VidLyz: An Interactive Approach to Assist Novice Entrepreneurs in Making Persuasive Campaign Videos

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University of Illinois at Urbana-Champaign
An Example Campaign

JW WEEKENDER | Your Perfect Travel Partner | 3-bags-in-1

The JW Weekender looks great in the lobby of a 5-star hotel, can take a beating in the back of a Bangkok tuk-tuk, and cleans up easily.

$229,190
pledged of $30,000 goal

962 backers

21 hours to go

MONYKER

MONYKER is a no-frills bag company that delivers on superior quality at an affordable price by selling directly to the consumer (that's you!). The JW Weekender is our first baby: an ultra high-quality travel bag designed for jet-setting professionals.
An Example Campaign

**Goal**

**Video**

**Duration**

**Comments**

**Update**

**Description**

MONYKER is a no-frills bag company that delivers on superior quality at an affordable price by selling directly to the consumer (that's you!). The JW Weekender is our first baby: an ultra high-quality travel bag designed for jet-setting professionals.

*JW WEEKENDER | Your Perfect Travel Partner | 3-bags-in-1*

The JW Weekender looks great in the lobby of a 5-star hotel, can take a beating in the back of a Bangkok tuk-tuk, and cleans up easy.

$229,190

Ultra of $33,000 goal

962

21 days to go

Save

Share

Back This Project

For refuning: This project will only be funded if reaches its goal by Thu, February 17 2011 9:36 AM GMT.
Making a campaign video is not easy
Video Making Steps

1. Storyline
2. Camera Movement
3. Post-Production Processing
4. Script
5. Editing
Making Video Persuasive

Persuasive?
What elements make a video persuasive to the audience?
15 Participants

Task
Planning for a persuasive campaign video

Persuasion Features
- Product Related Features
  - Relevance
  - Complexity
  - Involvement
- Video Related Features
  - A/V Quality
  - Dur. Perception
  - Attitude
Interview Outcome

Persuasion Features

Product Related Features
- Relevance
- Complexity
- Involvement

Video Related Features
- A/V Quality
- Dur. Perception
- Attitude

Ambiguous

Hard to apply Without Professional Training
RQ1: Can we design a tool that can assist novice entrepreneurs in learning about the significance of persuasion features in making effective campaign videos?

RQ2: Can this learning assist them in making a well-structured plan for a persuasive campaign video?
Our Approach

1. An interactive interface module (VidLyz)

2. A guided planning module (GPM)
Our Approach

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A central concept in consumer research over the past few decades is involvement. Higher involvement towards a product indicates more stable attitudes that are less likely to change. Prior research work has shown that involvement encapsulates arousal, interest, and motivation of the consumer. This is a product type feature.
Involvement

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Parameters of the Involvement Feature
1. Boring vs Interesting
2. Unexciting vs Exciting
3. Unappealing vs Appealing
4. Mundane vs Fascinating
5. Not Needed vs Needed
6. Irrelevant vs Relevant
7. Unimportant vs Important

Involvement

Category: Technology

Effective Advertising Features

- Image Quality
- Sound
- Ad Atmosphere
- Relatability
- Involvement
- Creativity

Percentage Variance (Weightage)

Good Example

Crowd Feedback

It was a nice video. It showed all the situations where you need a durable and tough backup battery.

I liked the sturdy features of the product. It is exactly what I need for my trips. They owners put a lot of thought into designing this.

Such an amazing product. It can take the load of an entire truck and still survives---- how cool is that??? Will be good for a family...

Crowd-Sourced Rating on Involvement

6.3 out of 7

Bad Example

Crowd Feedback

This video is full of information, but this is not exciting. The person knows a lot about waves, but it sounded like a college level.

I did not understand what their product is after watching this video. The person talking in this video looked sincere but serious as.

It is not an ideal crowdfunding video. I expect a crowdfunding video to be fun, appealing, and to the point. This does not fulfill those.

Crowd-Sourced Rating on Involvement

1.9 out of 7
Effective Advertising

Audio/Video Quality

Parameters of the Audio/Video Quality Factor

1. The audio elements of the advertising video (e.g., music, voice-over, sound effects, etc.) were of high quality.
2. The visual elements of the advertising video (e.g., images, colors, lighting, etc.) were of high quality.

Category: Technology

Percentage Variance

Effective Advertising Features

1. AV Quality
2. Our Perce
3. Ad Attitude
4. Reference
5. Involvement
6. Complexity

VidLyz
Category: Technology

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Effective Advertising Features

Percentage Variance

<table>
<thead>
<tr>
<th>Feature</th>
<th>Variance</th>
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</thead>
<tbody>
<tr>
<td>AV Quality</td>
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<tr>
<td>Our Perc</td>
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<tr>
<td>Ad Attitude</td>
<td>10</td>
</tr>
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<td>16</td>
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<tr>
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**Parameter**

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VidLyz
An Interactive Tool to Explore Persuasive Factors of Campaign Videos

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Effective Advertising Features

![Graph showing percentage variance in effective advertising features]

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How cool is that? Well be good for a family. -

Crowdfunding video to be fun, appealing, and to the point. This does not fulfill those...
Guided Planning Module (GPM)

Questions inspired from Account Planners’ Workflow in advertising agencies

1. Benefits and utility of the product
2. Unique characteristics of the product
3. Hidden insight of the product
4. Main takeaway of the campaign
5. A tagline for the product
6. Target consumers of the product
7. Reasons for donation
Guided Planning Module (GPM)

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User Study

Comprehensive Group

Non-interactive Group

Control Group
User Study

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- Non-interactive Group
- Control Group
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Non-interactive Version

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Example Videos

Videos from Successful Campaigns

Videos from Unsuccessful Campaigns

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2. Unexciting vs Exciting
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1. Missing association between features and example videos

2. Missing crowdsourced feedback

3. Missing funding goal prediction feature
User Study

Comprehensive Group

Non-interactive Group

Control Group
User Study

- Comprehensive Group
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No interactive tool

List of example videos categorized as successful and unsuccessful
User Study: Steps

Choosing a product

Introducing the motivation

Accessing example videos
Accessing comprehensive tool
Accessing non-interactive tool
Completed questions of GPM
Thought of the answers of GPM’s questions

Completing Persuasion Feature Survey (RQ1)

Drawing a Storyboard (RQ2)
Storyboard
Results: Persuasion Feature Survey

Persuasion Feature Survey ➔ Qualitative Analysis ➔

1) Elaborate description
2) Implied significance
3) Contextual insight
4) Proposed solution
Results: Persuasion Feature Survey

1) Elaborate description
2) Implied significance
3) Contextual insight
4) Proposed solution
Results: Storyboard Evaluation

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<tr>
<td>Solving Main Problem</td>
<td>3.0</td>
<td>3.5</td>
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<tr>
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<td>2.8</td>
<td>3.2</td>
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“I did not pay much attention to the planning module first. But later, when I had to think of the storyboard, I realized why the planning module included those questions. It was guiding me through the storyboard.” [P18]
RQ1: Can we design a tool that can assist novice entrepreneurs in learning about the significance of persuasion features?

Ans: Yes, the interactive design of VidLyz made the learning of persuasion features tailored and convenient for novice creators.

RQ2: Can this learning assist them in making a well-structured plan for a persuasive campaign video?

Ans: VidLyz can enable novice entrepreneurs to make persuasive pre-production plans for their videos which they can use later to shoot the actual videos for their campaigns.
Future Work

Creating a supportive community of novice and experienced entrepreneurs for VidLyz

Expanding VidLyz by applying VidLyz in other domain such as video blogging
Sanorita Dey
Ph.D. Candidate, CS, UIUC

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Ph.D. Candidate, Dept. of CS, University of Illinois Urbana Champaign
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Advisor: Karrie Karahalios

Research interests

Core: Cognitive dissonance, Biased assimilation, Persuasion theory, Change of belief, Spatial learning, Mental Mapping

Application: Social computing, Socio-political platforms, Crowdsourcing and Crowdfunding, Advertising and campaign management, Cognitive mobile app

I am on the job market this year.