

Data Archive of „In the black box: Cinema context enhances the valuation and aesthetic experience of watching films”

Pilot experiment folder

List of files

- Pilot_AESTHEMOS_Bb.txt: AESTHEMOS ratings of the film “Blockbuster: Das Leben ist ein Film“ (Bb)
- Pilot_AESTHEMOS_Rvv.txt: AESTHEMOS ratings of the film “Rückenwind von vorn“ (Rvv)
- Pilot_AESTHEMOS_Vkv.txt: AESTHEMOS ratings of the film “Von komischen Vögeln“ (vkV)
- Pilot.txt: data from questionnaire on demographics and general viewing habits; data from questionnaire on viewing situation during the screening of Bb, Rvv, and vkV; mean AESTHEMOS ratings of Bb, Rvv, and vkV

Variable descriptions for Pilot AESTHEMOS files (extension Bb, Rvv, and vkV corresponds to the 3 films)

- Subject: subject ID
- Variables 2-43 are AESTHEMOS items with rating on a scale from 1 to 5:

Variable name	Item (German)	English translation
Beautiful	Empfand ich als schön	I found it beautiful
IntChallenged	Forderte mich intellektuell heraus	Challenged me intellectually
Delighted	Erfreute mich	Delighted me
Calmed	Beruhigte mich	Calmed me
Curious	Machte mich neugierig	Made me curious
Liked	Gefiel mir	Liked it
Fascinates	Faszinierte mich	Fascinated me
SthWonderful	Fühlte etwas Wunderbares	Felt something wonderful
Invigorated	Belebte mich	Invigorated me
MentEngaged	War geistig gefordert	Was mentally engaged
Baffled	Verblüffte mich	Baffled me
Ugly	Empfand ich als hässlich	I found it ugly
DeeperMeaning	Spürte einen tieferen Sinn	Sensed a deeper meaning
DeeplyMoved	War ergriffen	Felt deeply moved
Melancholic	Stimmte mich melancholisch	Made me feel melancholic
Energized	Energetisierte mich	Energized me
Angry	Stimmte mich ärgerlich	Made me angry
Enchanted	War wie verzaubert	Was enchanted
Bored	Langweilte mich	Bored me
Relaxed	Entspannte mich	Relaxed me
SuddenInsight	Fühlte eine plötzliche Einsicht	Felt a sudden insight
Amused	Amüsierte mich	Amused me
Sad	Stimmte mich traurig	Made me sad
Confused	Fühlte mich verwirrt	Felt confused
Aggressive	Machte mich aggressiv	Made me aggressive
Sentimental	Weckte in mir sentimentale Gefühle	Made me feel sentimental
Worried	Beunruhigte mich	Worried me

Nostalgic	Machte mich nostalgisch	Made me feel nostalgic
Surprised	Überraschte mich	Surprised me
Oppressive	Wirkte auf mich beklemmend	Felt oppressive
Sublime	Empfand ich als erhaben	I found it sublime
SpurredMeOn	Beflügelte mich	Spurred me on
Indifferent	War mir gleichgültig	Felt indifferent
Impressed	War beeindruckt	Was impressed
Distasteful	Empfand ich als geschmacklos	I found it distasteful
TouchedMe	Berührte mich	Touched me
Unsettling	Verstörte mich	Was unsettling to me
Interest	Weckte mein Interesse	Sparked my interest
Happy	Machte mich glücklich	Made me happy
Awe	Empfand Ehrfurcht	Felt awe
MotivatedToAct	Weckte meinen Tatendrang	Motivated me to act
Funny	Belustigte mich	Was funny to me

- Variables 44-64 are mean ratings for the 21 AESTHEMOS scales:

Variable name (= AESTHEMOS scale)	Mean of
BeautyLiking	Beautiful, Liked
Fascination	Fascinated, Impressed
BeingMoved	DeeplyMoved, TouchedMe
Awe	Awe, Sublime
Enchantment	SthWonderful, Enchanted
Nostalgia	Sentimental, Nostalgic
Joy	Delighted, Happy
Humor	Amused, Funny
Vitality	Invigorated, SpurredMeOn
Energy	Energized, MotivatedToAct
Relaxation	Calmed, Relaxed
Surprise	Baffeled, Surprised
Interest	Curious, Interest
IntChallenge	IntChallenged, MentEngaged
Insight	DeeperMeaning, SuddenInsight
Ugliness	Ugly, Distasteful
Boredom	Bored, Indifferent
Confusion	Confused, Unsettling
Anger	Angry, Aggressive
Uneasiness	Worried, Oppressive
Sadness	Melancholic, Sad

Variable descriptions for Pilot.txt

- Subject: Subject ID
- RvvPos: position of the film Rvv in viewing order (1-3)
- BbPos: position of the film Bb in viewing order (1-3)
- VkvPos: position of the film Vkv in viewing order (1-3)
- Age: age of subject in years
- Sex: f = female, m = male
- Profession: profession or field of studies (in German)

- FavGenre: favorite film genre (in German)
- Cinephilic: movie lover, 0 = no, 1 = yes
- FilmFreqCin: frequency of watching movies in a movie theater, 1 = more than once a week, 2 = once a week, 3 = once every two weeks, 4 = once a month, 5 = less than once a month
- FavCin: favorite type of movie theater (in German)
- CinAlone: visits movie theaters alone, 0 = no, 1 = yes
- CinFriends: visits movie theaters with friends, 0 = no, 1 = yes
- CinFam: visits movie theaters with family members, 0 = no, 1 = yes
- CinPartner: visits movie theaters with partner, 0 = no, 1 = yes
- CinSocial: 0 = visits movie theaters more often alone, 1 = visits movie theaters more often in company
- FilmFreqHome: frequency of watching movies at home, 1 = more than once a week, 2 = once a week, 3 = once every two weeks, 4 = once a month, 5 = less than once a month
- PicMobile: watches movies at home on a smart phone or tablet, 0 = no, 1 = yes
- PicPC: watches movies at home on a laptop or PC, 0 = no, 1 = yes
- PicTV: watches movies at home on a television, 0 = no, 1 = yes
- PicBeamer: watches movies at home via a projector, 0 = no, 1 = yes
- PicElse: watches movies at home via some other device (specified in German)
- SoundMobile: listens to movie sound at home via integrated speakers of smart phone or tablet, 0 = no, 1 = yes
- SoundPC: listens to movie sound at home via integrated speakers of laptop or PC, 0 = no, 1 = yes
- SoundTV: listens to movie sound at home via integrated speakers of TV or projector, 0 = no, 1 = yes
- SoundEar: listens to movie sound at home via headphones, 0 = no, 1 = yes
- SoundStereo: listens to movie sound at home via external stereo speakers, 0 = no, 1 = yes
- Sound5.1: listens to movie sound at home via external surround speakers, 0 = no, 1 = yes
- SoundElse: listens to movie sound via some other device (specified in German)
- HomeStream: watches movies at home via online streaming, 0 = no, 1 = yes
- HomeOffline: watches movies at home via offline digital file, 0 = no, 1 = yes
- HomeDVD: watches movies at home via DVD, 0 = no, 1 = yes
- HomeBlu: watches movies at home via BluRay disc, 0 = no, 1 = yes
- HomeElse: watches movies at home via some other medium (specified in German)
- HomeAlone: watches movies at home alone, 0 = no, 1 = yes
- HomeFriends: watches movies at home with friends, 0 = no, 1 = yes
- HomeFam: watches movies at home with family members, 0 = no, 1 = yes
- HomePartner: watches movies at home with partner, 0 = no, 1 = yes
- HomeSocial: 0 = watches movies at home more often alone, 1 = watches movies at home more often in company
- Bb_Rating: absolute judgement of the film Bb on a scale from 1 (worst film ever seen) to 10 (best film ever seen)
- Bb_Time: time of day the film Bb was watched (values from 1 to 24)
- Bb_Director: familiarity with the director of Bb, 0 = no, 1 = yes
- Bb_Actors: familiarity with actors in Bb, 0 = no, 1 = yes
- Bb_Social: watched Bb in company or not, 0 = alone, 1 = in company
- Bb_Breaks: number of different kinds of interruptions during the film Bb
- Bb_Pic: picture device used to watch Bb, Mobil = smartphone or tablet, PC = laptop or PC, TV = television

- Bb_Sound: sound device used while watching Bb, Mobil = integrated speakers of smart phone or tablet, PC = integrated speakers of laptop or PC, TV = integrated speakers of TV or projector, Stereo = external stereo speakers, Surround = external surround speakers
- Bb_Atmo: number of actions taken to boost the film viewing experience during Bb
- Rvv_Rating: absolute judgement of the film Rvv on a scale from 1 (worst film ever seen) to 10 (best film ever seen)
- Rvv_Time: time of day the film Rvv was watched (values from 1 to 24)
- Rvv_Director: familiarity with the director of Rvv, 0 = no, 1 = yes
- Rvv_Actors: familiarity with actors in Rvv, 0 = no, 1 = yes
- Rvv_Social: watched Rvv in company or not, 0 = alone, 1 = in company
- Rvv_Breaks: number of different kinds of interruptions during the film Rvv
- Rvv_Pic: picture device used to watch Rvv, Mobil = smartphone or tablet, PC = laptop or PC, TV = television
- Rvv_Sound: sound device used while watching Rvv, Mobil = integrated speakers of smart phone or tablet, PC = integrated speakers of laptop or PC, TV = integrated speakers of TV or projector, Stereo = external stereo speakers, Surround = external surround speakers
- Rvv_Atmo: number of actions taken to boost the film viewing experience during Rvv
- vkV_Rating: absolute judgement of the film vkV on a scale from 1 (worst film ever seen) to 10 (best film ever seen)
- vkV_Time: time of day the film vkV was watched (values from 1 to 24)
- vkV_Director: familiarity with the director of vkV, 0 = no, 1 = yes
- vkV_Actors: familiarity with actors in vkV, 0 = no, 1 = yes
- vkV_Social: watched vkV in company or not, 0 = alone, 1 = in company
- vkV_Breaks: number of different kinds of interruptions during the film vkV
- vkV_Pic: picture device used to watch vkV, Mobil = smartphone or tablet, PC = laptop or PC, TV = television
- vkV_Sound: sound device used while watching vkV, Mobil = integrated speakers of smart phone or tablet, PC = integrated speakers of laptop or PC, TV = integrated speakers of TV or projector, Stereo = external stereo speakers, Surround = external surround speakers
- vkV_Atmo: number of actions taken to boost the film viewing experience during vkV
- Variables 67-87: mean ratings for the 21 AESTHEMOS scales for Bb (see variables 44-64 of the Pilot_AESTHEMOS files for description)
- Variables 88-108: mean ratings for the 21 AESTHEMOS scales for Rvv (see variables 44-64 of the Pilot_AESTHEMOS files for description)
- Variables 109-129: mean ratings for the 21 AESTHEMOS scales for vkV (see variables 44-64 of the Pilot_AESTHEMOS files for description)

Main experiment folder

List of files

- Main_Vkv_Rating1.txt: AESTHEMOS ratings of the film "Von komischen Vögeln" (vkV) after the first screening/streaming
- Main_Vkv_Rating2.txt: AESTHEMOS ratings of the film "Von komischen Vögeln" (vkV) after the second screening/streaming
- Main.txt: data from questionnaire on demographics and general viewing habits; data from questionnaire on viewing situation during the first and second screening/streaming of vkV; mean AESTHEMOS ratings of vkV for the first and second screening/streaming

Variable descriptions for Main_vkV_Rating (extension1 and 2 corresponds to the first or second screening/streaming, respectively)

see descriptions for Pilot_AESTHEMOS files

Variable descriptions for Main.txt

- Subject: Subject ID
- Context1: cinema context during first screening/streaming, Kino = movie theater, zuhause = home cinema
- Context2: cinema context during second screening/streaming, Kino = movie theater, zuhause = home cinema
- Context: coding of group, CC = movie theater-movie theater (MT-MT), CH movie theater-home cinema (MT-HC), HC = home cinema-movie theater, HH = home cinema-home cinema
- Age: age of subject in years
- Sex: f = female, m = male
- Profession: profession or field of studies (in German)
- FavGenre: favorite film genre (in German)
- Cinephilic: movie lover, 0 = no, 1 = yes
- FilmFreqCin: frequency of watching movies in a movie theater, 1 = more than once a week, 2 = once a week, 3 = once every two weeks, 4 = once a month, 5 = less than once a month
- FavCin: favorite type of movie theater (in German)
- CinAlone: visits movie theaters alone, 0 = no, 1 = yes
- CinFriends: visits movie theaters with friends, 0 = no, 1 = yes
- CinFam: visits movie theaters with family members, 0 = no, 1 = yes
- CinPartner: visits movie theaters with partner, 0 = no, 1 = yes
- CinSocial: 0 = visits movie theaters more often alone, 1 = visits movie theaters more often in company
- FilmFreqHome: frequency of watching movies at home, 1 = more than once a week, 2 = once a week, 3 = once every two weeks, 4 = once a month, 5 = less than once a month
- PicMobile: watches movies at home on a smart phone or tablet, 0 = no, 1 = yes
- PicPC: watches movies at home on a laptop or PC, 0 = no, 1 = yes
- PicTV: watches movies at home on a television, 0 = no, 1 = yes
- PicBeamer: watches movies at home via a projector, 0 = no, 1 = yes
- PicElse: watches movies at home via some other device (specified in German)
- SoundMobile: listens to movie sound at home via integrated speakers of smart phone or tablet, 0 = no, 1 = yes
- SoundPC: listens to movie sound at home via integrated speakers of laptop or PC, 0 = no, 1 = yes
- SoundTV: listens to movie sound at home via integrated speakers of TV or projector, 0 = no, 1 = yes
- SoundEar: listens to movie sound at home via headphones, 0 = no, 1 = yes
- SoundStereo: listens to movie sound at home via external stereo speakers, 0 = no, 1 = yes
- Sound5.1: listens to movie sound at home via external surround speakers, 0 = no, 1 = yes
- SoundElse: listens to movie sound via some other device (specified in German)
- HomeTV: watches movies at home via free or pay TV, 0 = no, 1 = yes
- HomeStream: watches movies at home via online streaming, 0 = no, 1 = yes
- HomeOffline: watches movies at home via offline digital file, 0 = no, 1 = yes
- HomeDVD: watches movies at home via DVD, 0 = no, 1 = yes

- HomeBlu: watches movies at home via BluRay disc, 0 = no, 1 = yes
- HomeElse: watches movies at home via some other medium (specified in German)
- HomeAlone: watches movies at home alone, 0 = no, 1 = yes
- HomeFriends: watches movies at home with friends, 0 = no, 1 = yes
- HomeFam: watches movies at home with family members, 0 = no, 1 = yes
- HomePartner: watches movies at home with partner, 0 = no, 1 = yes
- HomeSocial: 0 = watches movies at home more often alone, 1 = watches movies at home more often in company
- vkV_Rating: absolute judgement of the film vkV on a scale from 1 (worst film ever seen) to 10 (best film ever seen) after the first screening/streaming
- Filmgalerie: visited the Filmgalerie movie theater before, 0 = no, 1 = yes
- vkV_Time: time of day the film vkV was watched (values from 1 to 24) at the first screening/streaming
- vkV_Film: familiarity with the film vkV prior to the first screening/streaming, 0 = no, 1 = yes
- vkV_Director: familiarity with the director of vkV prior to the first screening/streaming, 0 = no, 1 = yes
- vkV_Actors: familiarity with actors in vkV prior to the first screening/streaming, 0 = no, 1 = yes
- vkV_Social: watched vkV with a familiar person sitting next during the first screening/streaming, 0 = no, 1 = yes
- vkV_SocialCin: familiar person sitting next at the movie theater during the first screening, 0 = no, 1 = yes
- vkV_SocialHome: watched vkV at home in company or not during the first streaming, 0 = alone, 1 = in company
- vkV_Breaks: number of different kinds of interruptions during the film vkV at the first screening/streaming
- vkV_Pic: picture device used to watch vkV at home during the first streaming, Mobil = smartphone or tablet, PC = laptop or PC, TV = television
- vkV_Sound: sound device used while watching vkV during the first streaming, Mobil = integrated speakers of smart phone or tablet, PC = integrated speakers of laptop or PC, TV = integrated speakers of TV or projector, Stereo = external stereo speakers, Surround = external surround speakers
- vkV_Atmo: number of actions taken to boost the film viewing experience during the first streaming of vkV
- vkV_PicCin: judgment of picture quality at the movie theater during the first screening of vkV, 1 = very good, 2 = good, 3 = satisfactory, 4 = fair, 5 = unsatisfactory, 6 = very poor
- vkV_SoundCin: judgment of picture quality at the movie theater during the first screening of vkV, 1 = very good, 2 = good, 3 = satisfactory, 4 = fair, 5 = unsatisfactory, 6 = very poor
- Variables 57-77: mean ratings for the 21 AESTHEMOS scales for vkV (see variables 44-64 of the Pilot_AESTHEMOS files for description)
- vkV_Repeat: 1 = liked vkV better after first screening/streaming, 2 = liked vkV better after second screening/streaming
- Filmgalerie2: visited the Filmgalerie movie theater before, 0 = no, 1 = yes (only relevant for HC-MT group)
- vkV_Time2: time of day the film vkV was watched (values from 1 to 24) at the second screening/streaming
- vkV_Social2: watched vkV with a familiar person sitting next during the second screening/streaming, 0 = no, 1 = yes

- vkV_SocialCin2: familiar person sitting next at the movie theater during the second screening, 0 = no, 1 = yes
- vkV_SocialHome2: watched vkV at home in company or not during the second streaming, 0 = alone, 1 = in company
- vkV_Breaks2: number of different kinds of interruptions during the film vkV at the second screening/streaming
- vkV_Pic2: picture device used to watch vkV at home during the second streaming, Mobil = smartphone or tablet, PC = laptop or PC, TV = television
- vkV_Sound2: sound device used while watching vkV during the second streaming, Mobil = integrated speakers of smart phone or tablet, PC = integrated speakers of laptop or PC, TV = integrated speakers of TV or projector, Stereo = external stereo speakers, Surround = external surround speakers
- vkV_Atmo2: number of actions taken to boost the film viewing experience during the second streaming of vkV
- vkV_PicCin2: judgment of picture quality at the movie theater during the second screening of vkV, 1 = very good, 2 = good, 3 = satisfactory, 4 = fair, 5 = unsatisfactory, 6 = very poor
- vkV_SoundCin2: judgment of picture quality at the movie theater during the second screening of vkV, 1 = very good, 2 = good, 3 = satisfactory, 4 = fair, 5 = unsatisfactory, 6 = very poor
- Variables 57-77: mean ratings for the 21 AESTHEMOS scales for vkV (see variables 44-64 of the Pilot_AESTHEMOS files for description)