

MOBILE VIDEO: Analysis of the Consumption of Internet Videos on Mobile Devices.

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1 Context

There are certain characteristics that contribute to the depreciation of contemporary media, such as radio, TV and newspaper. One of them it is the fact that this medias present themselves unilaterally based on the concept of the audience passivity, what has been demonstrated to be an error in plain information era, where “consumers are now not consumers but content creators and distributors of really good material too” and “all of us have a slew of technologies at our call and beck that let us create and distribute content-and pan content we hate” (LAERMER & SIMMONS, 2008). In other words, tools like blogs, social networks, podcasts and video sharing sites are being used by the public to express and, most important, to form opinions about certain products, services and institutions.

Therefore, this study tries to be an asset to the audiovisual production to mobile internet, aiming to identify characteristics that allows a better audiovisual content adequacy to this new medium. In this sense, this research bases itself in the following motivations: a. There are several studies in transverse knowledge areas to this investigation. However, such reality does not applies to the research field of this investigation, where the amount of studies it is scarce and insufficient to obtain concrete answer about this subject; b. The array of studies in this research area conducts their argument towards the technological aspects of the medium, leaving in the background the analysis of the interaction between content, in this case video, and the mobile devices users.

2 Method

To identify the audiovisual effectiveness in mobile internet this study opted for the empirical-analytic research. This method is characterized by its techniques of data

collection, treatment and analysis, in general, quantitative data with the use of statistical measures and procedures.

In this context, in order to manage the variables it was applied the laboratorial method which is indicated to minimize observation errors, this method is characterized, according to Fachin (2006), for being conduct in a closed room with its own instruments, creating the context of the object by the same time that provokes the phenomenon and observes it. To collect the data the sessions were recorded on video, the cellphone screen was captured and by survey inquiry. This last method it is appropriated for this study because, according to Campenhoudt & Quivy (2008), has the possibility to proceed several correlations analysis, which in this particular case is substantiated in the correlation between models of audiovisual content and their effectiveness.

3 Results

Analyzing the results about mobile internet videos it was verified that it's not unanimous among users, having only 35% of users showing "interest" in use the service. In terms of mobile services, video is still a medium that needs improvements, namely the quality of image, in order to reach the level of others successful services, like text messages. However, the results shown one substantial portion of users "indifferent" to the mobile internet video service, which may indicate that videos on mobile internet videos are still poorly explored by this segment of the population.

About the video length two data sources presented similar results. The first source was the survey, in which 65% of users indicated "one minute" as the appropriate length to the mobile environment, while the five minutes length didn't get any indication and the two minutes length was referred by the others 35%.

The second source was the analysis of the captured screens, what enabled us to verify if the videos were view up until the end of it. The data collected endorses the users opinion by showing that 100% of five minutes length videos were interrupted before the end. The information that contrasts is the frequency that the one minute length videos were interrupted before the end, reaching 53%. However, this valor is based, according to the users, in others characteristics like screen size and subject of viewed content.

4 Conclusions

Given the data presented, it is concluded that before video viewed on mobile devices can be successfully employed it needs improvements such as image quality and adaptation of its narrative into short lengths like one or two minutes.

Within the growing scenario of mobile telephony all around the world it is necessary to pay attention to opportunities of promoting videos through mobile devices, but in order to succeed we must face those devices as a new medium, and as such, it is essential to develop communications model align with technological advances so that we can adjust the use of this platform as well as its narratives, characters, plots and all the audiovisual production *misé-en scène*.

The data collect throughout different tools allowed to identify a predisposition of users to view videos on mobile devices and the reasons why they didn't watched the videos until the end of it, thus representing a contribution to those who produce audiovisual content to mobile devices like series, news, sports and others.

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