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SeniorChannel

An Interactive Digital Television Channel for Promoting Entertainment and Social Interaction amongst Elderly People

D2.1 User Consultation Process Protocol and Tools

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Document description

This document describes the protocol and tools to adopt in order to gather information on the functionality requirements and to direct the selection of the activities for the SeniorChannel Digital Interactive Television (henceforth DITV).

The document starts with the description of the setting, participants' sample, tasks, tools and procedure of the first activity, which is aimed at gathering the elderly opinion on DITV existing and desired functionalities (Section I). Then the second activity is described in the same way, with the setting, sample, tasks, tools and procedure that serve to explore older people preference on which television to produce (Section II).

The appendices contain the tools needed to carry out the abovementioned activities; specifically: the informed consent forms (APPENDIX 1); the questionnaires for the first activity (APPENDIX 2); the questionnaires (APPENDIX 3 and 4) and cards (APPENDIX 5) for the second activity, and additional pictures for the Spanish translation of the questionnaires (APPENDIX 6).

I. FIRST ACTIVITY: FUNCTIONALITY REQUIREMENTS

One difficulty encountered in eliciting requirements for the design of DITV with older adults is their lack of familiarity with the service and functionalities offered by this technology. A solution is to adopt a method inspired by Rice, Newell and Morgan (5), and called the Forum Theatre. The Forum Theatre tries to establish a common ground with the participants by staging some scenes written by a screenwriter. These scenes show various forms of interaction with the device to develop and are played by actors. In this way, participants can express their opinion on a situation that is known both to them and to the developers, and that is experienced lively at the same time at which they are asked opinions about it.

In our case, instead of staged scenes, users are exposed to short video fragments, extracted from a number of TV programs belonging to 5 different genres (news, news interview, variety show, commercial, tv series). This will remind them of the familiar experience of watching TV, and provides a starting point from which to express opinions and recommendations on existing and desired functionalities. Each fragment should allow to investigate one genre and some interactive functionalities. In fact, since the aim of the present protocol is to explore the participants opinions regarding possible interaction modalities with television content (e.g. voting or commenting via sms, chatting, reading profiles, interactive advertising, t-commerce (commercials).

I.1 Setting

The recommended setting is a comfortable room possibly furnished as a living room in order to create a familiar environment that makes the participants feel at ease (e.g. sofas, plants, drinks...). There must be enough space for all participants, the research team, and the steady camera. Participants should have a board supporting them when filling in the questionnaires, such as the one in Figure

Figure 1. Board

1. It is recommended that none else stays in the room except for th people involve din the task.

I.2 Participants

The sample is constituted of 20 participants divided into 5 groups, each composed of 4 people possibly with a mixed gender composition (2 women and 2 men), aged 60 years or older, active and self-sufficient.

I.3 Tasks

The activities are composed of watching the fragment of a video and then filling an individual questionnaire about the video. Videofragments are 5, each exemplifying a different genre of TV program: news, news interview, variety show, commercial, tv series. Each group is involved in a session that lasts about 70 minutes. The initial 10 minutes are devoted to fill in the informed consent forms and provide clarifications about it. The remaining of the session is devoted to watching each of the five videos (about 2 minutes) and filling in the related questionnaire (about 10 minutes). Then another subsequent video is shown, and so on until all videos and questionnaires are used. The order in which the 5 videos are shown must be rotated in the 5 groups, so that it is not the same genre of program to be shown first or last; this will reduce the risk of having the results spoiled by a practice effect on the one hand and a fatigue effect on other other.

I.4 Tools

The tools needed to carry out these activities are:

- Informed consent forms, two copies per participant (Appendix 1)
- Video fragments of 5 different genres of TV program
- Questionnaires, one about each fragment (Appendix 2)

- Large monitor to play the video and videocameras to shoot participants while they watch the videos
- Pens, boards.

Videofragments are 5, exemplifying 5 different genres (news, news interview, variety show, commercial, tv series). It is recommended to select them from very popular, recent programs and followed by the elderly audience. It is also possible to have several options of fragments for each TV genre and let participants choose. Video fragments can be found on www.youtube.com or on the websites of national TV channels. The 5 fragments should last about 2 minutes (a time sufficient for recognizing of the type of the tv content without making the session to long and tiresome) except for commercials which are usually 30-45 sec long.
Just as an example, a list of fragments in Italian is offered below.

- NEWS: **«Tg 1»** (2:20 min): http://www.youtube.com/watch?v=S8IEhY6wdgs
- NEWS INTERVIEWS: **«Porta a Porta»** (2:12 min)
- http://www.youtube.com/watch?v=Lfy-JghH2KE
- VARIETY SHOW: **«Ballando con le stelle»** (1:17min)
- http://www.youtube.com/watch?v=eheySRkUqzQ
- COMMERCIAL: **«Poltrone Sofa'»** (0:32min)
- http://www.youtube.com/watch?v=rS0gtBYb65w
- TV SERIES: **«Cesaroni»** (1:52 min)
- http://www.youtube.com/watch?v=uJGsiiq38Ng

The questionnaries are going to be administred to the participants during the breaks between the videos projected. They aim is to gather their opinion on possible interaction modalities with the television content. The questionnaries are going to be administred to each participants individually. They are in APPENDIX 2. All questions are mandatory.

I.5 Procedure

I.5.1 Preparation work

Participants reclutation and activity schedule: Participants are people aged 60 or over but still active. The same people can participate in the two activities foreseen in this document (the functionality requirements and the content requirements) but in this case it is advisable to recruit them in different days, so as not to be involved in the two activities in the same day. While scheduling the group, 2 hours for each group plus a reasonable break to allow clearing the room for the next group should be considered.

Material: The needed tools are listed in section I.4.

Equipment: There must be enough space for all participants, the research team, and the steady camera. Participants should have a surface available to support them when filling in the questionnaires, such as a table or a board. The informed consents and the questionnaries are handed by the experimenter when necessary. There has to be a large monitor on which to display the video fragments placed in front of the participant group. The steady camera needs to be placed in a point where it can video-register the whole setting so as to capture possible interactions within the participants and those between the participants and the experimenter.

I.5.2 Session script

- The participants enter in the lab/the room, and make themselves comfortable in the devoted space.

- The experimenter introduces him/herself and his/her collaborators with names and affiliations.

  „Good morning/day to everyone. My name is (name and surname) and I work for (affiliation). Beside me there is my collaborator (name and surname) from the (affiliation) who will help me in this session. As you already know, we are developing an interactive television for the SeniorChannel project and we need your opinions. I thank you in advance for participating in this research. Let's start. I would like to advice you that for the activities you are going to be involved in you might need your

glasses, so please keep them close to you and use them if necessary. Now we'll give you the informed constent sheets"

- The experimenter/collaborator gives the informed consent to each participant. Then he/she invites the participants to read and sign it, encouraging them to ask for clarifictions if needed.
  „Now I would kindly ask you to read and sign the informed consent. The informed consent is a document that gives you all the necessary information about the activities we are going to involve you in, and collects your agreement to participate by way of the signature you put at the end of it. If you need further clarifications, feel free to ask questions before signing it. One copy is for us and one will be left with you"

- When the consents are signed, the experimenter/collaborator collects them.

- Before starting with the first activity the experimenter says:
  „ Now we will show you some videos representing various types of TV show. You are kindly asked to watch them as you normally do at home, also commenting aloud with the other people here if you like. When the video fragment ends, you will be asked to fill in a questionnaire alone. Do not worry about the video details nor the story because we are not going to ask you about them. "

  The video is shown and the camera starts recording. While watching the video the participants are allowed to talk to each other as the purpose is to make them feel at home and live a familiar tv fruition experience. The videos are shown in a pre-defined order:

  1st GROUP = News Interview, Variety show, Commercial, TV Series, **News**
  2nd GROUP = Variety show, Commercial, TV Series, **News**, News Interview
  3rd GROUP = Commercial, TV Series, **News**, News Interview, Variety show
  4th GROUP = TV Series, **News**, News Interview, Variety show, Commercial
  5th GROUP = **News**, News Interview, Variety show, Commercial, TV Series.

- As each video ends, the related questionnaire is administred to the participants, who are invited to work individually. After the first video ends, the experimenter says:
  „From now on, after each video watched, you will be given a questionnaire to fill in. You will have approximately 10 minutes for answering the questions, but you don't have to worry, you won't need longer. Please, fill in the questionnares alone, without talking with the other people. Feel free to ask me for clarifications about the questionnaries content. Please do not skip any question.“

- After 10 minutes, the experimenter/collaborator stops the camera, collects the questionnaries, checks for their completeness and introduces the next video.

- This procedure is repeated for all 5 videos and related questionnaires

- After the participants deliver the last questionnaire, the experimenter concludes:
  „If there is nothing else you would like to say I would end to this activity, thanking you all for your hints and comments. I also would like to remind you that, in case you need other clarifications or you are simply interested in the research results, you can cntact the person mentioned on the informed consent. “

- The questionnaires are archived, the videorecording is saved and identified with name and date.

II. SECOND ACTIVITY: CONTENT PREFERENCES

The goal of this activity is to define the users' preferred content in case they have to produce some TV content on their own. A questionnaire serves as a starting point for the subsequent task in which participants have to voice their opinion and rank the TV content. The task is inspired by the technique of card sorting, which is a popular method to involve final users in the design process and ranking/categorizing their requirements, especially in the definition of information architecture and website navigation layout. Each requirement is written on a card and the participants are asked to groups the cards based on similarity or importance. This activity supports reasoning and group discussion to achieve a shared, structured result in the end of the discussion.

I.1 Setting

The ideal environment is constituted of a large table around which participants can sit. There should be enough space for 10 partecipants (4 participants in Group C), the research team and the steady camera. It is recommended that none else stays in the room except for th people involve din the task.

II.2 Participants

The sample (n=24) is constituted of 3 groups: 2 groups of 10 seniors and one group of 4 elderly service caregivers.
It is advisable to employ, in case it is feasible, the same elderly people who participated in the first activity described in this document. In any case, they need to be 60 years or older, active and self-sufficient. Gender needs to be balances within each group (5 women and 5 men, or 2 men and 2 women in case of the small service rpoviders group).

II.3 Tasks

Each session lasts 45 minutes. First participants read the informed consent, asks for clarification, if they wish so, and then sign the forms (about 10 minutes). Then they are asked to fill one of the two questionnaire types according their specific role in this data collection, i.e. elderly person or service provider (about 20 minutes). Finally they execute the card sorting task (about 15 minutes).

II.4 Tools

The tools needed to carry out these activities are:

- Informed consents, two copies per participant (Appendix 1)
- Questionnaires, one per participant's type (Appendix 3 and 4)
- Card set (Appendix 6)
- Videocameras to shoot participants while they execute the card sorting task
- Pens, boards.

Two types of questionnaires have been built, one for elderly people and the other for the service providers. all questions are mandatory and the administration is individual. The two typs of questionnaire are in APPENDIX 3 and 4.

The cards for the group task have on the front side, the symbol of the activities proposed, the same that are printed on the questionnaire. The participants are asked to sort, all together, the cards in the order of importance by discussing aloud about the motivations lying behind their decisions. The cards images are in APPENDIX 4.

II.5 Procedure

II.5.1 Preparation work

Groups organization and reclutation: Participants are people aged 60 or over but still active. The same people can participate in the two activities foreseen in this document (the functionality requirements and the content requirements) but in this case it is advisable to recruit them in different days, so as not to be involved in the two activities in the same day. While scheduling the group, 90 minutes for each group plus a reasonable break to allow clearing the room for the next group should be considered.

Material: The needed tools are listed in section I.4.

Equipment: There must be enough space for all participants, the research team, and the steady camera. Participants should have a surface available to support them when filling in the questionnaires, such as a table or a board. The informed consents and the questionnaries are handed by the experimenter when necessary. There has to be a large monitor on which to display the video fragments placed in front of the participant group. The steady camera needs to be placed in a point where it can video-register the whole setting so as to capture possible interactions within the participants and those between the participants and the experimenter. Only the card sirting task is videorecorded.

II.5.2 Task session

- The participants enter the lab/the room, make themselves comfortable.

- The experimenter introduces him/herself and his/her collaborators with names and affiliations and invites all participant (even though they filled in the consent for activity one) to fill in the informed consent form for this second activity.
  «Good morning/day to everyone. My name is (name and surname) and I work for (affiliation). Beside me there is my collaborator (name and surname) from the (affiliation) who will help me in this session. As you already know, we are developing an interactive television for the SeniorChannel project and we need your opinions. I thank you in advance for participating in this research. Let's start. I would like to

advice you that for the activities you are going to be involved in you might need your glasses, so please keep them close to you and use them if necessary. Now we'll give you the informed constent sheets. One copy is for us and one will be left with you »

- The experimenter/collaborator gives the informed consent to each participant. Then he/she invites the participants to read and sign it, encouraging them to ask for clarifictions if needed.
  „Now please read and sign the informed consent. As you know the informed consent is a document that gives you all the necessary information about the activities we are going to involve you in, and collects your agreement to participate by way of the signature you put at the end of it. If you need further clarifications, feel free to ask questions before signing it. One copy is for us and one will be left with you"

- When the consents are signed, the experimenter/collaborator collects them.

- The experimenter introduces the next task:
  „ Now I would like to ask you to compile the questionnaries that we are going to hand you. You will have approximately 20 minutes for answering the questions, without talking to the other participants. If you need any clarifications about the questions, please ask me. Please make also sure that the questionnaires are completed in each part before returning them."

- After 20 minutes the experimenter/collaborator collects the questionnaries and checks for their completeness.

- After the participants return the questionnaire, the experimenter takes the cards and proposes the group task:
  „To conclude this activity, I would like to propose you a group task. Here I have a deck of cards. As you can see, on the front side of the cards there is a picture corresponding to the ones that you have already seen on the questionnaires, representing possible TV content to produce. The name of the content is on the back of each card. You are required as a group to sort the contents by importance, deciding

together as a group which content is more interesting for you to produce. You will have to return me a ranking. You will be videorecorded during this activity"

- The experimenter starts the videorecording and the task begins, lasting about 15 minutes.
- After 14 minutes the experimenter reminds that there is a few minutes left. When the group declared to have completed the task, the researcher makes sure that all contents are ranked. Then h/she stops the recording and says:
  „If there is nothing else you would like to say I would end this second activity, thanking you all again for your participation. I would also like to remind you that, in case you need other clarifications or you are simply interested in the research results, you can contact the person mentioned on the informed consent. "

- The questionnaires are archived, the videorecording is saved and identified with name and date, the card rankin is taken a picture of.

APPENDIX 1: INFORMED CONSENT FORMS

Informed consent (activity 1)

The present document is composed of two sections, information sheet and declaration. The information sheet explains the activities that are going to take place today, and the statement– if signed – is your consent to participate in these activities. We invite You to read the document carefully and, if You need to, to ask for clarifications before signing it.

Information sheet

The data collection will be carried out by the staff of *[insert research institution name]* and particularly by *[insert researchers' names]* today *[insert date]* at *[insert place]* for the SeniorChannel project.

The activities constituting this data collection are:

- watching some television programmes;
- filling in 5 short questionnaires asking for Your opinion about the television programs.

During these activities You will be shot by a video camera.

The data gathered (questionnarie, informed consent and video) will be archived, protected and handled by HTLab in compliance with the present information sheet, and under the European Union regulation on data protection (Directive 95/46/EC e 2002/58/EC). The access to the anonymous data and to the videos will be possible exclusively to the members of the SeniorChannel project. The researchers commit to

to preserve Your anonymity and the anonymity of other poeple or institutions to whom you might refer to during the data collection.

The research results will be made public through scientific papers, conferences and events with educational purposes only.

If You are interested in the research results –at the end of the study– You are free to contact *[insert person in charge for your trial site in SeniorChannel]*

Declaration

Name_____

Surname _____

Date of birth _____ ☐female ☐male

Municipality of residence _____

How often do you visit the Internet?

☐never ☐2 /3 times a month ☐2/3 times a week ☐daily

The underwritten *[insert participant's name]* declares to have read and understood all the information written in this document and agrees to take part to the data gathering therein described on *[insert date]* *operating* at the best of his/her abilities and thruthfully answering to all questions. (The refusal to underwrite this specific agreement impedes the participation in the data collection)

Date Participant's signature

…… ……

The underwritten *[insert participant's name]* accepts that his/her images extracted from the video-registrations are employed to illustrate the results of SeniorChannel (The refusal to underwrite this second specific agreement does not impede the participation in the data collection)

Date Participant's signature

Informed consent (activity 2)

The present document is composed of two sections, information sheet and declaration. The information sheet explains the activities that are going to take place today, and the statement– if signed – is Your consent to participate in these activities. We invite you to read the document carefully and, if you need to, to ask for clarifications before signing it.

Information sheet

The data collection will be carried out by the staff of *[insert research institution name]* and particularly by *[insert researchers' names]* today *[insert date]* at *[insert place]* for the SeniorChannel project.

The activities constituting this data collection are:

- a questionnaire on TV content preferences
- a group task about TV content preferences

During these activities You will be shot by a video camera.

The data gathered (questionnarie, informed consent and video) will be archived, protected and handled by HTLab in compliance with the present information sheet, and under the European Union regulation on data protection (Directive 95/46/EC e

2002/58/EC). The access to the anonymous data and to the videos will be possible exclusively to the members of the SeniorChannel project. The researchers commit to to preserve Your anonymity and the anonymity of other poeple or institutions You might refer to during the data collection.

The research results will be made public through scientific papers, conferences and events with educational purposes only.

If You are interested in the research results –at the end of the study– You are free to contact *[insert person in charge for your trial site in SeniorChannel]*

Declaration

Name_____

Surname _____

Date of birth _____ ☐female ☐male

Municipality of residence _____

How often do you visit the Internet?

☐never ☐2 /3 times a month ☐2/3 times a week ☐daily

The underwritten *[insert participant's name]* declares to have read and understood all the information written in this document and agrees to take part in the data collection therein described on *[insert date]*, operating at the best of his/her abilities and thruthfully answering to all questions. (Refusal to underwrite this specific agreement impedes the participation in the data collection)

Date Participant's signature

…… ……

The underwritten *[insert participant's name]* accepts that his/her images extracted from the video-registrations are employed to illustrate the results of

SeniorChannel (Refusal to underwrite this second specific agreement does not impede the participantion in the data collection)

Date Participant's signature

…… ……

APPENDIX 2. Questionnaires for Activity 1

NEWS

GR. N._____

Name _____

Surname _____

Date _____

We kindly ask You to answer the following questions about TV news in general...

1. Do You watch this type of program?

□ always □ sometimes □ rarely □ never

1.a Why? _____

_____

2. While You were watching the news, how intensely did You wish to intervene?

□very intensely □quite intensely □ with scarse intensity □not intensely at all

2.a When?_____

_____

3. In general, how much would you appreciate the possibility to intervene in the news program?

□fully appreciate □quite appreciate □scarcely appreciate □not appreciate at all

3.a How would You like to express your opinion?
(maximum 2 answers)

- ☐ letter
- ☐ phone call
- ☐ voting
- ☐ overlayered message
- ☐ sounds such as clapping
- ☐ other (*please specify*)_____

4. Would You like that the rest of the TV audience could see Your messagge?

□a lot □ moderately □scarcely □not at all

5. How much would You appreciate the possibility of reading additional information about the news from the TV set itself?

□fully appreciate □quite appreciate □scarcely appreciate □not appreciate at all

5.a What kind of information would you like to read?

_____

_____

6. How much would You appreciate the possibility of receiving or giving additional information about the news using the remote control?

□fully appreciate □quite appreciate □scarcely appreciate □not appreciate at all

6.a Why?_____

_____

NEWS INTERVIEW

GR. N._____

Name _____

Surname _____

Date _____

We kindly ask You to answer the following questions about news interviews in general...

1. Do You watch this type of program?

   □ always □ sometimes □ rarely □ never

   1.a Why? _____

   _____

2. While You were watching the news interview, how intensely did You wish to intervene?

   □very intensely □quite intensely □ with scarse intensity □not intensely at all

   2.a When?_____

3. In general, how much would you appreciate the possibility to intervene in the news interview program?

□fully appreciate □quite appreciate □scarcely appreciate □not appreciate at all

3.a How would You like to express your opinion?
(maximum 2 answers)

- ☐ letter
- ☐ phone call
- ☐ voting
- ☐ overlayered message
- ☐ sounds such as clapping
- ☐ other (*please specify*)_____

4. Would You like that the rest of the TV audience could see Your messagge?

□a lot □ moderately □scarcely □not at all

5. How much would You appreciate the possibility of reading additional information about the news interview from the TV set itself?

□fully appreciate □quite appreciate □scarcely appreciate □not appreciate at all

5.a What kind of information would you like to have?

_____

_____

6. How much would You appreciate the possibility of receiving or giving additional information about the news interview using the remote control?

□fully appreciate □quite appreciate □scarcely appreciate □not appreciate at all

6.a Why?_____

_____

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VARIETY SHOW

GR. N._____

Name _____

Surname _____

Date _____

We kindly ask You to answer the following questions about variety show in general...

1. Do You watch this type of program?

   □ always □ sometimes □ rarely □ never

   1.a Why? _____

   _____

2. While You were watching the variety show, how intensely did You wish to intervene?

   □very intensely □quite intensely □ with scarse intensity □not intensely at all

   2.a When?_____

3. In general, how much would you appreciate the possibility to intervene in the program?

□fully appreciate □quite appreciate □scarcely appreciate □not appreciate at all

3.a How would You like to express your opinion?
(maximum 2 answers)

- ☐ letter
- ☐ phone call
- ☐ voting
- ☐ overlayered message
- ☐ sounds such as clapping
- ☐ other (*please specify*)_____

4. Would You like that the rest of the TV audience could see Your messagge?

□a lot □ moderately □scarcely □not at all

5. How much would You appreciate the possibility of reading additional information about the program from the TV set itself?

□fully appreciate □quite appreciate □scarcely appreciate □not appreciate at all

5.a What kind of information would you like to have?

_____

_____

6. How much would You appreciate the possibility of receiving or giving additional information about the program using the remote control?

□fully appreciate □quite appreciate □scarcely appreciate □not appreciate at all

6.a Why?_____

_____

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COMMERCIAL

GR. N._____

Name _____

Surname _____

Date _____

We kindly ask You to answer the following questions about TV commercials in general...

1. Do You watch this type of program?

   □ always □ sometimes □ rarely □ never

   1.a Why? _____

   _____

2. While You were watching the commercial, how intensely did You wish to intervene?

   □very intensely □quite intensely □ with scarse intensity □not intensely at all

   2.a When?_____

3. In general, how much would you appreciate the possibility to intervene in the commercial?

□fully appreciate □quite appreciate □scarcely appreciate □not appreciate at all

3.a How would You like to express your opinion?
(maximum 2 answers)

- ☐ letter
- ☐ phone call
- ☐ voting
- ☐ overlayered message
- ☐ sounds such as clapping
- ☐ other (*please specify*)_____

4. Would You like that the rest of the TV audience could see Your messagge?

□a lot □ moderately □scarcely □not at all

5. How much would You appreciate the possibility of reading additional information about the product from the TV set itself?

□fully appreciate □quite appreciate □scarcely appreciate □not appreciate at all

5.a What kind of information would you like to have?

_____

_____

6. How much would You appreciate the possibility of receiving or giving additional information about the product using the remote control?

□fully appreciate □quite appreciate □scarcely appreciate □not appreciate at all

6.a Why?_____

_____

7. How interested would You be in a TV function allowing you to purchase the product during the commercial or soon after it?

□very interested □quite interested □scarcely interested □not interested at all

7.a Why?_____

_____

8. Would You trust the service enough to give it Your personal and bank data?

□YES □NO

8.a If no, how would you prefer to pay for the product?

- ☐ postal order
- ☐ internet order
- ☐ from the shelf

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TV SERIES

GR. N._____

Name _____

Surname _____

Date _____

We kindly ask You to answer the following questions about TV series in general...

1. Do You watch this type of program?

   □ always □ sometimes □ rarely □ never

   1.a Why? _____

   _____

2. While You were watching the news, how intensely did You wish to intervene?

   □very intensely □quite intensely □ with scarse intensity □not intensely at all

   2.a When?_____

3. In general, how much would you appreciate the possibility to intervene in the program?

□fully appreciate □quite appreciate □scarcely appreciate □not appreciate at all

3.a How would You like to express your opinion?
(maximum 2 answers)

- ☐ letter
- ☐ phone call
- ☐ voting
- ☐ overlayered message
- ☐ sounds such as clapping
- ☐ other (*please specify*)_____

4. Would You like that the rest of the TV audience could see Your messagge?

□a lot □ moderately □scarcely □not at all

5. How much would You appreciate the possibility of reading additional information about the program from the TV set itself?

□fully appreciate □quite appreciate □scarcely appreciate □not appreciate at all

5.a What kind of information would you like to have?

_____

_____

6. How much would You appreciate the possibility of receiving or giving additional information about the program using the remote control?

□fully appreciate □quite appreciate □scarcely appreciate □not appreciate at all

6.a Why?_____

_____

seniorchannel

APPENDIX 3: Questionnare for activity 2 (elderly)

GROUP N. __ Date _____

Name _____

Surname _____

We kindly ask you to answer the following questions...

1) Imagine you have the opportunity to decide the content to be broadcasted on television. Which types of content would you prefer among the following list? (*Please select 6 contents*)

☐ old movies	☐ educational programmes: cooking, gardening, repairing, …
☐ variety dance & music	☐ art and culture
☐ variety quiz and games	☐ reality show
☐ recent movies	☐ talk show with ordinary people
☐ news	☐ talk show with famous people
☐ tv series	☐ religion
☐ sport	☐ dramas and plays
☐ journey and traveling	☐ local news
☐ scientific documentaries	☐ live concerts

☐ service broadcasts (medicine, consumers' support, ...)	☐ other: _____

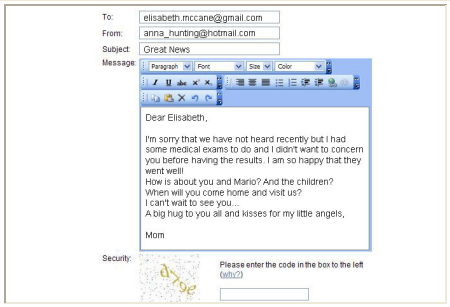
2) Would you appreciate a television that permits you to do other operations beside watching the programmes?

☐YES ☐ NO ☐IT DEPENDS ON WHICH ACTIONS ARE POSSIBLE

3) Which operations would you prefer among those listed below?

(you can select as many as you like)

☐ Creating an album with photos and videos that You can share with family and friends	
☐ Making video calls to communicate with other poeple You know	
☐ Updating a calendar with an alert function reminding you of the events of Your interest	

☐ E-mail (electronic mailing)	

4) If You had the opportunity, would You enjoy the possibility of creating a personalised television channel by cooperating with other members of your community?

☐YES ☐NO

5) What would you choose to broadcast? *(you can select as many as you like)*

☐ TV Newspapers (so as to be always informed about the events happening in Your neighbourhood)	
☐ Discussion forums (to discuss with Your neighbours about topics important for You)	
☐ Documentaries/movies archive (with movies and documentaries	

selected by the members of Your community)	

☐ Community calendar (it contains all the informations about the community events that could be of interest to You and information about the time and the places in which they occur)	
☐ My Community album (photographs and videos shooted during community events)	
☐ SeniorChannel Music-TV (music programme with songs from the '30s, '40s, '50s, and the '60s)	

6) Are there other types of content that You would like to create for the television channel of Your community and that we have not been described so far?

☐YES ☐ NO

What?

seniorchannel

APPENDIX 4: Questionnare for activity 2 (service providers)

GROUP N. __ Date _____

Name _____

Surname_____

We kindly ask you to answer the following questions...

1) Imagine that the elderly people You work with have the opportunity to decide the content to be broadcasted on television. Which types of content do you think they would prefer among the following list? (*Please select 6 contents*)

☐ old movies	☐ educational programmes: cooking, gardening, repairing, …
☐ variety dance & music	☐ art and culture
☐ variety quiz and games	☐ reality show
☐ recent movies	☐ talk show with ordinary people
☐ news	☐ talk show with famous people
☐ tv series	☐ religion
☐ sport	☐ dramas and plays
☐ journey and traveling	☐ local news
☐ scientific documentaries	☐ live concerts

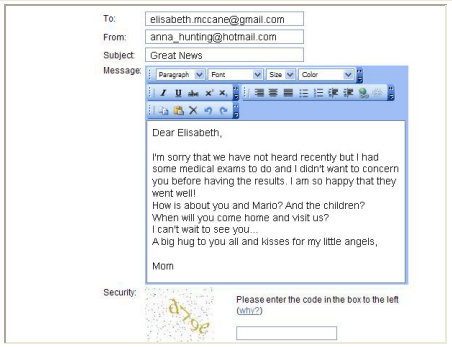
☐ service broadcasts (medicine, consumers' support, ...)	☐ other: _____

2) Would they appreciate a television that permits them to do other operations beside watching the programmes?

☐YES ☐ NO ☐IT DEPENDS ON WHICH ACTIONS ARE POSSIBLE

3) Which operations do you think they would prefer among those listed below?
(you can select as many as you like)

☐ Creating an album with photos and videos that they can share with family and friends	
☐ Making video calls to communicate with other poeple they know	
☐ Updating a calendar with an alert function reminding them of the events of their interest	

☐ E-mail (electronic mailing)	

4) If they had the opportunity, would they enjoy the possibility of creating a personalised television channel by cooperating with other members of their community?

☐YES ☐NO

5) What do you think they would choose to broadcast? *(you can select as many as you like)*

☐ TV Newspapers (so as to be always informed about the events happening in their neighbourhood)	
☐ Discussion forums (to discuss with the neighbours about topics important for them)	

☐ Documentaries/movies archive (with movies and documentaries selected by the members of their community)	

☐ Community calendar (it contains all the informations about the community events that could be of interest to them and information about the time and the places in which they occur)	
☐ My Community album (photographs and videos shooted during community events)	
☐ SeniorChannel Music-TV (music programme with songs from the '30s, '40s, '50s, and the '60s)	

6) Are there other types of content that You think they would like to create for the television channel of their community and that we have not been describe so far?

☐YES ☐ NO

What?

APPENDIX 5: CARDS

TV Newspapers

Discussion forums

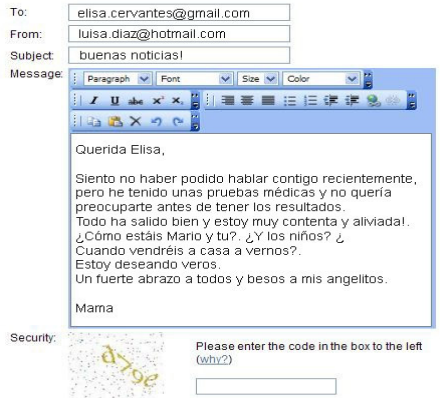
Documentaries/movies archive

Community Calendar

My Community Album

SCM-TV

APPENDIX 6: PICTURES in SPANISH



ANNEX I: Spanis Translation of Sesions procedures

I.5.2 Estructura de la sesión

- Los participantes deben entrar en la sala/laboratorio, y acomodarse.

- El coordinador se presentará al grupo así como presentará a sus colaboradores indicando sus nombres y las entidades a las que pertenecen.
  „Buenos días a todos. Mi nombre es (nombre y apellidos) y trabajo para (entidad). Junto a mí se encuentra uno de mis colaboradores (nombre y apellidos) de la entidad (Xxxx) quien me ayudará durante el desarrollo de esta sesión. Como ya saben, nos encontramos desarrollando un canal de televisión interactivo dentro del Proyecto Senior Channel y nos gustaría contar con sus opiniones. Les agradecemos de antemano su participación en este trabajo de investigación. Empecemos. Les aconsejaría que para las actividades que vamos a realizar quizás necesiten sus gafas, por lo que ténganlas a mano por si acaso. A continuación vamos a repartirles el Formulario de Consentimiento Informado.

- El coordinador/colaborador repartirá el formulario de consentimiento informado a cada participante. A continuación, invitará a los participantes a leerlo y firmarlo, animándoles a plantear cualquier aclaración al respecto.
  „A continuación, les pediría que leyesen y firmasen el documento. El formulario de consentimiento informado es un documento el cual les proporciona toda la información necesaria acerca de las actividades en las cuales ud. va a tomar parte y recoge su aceptación a participar en ellas mediante su firma al final de la hoja. En caso de que necesiten cualquier aclaración, por favor no duden en plantearlas antes de firmarlo. Una copia sera para nosotros y la otra será el ejemplar para ustedes".

- Una vez los consentimientos hayan sido firmados, el coordinador/colaborador procederá a recogerlos.

- Antes de empezar con la primera actividad el coordinador aclara:

„A continuación les mostraremos algunos videos representativos de diferentes tipos de programas de televisión. Les invitamos a verlos como lo harían en sus casas, incluso comentar en voz alta con sus compañeros si les apetece. Una vez haya terminado el fragmento del programa, les pasaremos un pequeño cuestionario para que lo rellenen individualmente. No se preocupen ni por los detalles del video ni por la historia porque no se les va a preguntar sobre estos aspectos"

Se muestra el video y la cámara empieza a grabar. Mientras se observa el video se permite a los participantes a hablar entre ellos con el fin de hacerles sentir como en casa y experimentar una experiencia televisiva familiar y provechosa. Los videos se mostraran en un orden definido previamente.

1er Grupo: Entrevista de actualidad, programa de variedades, anuncio, serie de TV, **Informativo**

2º Grupo: Programa de variedades, anuncio, serie de TV, **Informativo**, Entrevistas de actualidad

3er Grupo: Anuncio, Serie de TV, **Informativo**, Entrevista de actualidad, programa de variedades

4º Grupo: Serie de TV, **Informativo**, Entrevista de actualidad, Programa de variedades, Anuncio publicitario

5º Grupo: **Informativo**, Entrevista de actualidad, Programa de variedades, Anuncio publicitario, Serie de TV

- Al finalizar cada video, el cuestionario correspondiente será proporcionado a los asistentes, quienes deberán trabajar individualmente. Una vez el primer video haya terminado, el coordinador debe decir:

"A partir de este momento tendrán aproximadamente unos 10 minutos para responder a las preguntas, pero no deben preocuparse porque hay tiempo más que suficiente. Por favor, rellene el cuestionario individualmente, sin hablar con el resto de compañeros. Si tienen alguna duda sobre la responderé encantad@

- Tras los 10 minutos, el coordinador/colaborados para la cámara, recoge los cuestionarios, revisa que estén completos y presenta el siguiente video.

  - Este proceso se repetirá para los 5 videos y sus correspondientes cuestionarios.

  - Una vez los participantes entreguen el último cuestionario, el coordinador concluye:

  „Si no desean comentar nada más yo daría por finalizada esta actividad agradeciéndoles a todos sus consejos y comentarios. Me gustaría recordarles que, en caso de que deseen cualquier aclaración adicional o si estuviesen simplemente interesados en los resultados obtenidos en este trabajo de investigación, pueden contactar con la persona que aparece en el informe de consentimiento informado".

Los cuestionarios se archivarán, las grabaciones de video se guardarán e identificarán con nombre y fecha

II.5.2 Tareas de la sesión

- Los participantes entran en el laboratiorio o sala, y se instalan cómodamente

- El coordinador se presenta así mismo y a su colaborador con nombres y organización a la que pertenece e invita a todos los participantes (incluso si ya han rellenado el consentimiento informado en la actividad 1) a rellernar el consentimiento informado para esta segunda actividad.

  „Buenos días a todos. Mi nombre es (nombre y apellidos) y trabajo para (entidad). Junto a mí se encuentra uno de mis colaboradores (nombre y apellidos) de la entidad (Xxxx) quien me ayudará durante el desarrollo de esta sesión. Como ya saben, nos encontramos desarrollando un canal de televisión interactivo dentro del Proyecto Senior Channel y nos gustaría contar con su opinión. Les agradecemos de antemano

su participación en este trabajo de investigación. Empecemos. Les aconsejaría que para las actividades que vamos a realizar quizás necesiten sus gafas, por lo que ténganlas a mano por si acaso. A continuación vamos a repartirles el Impreso de Consentimiento Informado.Un ejemplar será para nosotros y el otro para ustedes.

- El coordinador/colaborador entrega el formulario de consentimiento informado a cada uno de los participantes. Posteriormente, invitará a que procedan a su lectura y firma, animando a plantear cualquier duda o aclaración si es necesario.

„Ahora por favor agradecería que pasasen a leer y firmar este documento. Como saben, el impreso de consentimiento informado es un documento el cual les proporciona toda la información necesaria acerca de las actividades en las cuales ud. va a tomar parte y recoge su conformidad a participar en ellas mediante su firma al final de la hoja. En caso de que necesiten cualquier aclaración, por favor no duden en plantearlas antes de firmarlo. Una copia será para nosotros y la otra será el ejemplar para ustedes".

- When the consents are signed, the experimenter/collaborator collects them.

Una vez firmados los consentimientos, el coordinador/colaborador procederá a recogerlos.

- The experimenter introduces the next task:

„ Now I would like to ask you to compile the questionnaries that we are going to hand you. You will have approximately 20 minutes for answering the questions, without talking to the other participants. If you need any clarifications about the questions, please ask me. Please make also sure that the questionnaires are completed in each part before returning them".

El coordinador presenta la siguiente tarea:

"*Ahora les pediría que recopilaran los cuestionarios que vamos a entregarles. Tendrán aproximadamente unos 20 minutos para responder a las preguntas, sin hablar con sus compañeros. Si tienen cualquier duda, por favor pregúntenme. Antes*

de devolver los cuestionarios por favor asegurénse de que han completado cada parte".

- After 20 minutes the experimenter/collaborator collects the questionnaries and checks for their completeness.
  Tras los 20 minutos el responsable/colaborador recogerá los cuestionarios y revisará que estén completos.

- After the participants return the questionnaire, the experimenter takes the cards and proposes the group task:
  „To conclude this activity, I would like to propose you a group task. Here I have a deck of cards. As you can see, on the front side of the cards there is a picture corresponding to the ones that you have already seen on the questionnaires, representing possible TV content to produce. The name of the content is on the back of each card. You are required as a group to sort the contents by importance, deciding together as a group which content is more interesting for you to produce. You will have to return me a ranking. You will be videorecorded during this activity"

  Después de que los participantes hayan devuelto los cuestionarios, el coordinador cogerá las cartas y propondrá una actividad de grupo:
  „Para concluir esta actividad, me gustaría proponerles una tarea de grupo. Aquí tengo una baraja de cartas. Como pueden ver, en la en una de las caras de las cartas hay un dibujo o imagen correspondiente a las que ya han visto en los cuestionarios, y que representan posibles contenidos de TV a realizar. Se les pide como grupo que organicen los contenidos por importancia, decidiendo conjuntamente qué contenido sería más interesante producir. Me deben entregar un ranking. Van a ser grabados durante la realización de la actividad.

ANNEX 2: FORMULARIOS DE CONSENTIMIENTO INFORMADO

Consentimiento Informado (actividad 1)

El presente documento está compuesto por dos partes, la hoja informative y la declaración. La hoja informativa explica las actividades que van a tener lugar en el día de hoy, y la declaración – en caso de firma- significa su conformidad a participar en estas actividades. Le animamos a que lea el presente documento detenidamente y, si lo considera necesario, solicite cualquier aclaración antes de proceder a firmarlo.

Hoja informativa

La recopilación de datos se realizará por el personal de [introduzca el nombre de la institución de investigación] y concretamente por [introduzca el nombre de los investigadores] en [introduzca lugar] para el proyecto Senior Channel.

Estas actividades contenidas en esta recopilación de datos son:

- Mirar algunos programas de televisión
- Cumplimentación de 5 cuestionarios

Durante el transcurso de la actividad usted será grabado en video.

Los datos recopilados (cuestionario, consentimiento informado y video) serán almacenados, protegidos y tratados por HTLab conforme a la presente hoja informativa, y bajo la legislación de la protección de datos de la Unión Europea (Directiva 95/46/EC y 2002/58/EC). El acceso a los datos anónimos y a los videos será posible exclusivamente para los miembros del proyecto Senior Channel. Los investigadores se comprometen a proteger su anonimato así como el de otras

personas o instituciones a las cuales pudiese referirse durante la recogida de la información.

Los resultados de la investigación se harán públicos a través de artículo científicos, congresos y eventos con un propósito exclusivamente educacional.

Si está interesado en los resultados de investigación – al final del estudio- contacte libremente con [introducir persona encargada del lugar de validación en SeniorChannel]

Declaración

Nombre_____

Apellidos _____

Fecha de nacimiento _____ ☐mujer ☐hombre

Localidad de residencia _____

¿Con qué frecuencia utiliza internet?

☐nunca ☐2 /3 veces al mes ☐2/3 veces a la semana ☐ diariamente

El abajo firmante *[introducir nombre del participante]* declara haber leido y comprendido toda la información contenida en este document y acepta tomar parte de la recogida de información descrito en el mismo con fecha [introducir fecha] actuando con su mejor disposición y respondiendo sinceramente a todas las cuestiones. (La negativa a subscriber este acuerdo específico impide la participación en la recogida de información)

Fecha Firma del participante

…… ……

El abajo firmante *[introducir nombre del participante] acepta que sus imágenes extraídas de las grabaciones de video puedan ser empleadas para mostrar los resultados obtenidos en Senior Channel (La negative a subscribir esta segunda*

cláusula NO impide la participación en la recogida de información)

Fecha Firma del participante

Consentimiento Informado (actividad 2)

El presente documento está compuesto por dos partes, la hoja informative y la declaración. La hoja informativa explica las actividades que van a tener lugar en el día de hoy, y la declaración – en caso de firma- significa su conformidad a participar en estas actividades. Le animamos a que lea el presente documento detenidamente y, si lo considera necesario, solicite cualquier aclaración antes de proceder a firmarlo.

Hoja informativa

La recogida de datos se realizará por el personal de [introduzca el nombre de la institución de investigación] y concretamente por [introduzca el nombre de los investigadores] en [introduzca lugar] para el proyecto Senior Channel.

Estas actividades contenidas en esta recopilación de datos son:

- Un cuestionario sobre preferencias en contenidos televisivos
- Un conjunto de tareas relacionadas con las preferencias en contenidos televisivos

Durante el transcurso de la actividad usted será grabado en video.

Los datos recopilados (cuestionario, consentimiento informado y video) serán almacenados, protegidos y tratados por HTLab conforme a la presente hoja

informativa, y bajo la legislación de la protección de datos de la Unión Europea (Directiva 95/46/EC y 2002/58/EC). El acceso a los datos anónimos y a los videos será posible exclusivamente para los miembros del proyecto Senior Channel. Los investigadores se comprometen a proteger su anonimato así como el de otras personas o instituciones a las cuales pudiese referirse durante la recogida de la información.

Los resultados de la investigación se harán públicos a través de artículo científicos, congresos y eventos con un propósito exclusivamente educacional.

Si está interesado en los resultados de investigación – al final del estudio- contacte libremente con Angeles Ballester.

Declaración

Nombre_____

Apellidos _____

Fecha de nacimiento _____ ☐mujer ☐hombre

Localidad de residencia _____

¿Con qué frecuencia utiliza internet?

☐nunca ☐2 /3 veces al mes ☐2/3 veces a la semana ☐ diariamente

El abajo firmante declara haber leido y comprendido toda la información contenida en este document y acepta tomar parte de la recogida de información descrito en el mismo con fecha [introducir fecha] actuando con su mejor disposición y respondiendo sinceramente a todas las cuestiones. (La negativa a subscriber este acuerdo específico impide la participación en la recogida de información)

Fecha Firma del participante

…… ……

El abajo firmante *[introducir nombre del participante] acepta que sus imágenes extraídas de las grabaciones de video puedan ser empleadas para mostrar los resultados obtenidos en Senior Channel (La negative a subscribir esta segunda cláusula NO impide la participación en la recogida de información)*

Fecha Firma del participante

…… ……

ANNEX 3. Cuestionarios para Actividad 1

INFORMATIVOS

GR. N._____

Nombre _____

Apellidos _____

Fecha

_____

Le rogamos responda a las siguientes preguntas sobre informativos en general…

7. ¿Suele ver este tipo de programa?

□ Siempre □ a veces □ pocas veces □ nunca

1.a ¿Por qué?

_____

_____

8. Mientras ve el informativo, ¿con qué intensidad le gustaría intervenir?

□ Muy intensamente □bastante intensamente □ apenas □ en absoluto

2.a ¿Cuándo?

_____

_____

9. En general, cuánto valoraría o apreciaría la posibilidad de participar en un informativo?

□ Mucho □ bastante □apenas □ en absoluto

3.a ¿Cómo le gustaría expresar su opinión?

(Máximo 2 respuestas)

- ☐ carta
- ☐ llamada telefónica
- ☐ voto
- ☐ mensajes
- ☐ mediante sonidos como el aplauso
- ☐ otros (*por favor, especifique*)_____

10. ¿Le gustaría que el resto de la audiencia de la TV pudiese ver su mensaje?

□ Mucho □ medianamente □apenas □ en absoluto

11. ¿Cuánto valoraría la posibilidad de leer información adicional sobre el informativo desde el plató de television mismo?

□ Mucho □ bastante □apenas □ en absoluto

5.a ¿Qué tipo de información le gustaría leer?

_____

_____

12. ¿Cuánto valoraría la posibilidad de recibir o proporcionar información adicional sobre las noticias utlizando un mando a distancia?

□ Mucho □ bastante □apenas □ en absoluto

6.a ¿Por qué?_____

_____

ENTREVISTAS DE ACTUALIDAD

GR. N._____

Name _____

Surname _____

Date _____

Le rogamos responda a las siguientes preguntas sobre entrevistas de actualidad en general…

1. ¿Suele ver este tipo de programas?

   □ Siempre □ a veces □ pocas veces □ nunca

   1.a Por qué?

_____

_____

2. Mientras ve la entrevista de actualidad, ¿con qué intensidad le gustaría intervenir?

   □ Muy intensamente □bastante intensamente □ apenas □ en absoluto

   2.a ¿Cuándo? _____

3. En general, ¿cuánto apreciaría la posibilidad de participar en el programa de entrevistas de actualidad?

□ Mucho □ bastante □apenas □ en absoluto

3.a ¿Cómo le gustaría expresar su opinión?
(Máximo 2 respuestas)

- ☐ carta
- ☐ llamada telefónica
- ☐ voto
- ☐ mensajes
- ☐ mediante sonidos como el aplauso
- ☐ otros (*por favor, especifique*)_____

4. ¿Le gustaría que el resto de la audiencia de la TV pudiese ver su mensaje?

□ Mucho □ medianamente □apenas □ en absoluto

5. ¿Cuánto valoraría la posibilidad de leer información adicional sobre el informativo desde el plató de television mismo?

□ Mucho □ bastante □apenas □ en absoluto

5.a ¿Qué tipo de información le gustaría leer?

_____

_____

6. ¿Cuánto valoraría la posibilidad de recibir o proporcionar información adicional sobre las noticias mediante un mando a distancia?

□ Mucho □ bastante □apenas □ en absoluto

6.a Por qué?_____

PROGRAMA DE ENTRETENIMIENTO

GR. N._____

Nombre _____

Apellidos _____

Fecha _____

Le rogamos responda a las siguientes preguntas sobre programas de entretenimiento en general…

1. ¿Suele ver este tipo de programa?

   □ siempre □ a veces □ pocas veces □ nunca

   1.a Por qué?
_____

   _____

2. Mientras ve el programa de entretenimiento, ¿con qué intensidad le gustaría intervenir?

   □ Muy intensamente □ bastante intensamente □ apenas □ en absoluto

2.a Cuándo? _____

_____

3. En general, ¿cuánto apreciaría la posibilidad de participar en el programa de entretenimiento?

□ mucho □ bastante □apenas □ en absoluto

3.a ¿Cómo le gustaría expresar su opinión?
(Máximo 2 respuestas)

- ☐ carta
- ☐ llamada telefónica
- ☐ voto
- ☐ mensajes
- ☐ mediante sonidos como el aplauso
- ☐ otros (*por favor, especifique*)_____

4. ¿Le gustaría que el resto de la audiencia de la TV pudiese ver su mensaje?

□ Mucho □ medianamente □apenas □ en absoluto

5. ¿Cuánto valoraría la posibilidad de leer información adicional sobre el programa desde el plató de television mismo?

□ mucho □ bastante □apenas □ en absoluto

5.a ¿Qué tipo de información le gustaría recibir?

_____

6. ¿Cuánto valoraría la posibilidad de recibir o proporcionar información adicional sobre el programa de entretenimiento mediante un mando a distancia?

□ mucho □ bastante □apenas □ en absoluto

6.a Por qué?_____

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ANUNCIO

GR. N._____

Nombre _____

Apellidos _____

Fecha _____

Le rogamos responda a las siguientes preguntas sobre anuncios en general…

1. ¿Suele ver este tipo de espacio?

   □ siempre □ a veces □ pocas veces □ nunca

   1.a Por qué?

_____

_____

2. Mientras ve el anuncio, ¿con qué intensidad le gustaría intervenir?

   □ muy intensamente □ bastante intensamente □ apenas □ en absoluto

2.a

¿Cuándo?_____

3. En términos generales, ¿cómo valoraría la posibilidad de participar en el anuncio?

□ mucho □ bastante □apenas □ en absoluto

3.a Cómo le gustaría expresar su opinión?
(máximo 2 respuestas)

- ☐ carta
- ☐ llamada telefónica
- ☐ voto
- ☐ mensajes
- ☐ mediante sonidos como el aplauso
- ☐ otros (*por favor, especifique*)_____

4. ¿Le gustaría que el resto de la audiencia de la TV pudiese ver su mensaje?

□ Mucho □ medianamente □ apenas □ en absoluto

5. ¿Cuánto valoraría la posibilidad de leer información adicional sobre el anuncio desde el plató de television mismo?

□ Mucho □ bastante □apenas □ en absoluto

5.a Qué tipo de información le gustaría recibir?

_____

_____

6. ¿Cuánto valoraría la posibilidad de recibir o proporcionar información adicional sobre el anuncio mediante un mando a distancia?

□ Mucho □ bastante □apenas □ en absoluto

6.a Por qué?_____

_____

7. ¿Estaría interesado en disponer de una television en la que estuviese disponible la opción de comprar el producto durante el anuncio o en breve después del mismo?

□ Mucho □ bastante □ apenas □ en absoluto

7.a Por qué?_____

_____

8. Confiarías en el servicio lo suficiente como para proporcionarle sus datos bancarios?

□ SI □ NO

8.a Si no, ¿cómo preferiría realizar el pago del product?

- ☐ contrarreembolso
- ☐ transferencia por internet
- ☐ efectivo

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SERIES TV

GR. N._____

Nombre _____

Apellidos _____

Fecha

_____

Le rogamos responda a las siguientes preguntas acerca de series de televisión en general…

1. ¿Suele ver este tipo de programas?

□ Siempre □ a veces □ pocas veces □ nunca

1.a Por qué?

_____

_____

2. Mientras ve el anuncio, ¿con qué intensidad le gustaría intervenir?

□ Muy intensamente □ bastante intensamente □ apenas □ en absoluto

2.a

¿Cuándo?_____

_____

3. En términos generales, ¿cómo valoraría la posibilidad de participar en la serie?

□ mucho □ bastante □apenas □ en absoluto

3.a ¿Cómo le gustaría expresar su opinión?

(Máximo 2 respuestas)

- ☐ carta
- ☐ llamada telefónica
- ☐ voto
- ☐ mensajes
- ☐ mediante sonidos como el aplauso
- ☐ otros (*por favor, especifique*)_____

4. ¿Le gustaría que el resto de la audiencia de la TV pudiese ver su mensaje?

□ Mucho □ medianamente □ apenas □ en absoluto

5. ¿Cuánto valoraría la posibilidad de leer información adicional sobre la serie desde el plató de televisión mismo?

□ Mucho □ bastante □apenas □ en absoluto

5.a ¿Qué tipo de información le gustaría recibir?

_____

_____

6. ¿Cuánto valoraría la posibilidad de recibir o proporcionar información adicional sobre la serie mediante un mando a distancia?

□ Mucho □ bastante □apenas □ en absoluto

6.a Por qué?_____

_____

ANNEX 4: Cuestionario para la actividad 2 (personas mayores)

GRUPO N. __ Fecha _____

Nombre _____

Apellidos _____

Le agradeceríamos respondiese a las siguientes preguntas...

7) Imagine que usted tiene la oportunidad de decidir el contenido que se emitirá por TV. ¿Qué tipos de contenido elegiría de los que se encuentran en esta lista? (*Por favor, seleccione 6 contenidos*)

☐ películas clásicas	☐ programas educativos: cocina, jardinería, bricolaje, …
☐ entretenimiento danza y música	☐ arte y cultura
☐ variedades, juegos y concursos	☐ reality show
☐ películas actuales	☐ programa de entrevistas con gente anónima
☐ informativos	☐ programa de entrevistas con gente famosa
☐ series de TV	☐ religión

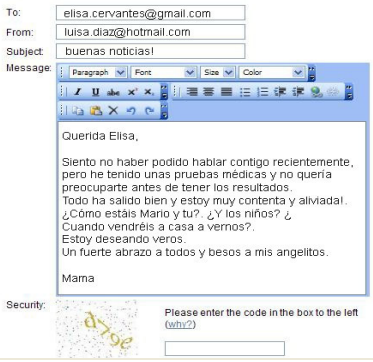
☐ deportes	☐ obras de teatro
☐ viajes	☐ informativos locales
☐ documentales científicos	☐ conciertos en directo
☐ programas de servicios (medicine, consumers' support, ...)	☐ otros: _____

8) ¿Le interesaría una television que le permitiese realizar otras acciones además de simplemente ver la programación?

☐SI ☐ NO ☐ DEPENDIENDO DE LAS ACCIONES POSIBLES

9) ¿Qué acciones preferiría de las que se encuentran en la lista que se muestra a continuación? *(puede elegir tantas como lo desee)*

☐ Crear álbumes con fotos y videos que pueda compartir con familia y amigos	
☐ Realizar videollamadas para hablar con gente que usted conoce	
☐ Actualizar un calendario con un sistema de avisos que le recuerde eventos de su interés	

☐ Correo electrónico	

10) Si tuviese la oportunidad, ¿le interesaría la posibilidad de crear una television personalizada cooperando con otros miembros de su comunidad?

Con formato: Numeración y viñetas

☐SI ☐NO

11) ¿Qué elegiría para ser emitido? *(selecciones tantos como desee)*

☐ Informativos (so as to be always informed about the events happening in Your neighbourhood)	

☐ Debates (para debatir con sus vecinos temas de su interés)	
☐ Documentales/películas de archivo (con películas y documentales elegidos por los miembros de su comunidad)	

☐ Agenda de la comunidad (contiene toda la información sobre los eventos que podrían ser de interés para usted e información sobre la fecha y los lugares en los que suceden)	
☐ El álbum de mi comunidad (fotografías y videos realizados durante los eventos de la comunidad)	
☐ Canal de música SeniorChannel (espacio de música con canciones de los años '30s, '40s, '50s, and the '60s)	

12) ¿Le parece que existen otro tipo de contenidos que le gustaría crear en el canal de TV y que no se han mencionado hasta el momento?

☐Si ☐ NO

¿Cuáles?

_____

_____

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ANNEX 5: Cuestionario para la actividad 2 (servicio proveedores)

GRUPO N. __ Fecha _____

Nombre _____

Apellidos_____

Le agradeceríamos respondiese a las siguientes preguntas...

7) Imagine que la gente mayor con la que usted trabaja tiene la oportunidad de decidir el contenido de la programación que se emitirá en televisión. De los contenidos de la siguiente lista, ¿Qué tipos de contenido cree usted que les interesaría? (*Seleccione 6 contenidos*)

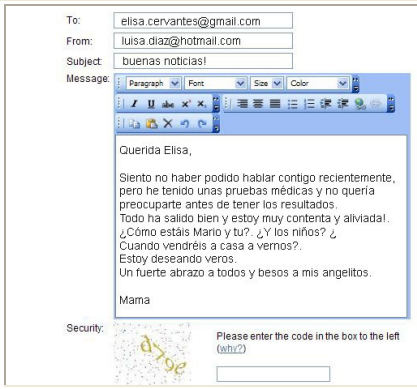
□ películas clásicas	□ programas educativos: cocina, jardinería, bricolaje, …
□ entretenimiento danza y música	□ arte y cultura
□ variedades, juegos y concursos	□ reality show
□ películas actuales	□ programa de entrevistas con gente anónima
□ informativos	□ programa de entrevistas con gente famosa
□ series de TV	□ religión
□ deportes	□ obras de teatro
□ viajes	□ informativos locales
□ documentales científicos	□ conciertos en directo
□ Programas de Servicios (medicine, consumers' support, ...)	□ otros: _____

8) ¿Le gustaría contar con una television que le permitiese hacer otras cosas además de ver simplemente los programas?

☐SÍ ☐ NO ☐DEPENDIENDO DE LAS ACCIONES QUE SE PERMITAN

9) ¿Qué acciones preferiría de las que se encuentran en la lista que se muestra a continuación? *(Puede elegir tantas como lo desee)*

☐ Crear álbumes con fotos y videos que puedan compartirse con familia y amigos	
☐ Realizar videollamadas para comunicarse con gente que conoce	
☐ Actualización de un calendario con un sistema de alertas que le recordará los actos que puedan ser de su interés	

☐ Correo electrónico	

10) Si ellos tuviesen la oportunidad, ¿cree que les interesaría la posibilidad de crear una television personalizada cooperando con otros miembros de su comunidad?

☐SI ☐NO

Con formato: Numeración y viñetas

11) ¿Qué contenidos cree que elegirían para ser emitido? *(selecciones tantos como desee)*

☐ Informativos (so as to be always informed about the events happening in Your neighbourhood)	

☐ Debates (para debatir con sus vecinos temas de su interés)	
☐ Documentales/películas de archivo (con películas y documentales elegidos por los miembros de su comunidad)	

☐ Agenda de la comunidad (contiene toda la información sobre los eventos que podrían ser de interés para usted e información sobre la fecha y los lugares en los que suceden)	
☐ El álbum de mi comunidad (fotografías y videos realizados durante los eventos de la comunidad)	
☐ Canal de música SeniorChannel (espacio de música con canciones de los años '30s, '40s, '50s, and the '60s)	

12) ¿Le parece que existen otro tipo de contenidos que les podría gustar incluir en el canal de TV y que no se han mencionado hasta el momento?

☐Si ☐ NO

¿Cuáles?

_____

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