply interested in YOUR thoughts and feelings about the displayed environment. Please do not discuss the questionnaire with anyone who may also complete it as this may affect your answers or theirs. We should be grateful if you would also complete the 'Background Information' overleaf.

All of your responses will be treated confidentially.

BACKGROUND INFORMATION

Age: .... _____ years   **Sex:** .... Male ☐   Female ☐

Occupation: .... _____   **Nationality:** . _____

Rate your level of computer experience (tick one):
None .... ☐
Basic .... ☐
Intermediate .... ☐
Expert .... ☐

Rate how often you play computer games (tick one):
Never .... ☐
Occasionally (once or twice/month) .... ☐
Often but less than 50% of days .... ☐
50% or more of days .... ☐
Every day .... ☐

Rate your average <u>weekly</u> TV viewing (tick one):
0-8 hours .... ☐
9-16 hours .... ☐
17-24 hours .... ☐
25-32 hours .... ☐
33-40 hours .... ☐
41 hours or more .... ☐

Education (tick <u>highest</u> qualification achieved):
None .... ☐
CSE/O-level/GCSEs (or equivalent) .... ☐
A-level (or equivalent) .... ☐
City & Guilds .... ☐
Diploma .... ☐
Degree .... ☐
Professional qualification .... ☐

What is the TV size you watch the most? (tick one):
Small/portable (14'' or less) .... ☐
Medium (15-28'') .... ☐
Large (more than 28'') .... ☐

How would you rate your level of TV/film production knowledge? (tick one):
None .... ☐
Basic .... ☐
Intermediate .... ☐
Expert .... ☐

Have you viewed stereoscopic (3D) images using polarised glasses (e.g. IMAX 3D) before?

Yes ☐   No ☐

Have you used an experimental virtual reality system before (beyond a consumer computer/arcade game)?

Yes ☐   No ☐

How would you rate your <u>knowledge</u> of how 3D images are produced? (tick one):
None .... ☐
Basic .... ☐
Intermediate .... ☐
Expert .... ☐

How would you rate your <u>knowledge</u> of virtual reality (i.e. how it works)? (tick one):
None .... ☐
Basic .... ☐
Intermediate .... ☐
Expert .... ☐

Code (researcher use only): _____

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PART A

Please indicate HOW MUCH YOU AGREE OR DISAGREE with each of the following statements by circling just ONE of the numbers using the 5-point scale below.

(Strongly disagree)	(Disagree)	(Neither agree nor disagree)	(Agree)	(Strongly agree)
1	**2**	**3**	**4**	**5**

AFTER MY EXPERIENCE OF THE DISPLAYED ENVIRONMENT…

1. I felt sad that my experience was over 1   2   3   4   5

2. I felt disorientated 1   2   3   4   5

3. I had a sense that I had returned from a journey............................1   2   3   4   5

4. I would have liked the experience to continue 1   2   3   4   5

5. I vividly remember some parts of the experience...........................1   2   3   4   5

6. I'd recommend the experience to my friends. 1   2   3   4   5

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PART B

Please indicate HOW MUCH YOU AGREE OR DISAGREE with each of the following statements by circling just ONE of the numbers using the 5-point scale below.

(Strongly disagree)	(Disagree)	(Neither agree nor disagree)	(Agree)	(Strongly agree)
1	**2**	**3**	**4**	**5**

<u>DURING</u> MY EXPERIENCE OF THE DISPLAYED ENVIRONMENT…

1. I felt myself being 'drawn in'. 1   2   3   4   5

2. I felt involved (in the displayed environment). 1   2   3   4   5

3. I lost track of time..1   2   3   4   5

4. I felt I could interact with the displayed environment.................1   2   3   4   5

5. The displayed environment seemed natural. 1   2   3   4   5

6. It felt like the content was 'live'..1   2   3   4   5

7. I felt that the characters and/or objects could almost touch me..................1   2   3   4   5

8. I enjoyed myself. 1   2   3   4   5

9. I felt I was visiting the places in the displayed environment......................1   2   3   4   5

10. I felt tired. 1   2   3   4   5

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(Strongly disagree)	(Disagree)	(Neither agree nor disagree)	(Agree)	(Strongly agree)
1	**2**	**3**	**4**	**5**

DURING MY EXPERIENCE OF THE DISPLAYED ENVIRONMENT…

11. The content seemed believable to me. 1   2   3   4   5

12. I felt I wasn't *just* watching something. 1   2   3   4   5

13. I had the sensation that I moved in response to parts of the displayed
environment 1   2   3   4   5

14. I felt dizzy. 1   2   3   4   5

15. I felt that the displayed environment was part of the real world. 1   2   3   4   5

16. My experience was intense. 1   2   3   4   5

17. I paid more attention to the displayed environment than I did to my
own thoughts (e.g., personal preoccupations, daydreams etc.). 1   2   3   4   5

18. I had a sense of being in the scenes displayed...1   2   3   4   5

19. I felt that I could move objects (in the displayed environment). 1   2   3   4   5

20. The scenes depicted could really occur in the real world...........................1   2   3   4   5

21. I felt I had eyestrain. 1   2   3   4   5

22. I could almost smell different features of the displayed environment. 1   2   3   4   5

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(Strongly disagree)	(Disagree)	(Neither agree nor disagree)	(Agree)	(Strongly agree)
1	**2**	**3**	**4**	**5**

DURING MY EXPERIENCE OF THE DISPLAYED ENVIRONMENT…

23. I had the sensation that the characters were aware of me...........................1   2   3   4   5

24. I had a strong sense of sounds coming from different directions within

    the displayed environment...1   2   3   4   5

25. I felt surrounded by the displayed environment 1   2   3   4   5

26. I felt nauseous. 1   2   3   4   5

27. I had a strong sense that the characters and objects were solid..................1   2   3   4   5

28. I felt I could have reached out and touched things (in the displayed

    environment)..1   2   3   4   5

29. I sensed that the temperature changed to match the scenes in the

    displayed environment...1   2   3   4   5

30. I responded emotionally 1   2   3   4   5

31. I felt that *all* my senses were stimulated at the same time..........................1   2   3   4   5

32. The content appealed to me. 1   2   3   4   5

33. I felt able to change the course of events in the displayed environment. ...1   2   3   4   5

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	(Strongly disagree)	(Disagree)	(Neither agree nor disagree)	(Agree)	(Strongly agree)
	1	**2**	**3**	**4**	**5**

DURING MY EXPERIENCE OF THE DISPLAYED ENVIRONMENT…

34. I felt as though I was in the same space as the characters and/or objects...1   2   3   4   5

35. I had the sensation that parts of the displayed environment

(e.g. characters or objects)were responding to me. 1   2   3   4   5

36. It felt realistic to move things in the displayed environment.......................1   2   3   4   5

37. I felt I had a headache...1   2   3   4   5

38. I felt as though I was participating in the displayed environment..............1   2   3   4   5

If there is anything else you would like to add, please use the space below:

_____

_____

_____

_____

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_____

_____

_____

PLEASE CHECK THAT YOU HAVE ANSWERED ALL THE QUESTIONS

THANK YOU VERY MUCH FOR YOUR TIME AND PARTICIPATION

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