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MNO 613 Emerging Media Platforms

Field Test Report

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# Field Test: Can Journalists Tell A Story With A Standalone 360 Video Camera

My field test was spawned, admittedly, from my own bias regarding 360 video and my early belief when we were studying the technology, that while there was a certain “wow factor” to it, especially on social media where I was seeing it most often, that the use of 360 video technology for journalistic endeavors would die a quick death.

While the [nytvr videos](#) were interesting and even compelling at times, they shied away from what we were taught was good video storytelling (i.e. having a beginning, middle and end; some conflict and resolution; etc.), and I wondered if they if they would attract a following after the newness of the technology wore off.

However, I thought the AP did a great job with a video detailing life in a migrant camp in Calais, France, [“Seeking Home: Life inside the Calais Migrant Camp 360 Video”](#) and truly captured the essence of the story. They used some traditional story-telling techniques, particularly shorter clips cut together to stitch out a story and text embedded into the video to help the viewer follow the progress of the story. It was compelling.

But I also realized that the cost of equipment necessary to produce that video would be prohibitive to small news organizations like the one I worked for. There would be no way that a 360 rig or the software necessary to stitch it together would be in our budget.

When I saw more affordable standalone 360 video cameras for sale, however, I wondered if they could provide video of great enough quality for my organization to use—although I still was skeptical that a low-budget project would be able to tell the same story as a more traditional video.

So I decided to try it out.

### **The Equipment**

I bought a [360Fly 4k camera](#) for about \$500. The camera is marketed more to younger, courageous enthusiasts who wanted 360 videos of their skateboarding, snowboarding and biking adventures—you can buy helmet mounts for the full effect of capturing those need-for-speed shenanigans—but I thought it would serve my purpose.

The camera is about 2.5 inches round, with a flat base and a glass cover over a single lens that captures images 360 degrees around and above, but does not capture much below the lens—leaving a rather large black circle on the bottom of any recorded video. There is a standard tripod mount on the bottom of the camera, which can be used to connect to a tripod or other accessories, such as a suction mount or helmet.

The camera is very lightweight, about six ounces. It has an internal memory of 64 GB and has a maximum record rate of 50 Mbps—although it has several lower resolution and speed settings. It

promises a maximum resolution of 2880 x 2880 pixels, however at the highest rate, some options like viewing what you're recording on a cell phone are limited.

While you have the ability to just press a button on the camera and have it start recording, the best way to control the camera is through a mobile device app. The camera connects to the phone through wi-fi and bluetooth, and allows the user to preview the camera recording on the phone, begin recording, pause, etc.

Videos can be edited and uploaded to social media (the 360 site, YouTube or Facebook) from the phone or through a desktop app (360 Director) after connecting the camera to a desktop or laptop via a USB cable. Video editing is limited, but you can cut scenes, change the point of view and even apply some filters. I had some issues with both the editing and uploading—the software certainly needs some work, but more about that later.

### **My Hypothesis**

My plan was to film an upcoming event in both 360 video and traditional digital video and produce two similar stories from the same event. I would then show the videos to news consumers via social media and let the viewers decide if the 360 video told the story in as effective a manner as the traditional edited video, or even better. I was curious to see if the viewers would feel an emotional response to the 360 video

Because of my own bias, my hypothesis was the negative, that the edited, traditional video would be so much more compelling than the 360, that the viewers would reject the 360 as not fit for news storytelling.

That being said, I was really curious as to how the two videos would turn out. I had never shot 360 video before (it was a technology that was just cost prohibitive) and was excited to give it a try.

While my bias most likely affected me subconsciously, I really wanted to make the best 360 video that I could—as well as a traditional video. I knew going in, however, that my limited experience with 360 video could be a factor in the final outcome.

I'm certainly not an expert in producing traditional video, but had some experience from previous classes in the Communications@Syr program, so I thought I could put together something of quality.

I also knew going in that I would have to deal with some variables. Because 360 video is still relatively new, I knew that the "wow factor" might temper some people's opinions. I also knew that my inexperience with shooting and editing 360 video would be a factor—I didn't want the possible poor quality of the video leading to a "false" preference for the traditional video.

Also, I needed to pick a venue that would be offer compelling visuals for both forms of media. Even though I was looking at the difference between the two forms of videos, I didn't want them to be too different. Conducting an interview was out, as I didn't think it would work well on the 360 and while it would make the traditional video better, it would be difficult to compare them. So I needed to focus on an event, one that could be captured almost primarily in scenes of the event itself.

## **Shooting the Powwow**

The Shinnecock Indian Nation, located in Southampton, New York, holds an annual powwow, a celebration of Native American culture, in which representatives of Native American nations from across North America participate in dance competitions. It's a good time for the whole community, with food, music, and a real fair-like atmosphere.

The 70th Shinnecock Powwow was held over four days on Labor Day Weekend 2016. I thought this would be the perfect venue for my field test. Having been to the powwow in previous years, I knew there would be a plethora of good visuals—of both Native American dancers and local folks who turn out every year to watch and participate.

I went on a Saturday morning, knowing that the schedule called for the "Grand Entrance" at noon, when all the competing dance groups, in full regalia, enter the grounds to cascading beating drums. It's the shot to get every year, according to Dana Shaw, the photo editor at The Press.

I could only shoot with one camera at a time because I didn't want to be in any of the shots, and the 360 camera would have caught me filming with my Canon Vixia camcorder. This led to some problems. I had originally thought that I would try to capture some of the same scenes, in both 360 and traditional video.

Instead, I shot a bunch of scenes with the 360Fly first—I wanted to make sure I had at least five distinct scenes that I could later edit together into one video because I knew I would show multiple scenes in the traditional video to tell the story.

I was able to capture the Grand Entry in 360 video, but it moves quickly so it would have been impossible to switch cameras and still make sure I had enough footage in 360.

A couple of interesting occurrences of note when I was shooting with the 360: twice, people came up to me and asked about the camera, realizing that I was shooting in 360. I thought this was interesting because one of the points that was made in the course when we were talking about 360 video was the negative reaction some people might have to seeing a giant 360 rig with multiple cameras on it—especially since the operator would have to set the rig up and then leave the scene in order not to be captured in the video. With the 360Fly, I was able to attach it to a tripod and just sit down below the field of view. While the dead space below the camera's lens was not optimal because you are not truly capturing the 360-degree field, it did make my "rig" less obtrusive or intimidating—proven by the ease with which I was approached by curious onlookers.

I saw that as a true advantage for news photographers or videographers accustomed to getting into a scene, setting up quickly and then getting out. I could see young reporters/photographers from The Press doing that and quickly and easily capturing some 360 footage without a long set-up time. That realization made me think that as the technology improves, 360 cameras in newsrooms could become more commonplace. Combined with the promised ease of editing and uploading the single video, rather than having to stitch together multiple recordings into a single 360 video, I speculated that the changes in technology could make capturing and quickly posting 360 video a reality.

Filming the traditional video had some challenges as well. As I described earlier, I couldn't capture the Grand Entry—if I were to do it again, I would probably go on consecutive days, shooting 360 video one day and trying to capture some of the same events the following day.

Also, much of the action was on a raised stage, and organizers were keeping cameras and spectators back about 20 feet behind a rope line, so it was difficult to get close-ups and good angles of the dancing. But by moving my position frequently, I was able to get what I needed.

The Reverend Michael Smith offered a convocation, which I captured and which I thought would make a good underlying storyline to a produced video, and that actually worked well. While it wasn't an interview, it did have a distinct timeline that I could follow in the video, and told the spiritual story of the powwow. I was able to fill the rest of the video with “B roll” and some close-ups of the dancing. I felt that it would clearly capture some of the emotion of the event that would be typical in a traditional news piece.

### **Editing the Videos**

Editing the traditional video was fairly straightforward. I wanted to produce it fairly quickly, keeping in mind that I was trying to emulate the time constraints of editing video for a news site. I wished I had shot more B roll, but I was able to cobble what I had together into [a fairly decent piece](#).

Editing the 360 video was more problematic—partly because it was unfamiliar technology, but also partly because of problems I see as inherent to the 360Fly software, which needs some solid improvements. Simply downloading the raw video from the camera to the computer took an

extraordinarily long time. Each clip had to be done individually, the files were large, and the process was slow. It took several hours.

Once they were downloaded, it was fairly easy to trim the clips I wanted to use into shorter pieces, but combining them into one overall clip was laborious, again taking an extensive amount of time. The software only allows you to combine five clips at a time, and I had seven that I wanted to use. So I had to combine the first five, then join the combined clip to the remaining two, again taking an extremely long time.

And again, the editing software is limited. I wanted to add titles and transitions, but the software doesn't allow it. I tried editing the video in Adobe Premiere, but wasn't experienced enough to figure out how to do so—particularly because I was under self-imposed time constraints, trying to emulate a news reporter or editor putting a piece together to get onto a website fairly quickly.

Once I had a final clip, trying to upload it to YouTube was a nightmare. The clip was fairly large (about 7 minutes long) and the software just kept freezing up every time I tried to upload it—and in several instances crashed my desktop. I tried everything to get it to work, including going through the entire editing and combining process several times in the off chance that it was somehow the editing corrupting the final video. I tried removing some of the clips. I adjusted the quality of the output several times (I think this is what resulted in the somewhat pixelated final product).

It took me several *days* to finally get it to upload, and to be honest, I'm not sure how or why it finally worked in the end. As I wrote in a blog post, if I was working for a news site expecting the video to be posted quickly, I would have been fired. But I finally got a [useable video on](#)



[YouTube](#). The video, however was more than seven minutes long. If I had to do it all over again, I would have made sure both videos were about the same length—about three and a half minutes long.

### **My New Website**

[Having created a website](#) (the first time I ever did that!) following a class in which we discussed buying domain names and setting up sites in WordPress, I decided this would be the venue on which I would display the videos and ask for input from the public.

[I created a page specific to the project](#), embedded the two YouTube videos and installed a form generator to ask a series of questions. I wanted to know what people thought of the two videos, whether they felt an emotional response and if they thought 360 video had a place in news gathering and reporting.

There were some issues with the page. My introduction was too long, at nearly 300 words with links. I wanted people, even those who had never watched a 360 video, to understand what I was trying to accomplish and what I was looking for as far as their responses.

But it may have come across as too technical, as evidenced by an email I received from our 65-year-old copyeditor, who really wanted to help, but got lost in the description: “I watched your two project videos and don't know what to say about them except that I found the top one much easier to watch. Everything about it is better than the other one, which I found to be distracting. Too much unclear information. Is this the feedback you were looking for? I would go on, if I had a clue as to what you were talking about. Cardboard? 360Fly 4k? Haven't a clue.”

Still a good response, but her confusion is evident.

The other issue I was made aware of was that the 360 video didn't play properly on some web browsers or devices, even when the link to the YouTube video was provided. I don't know if this was user error on their part, something that didn't translate well through WordPress, or an issue with the video itself. I couldn't duplicate it, but did see it happen with one reporter in the newsroom.

I posted links to the page on Facebook and Twitter and sent out a company-wide email asking for responses. A few smattered in at first, but it was only a handful. I made subsequent requests and received a few more—for a total of 17 responses, not including the email from the copyeditor. According to YouTube analytics, the traditional video was watched about 180 times, while the 360 video was watched 175 times, however, links to both videos were posted on The Press's website, which could account for some of the views.

Also according to the YouTube analytics, people rarely made it to the end of the 360 video. The average watch time for the video was less than two minutes, as it was for the traditional video as well. Some people did make it to the end, however, and hopefully those were the ones who responded to the questionnaire.

The analytics lead me to believe that some people were confused by the instructions, some people didn't like the videos, some people couldn't the 360 video to work, and there were probably some issues I'm not aware of.

## Feedback

Even given the low number of responses, however, I felt that there were some very insightful comments.

I asked the following questions:

- ❖ Did you enjoy the videos? Why?
- ❖ Did you like one video more than the other? Why?
- ❖ Did you feel an emotional response to either video?
- ❖ Which video do you think better tells the story of the Shinnecock Powwow?
- ❖ Were you able to watch the 360 video with a cardboard viewer?
- ❖ Do you think 360 video has a place on a news website? In what capacity?
- ❖ Anything you'd like to add?

The majority, 12, of those who responded said they liked the traditional video better. Four liked the 360 video and one responder said they were too different to compare. I wasn't surprised by these results, especially given the poor quality and length of the 360 video.

However, most of the respondents had positive things to say about the 360 video, and except for one person, everyone saw 360 video as having some kind of place on news websites. I was surprised by this result. I had assumed that many people would have rejected it outright, particularly after comparing the two videos. While I would be tempted to attribute the answers to a "wow factor" of seeing the 360 video, I think the answers were more insightful than that.

Many respondents qualified their answers by describing in what situations it might apply better—a planned event, a disaster, to tell a story where many things are going on at once, events where the visual and not the audio is the focus, etc.

My favorite response (full disclosure, it was from the executive editor of my paper) really captured the difference between the two mediums: “I preferred the produced video, because it captured the EVENT better. But the 360 video captured a MOMENT better.”

While he said he preferred the produced video, he described the 360 video as a perfect compliment. This was impactful to how I reached my conclusions. Rather than an all or nothing answer, an either or between 360 video and more traditional video, they can be seen as complimentary, existing side by side to both tell the story.

Some other impactful comments included:

- ❖ “I felt an emotional response during the 360 footage of the parade, when I could see the warriors up close and feel like I was participating.”
- ❖ “I think it has a place, but I think 360, like drone and panoramic photography it can be misused or used too much. I think for certain things it's great, but for everyday video it can be a little much. It also lacks a certain intimacy that you get with traditional video.”
- ❖ “The 360 one gives me a more complete sense of the experience - I can see the crowd, the festival atmosphere and the show. The first only gives me the view of the show.”
- ❖ “When it is not clear where the focus should be, let the audience control the focus. But if the videographer has a strong sense of what they want to show, they should show it and not leave it to chance.”

## Conclusions

I came into the field test with my mind made up that 360 video, while eliciting a certain “wow factor”, and certainly having a place on social media and in marketing, was most likely too cumbersome for news reporting, that its limitations as far as not being to mold it to traditional video storytelling would relegate it to flash-in-the-pan status in favor of more traditional methods.

But I learned that my thinking was flawed, or at least limited. I changed my mind.

As I noted earlier, I was looking at 360 video as a replacement for traditional video, rather than a new form of storytelling that could stand proudly alongside it—as photos stood beside the printed word, or audio stories now stand beside digital copy, as video now helps explain content on a website.

As one of the commenters said, 360 video needs to be used sparingly and not overdone. When telling a story, 360 video can put the news consumer inside the story for a moment of time to help them better understand the story, to get a feel for it, to actually experience the surroundings. It can be tactile, in a sense.

The smaller, lightweight camera that I used, while having some limitations, demonstrated that once the technology catches up to what we want it to do, a standalone 360 camera can be tossed in a bag alongside a reporter’s or photographer’s other gear and used to capture moments in time. They can be one more tool in the toolbox.

The technology makes it possible to capture good 360 video on the fly—no pun intended—and turn it around quickly enough to meet a short deadline. Being able to upload the final product directly to YouTube is also a bonus, in order to get it seen right away.

And the responses I received to the questionnaire demonstrated that people want to see 360 video and would be accepting of it on a news site—as long as it was used with the right kind of visual-based story and in combination with other media.

### **Looking Ahead**

The 360Fly isn't perfect. In fact, it left a lot to be desired and was incredibly frustrating to use at times—particularly when it came to the final production, but it demonstrates that 360 video technology is improving.

When videographers no longer need to spend thousands of dollars on a rig, and spend untold hours stitching together video, when shooting 360 video is as easy as pulling out a DSLR and a tripod and editing it in non-linear software, then it will become commonplace.

When that happens, smaller shops like mine will flock to the technology and figure out how best to tell stories—or augment their stories—with 360 video.

There is certainly a future in which news organizations will embrace the technology. And as with every other emerging technology that comes along, it will only get better and better from there, as more people get their hands on it, learn new tricks and techniques, and share them with each other.

The future for 360 video in newsgathering and storytelling is unquestionably bright.

## Addendum

These are the comments I received regarding my project:

**Name :** Sara Moore

**E-mail :** saraismoore@gmail.com

**Did you enjoy the videos? Why?** : I enjoyed both videos, because it was a unique subject with colorful characters.

**Did you like one video more than the other? Why?** : I liked the traditional video better for the storytelling aspect, because it more thoroughly covered the different parts of the powwow. Visually, there were parts of the 360 video I liked, specifically the parade, but I think the crowd shots and faraway shots with the 360 camera were not very effective.

**Did you feel an emotional response to either video?** : I felt an emotional response during the 360 footage of the parade, when I could see the warriors up close and feel like I was participating.

**Which video do you think better tells the story of the Shinnecock Powwow?** : I think the traditional video tells the story better, because you were able to capture more deliberate scenes and actions, and edit them together to tell a story. The 360 video gave more of a feeling of being a spectator on the outskirts of the powwow.

**Were you able to watch the 360 video with a cardboard viewer?** : No, I watched it on my laptop.

**Do you think 360 video has a place on a news website? In what capacity?** : Yes, I think 360 video has a place in the news. I picture it being used more heavily in features rather than hard news, because it requires more set-up and control of shots and a heavy focus on visuals.

**Anything you'd like to add?** : I think for an event like the powwow, the 360 camera would have been more effective if placed in the middle of the action, like walking through the parade or on stage with the performers. That would have elicited a stronger emotional response, but of course that also demonstrates the logistical problems of using 360 cameras.

**Name :** Jon Winkler

**E-mail :** jwinkler@pressnewsgroup.com

**Did you enjoy the videos? Why?** : Yes, both videos were well-shot and informative on the Shinnecock Indian Powwow

**Did you like one video more than the other? Why?** : I thought the second video was much more interesting with the use of the 360 camera, with different visuals of the event

**Did you feel an emotional response to either video?** : I felt the first video had more focus on the Reverend Michael Smith's speech

**Which video do you think better tells the story of the Shinnecock Powwow?** : Both videos told the story very well. Combining both videos into one would tell the story and allow for an more immersive viewing experience

**Were you able to watch the 360 video with a cardboard viewer?** : No I was using my desktop computer

**Do you think 360 video has a place on a news website? In what capacity?** : Sure

**Name :** Michael Pintauro

**E-mail :** mpinta89@gmail.com

**Did you enjoy the videos? Why?** : Yes, they gave a glimpse into the event, which unfortunately I was unable to attend.

**Did you like one video more than the other? Why?** : The 360 degree video was very interesting, especially if used for a live stream

**Did you feel an emotional response to either video?** : I was certainly able to appreciate the effort and cultural significance of the dances

**Which video do you think better tells the story of the Shinnecock Powwow?** : The first video offers more detail into the dances and the celebration, the second video is a little dark and possibly could have benefited from a higher vantage point

**Were you able to watch the 360 video with a cardboard viewer?** : Don't know what that is

**Do you think 360 video has a place on a news website? In what capacity?** : I believe it is a very useful tool for a live feed from a major event, or as a means of relating a space or an area that is being discussed or highlighted

**Anything you'd like to add?** : Nicely covered event, perhaps one day there could be multiple 360 cameras at once that people can scroll through

**Name :** DANA SHAW

**E-mail :** dshaw@pressnewsgroup.com

**Did you enjoy the videos? Why?** : Yes, told the story very well.

**Did you like one video more than the other? Why?** : First video. More connection to the subject.

**Did you feel an emotional response to either video?** : The first video lets you get to know a little about the Powwow and the Shinnecocks.

**Which video do you think better tells the story of the Shinnecock Powwow?** : First Video. There is more context to it

**Were you able to watch the 360 video with a cardboard viewer?** : yes

**Do you think 360 video has a place on a news website? In what capacity?** : I think it has a place, but I think 360, like drone and panoramic photography it can be misused or used too much. I think for certain things it's great, but for everyday video it can be a little much. It also lacks a certain intimacy that you get with traditional video.

**Name :** Greg Wehner

**E-mail :** gregwehner@gmail.com

**Did you enjoy the videos? Why?** : Yes - the videos showed me what it was like at the powwow

**Did you like one video more than the other? Why?** : I liked the 360 more than the other. I think you needed more b-roll to make the first video work. Seemed like you had too much video of the man saying the prayer and the people in their chairs. It got to a point that I was trying to determine if the man saying the prayer purchased the shirt at Macy's and added a couple of flaps to make it look Indian. As I digress. The advantage of the 360 was to be able to see the surroundings. More b-roll would have given that effect.



**Did you feel an emotional response to either video?** : no

**Which video do you think better tells the story of the Shinnecock Powwow?** : The second

**Were you able to watch the 360 video with a cardboard viewer?** : I was offered, but declined.

**Do you think 360 video has a place on a news website? In what capacity?** : Yes. It's not going to tell the news, but it can help set the scene of what it was like to be there.

**Anything you'd like to add?** : Good job.

**Name** : Brendan O'Reilly

**E-mail** : BOREILLY@pressnewsgroup.com

**Did you enjoy the videos? Why?** : yes, they were a good glimpse of the event

**Did you like one video more than the other? Why?** : the first video, with no 360. The 360 video makes it hard to find what's interesting on the recording.

**Did you feel an emotional response to either video?** : not really.

**Which video do you think better tells the story of the Shinnecock Powwow?** : first

**Were you able to watch the 360 video with a cardboard viewer?** : no

**Do you think 360 video has a place on a news website? In what capacity?** : Sure, if it illustrates a story or event well.

**Anything you'd like to add?** : videos could have been cut much tighter. It lingers on some shots too long.

**Name** : Jennifer Newman

**E-mail** : jen.newman.626@gmail.com

**Did you enjoy the videos? Why?** : The idea of a 360 video is still a new and exciting concept to me. The video itself was very interesting and cultural, and having it in 360 made it feel like I was there experiencing it myself. That can be a good or a bad thing. Good because it means we are experiencing the event in the most realistic capacity possible, bad because if you're turned the wrong way in the first video, you're watching a woman eat corn. However, I did enjoy both videos. The excitement factor is still very much there for me.

**Did you like one video more than the other? Why?** : The first video had some really good angles and had faster cuts, which I enjoyed. The second video, although exciting in 360, moved slower and had me on the fence. Yes I liked seeing everything going on, but did I actually need to? Probably not.

**Did you feel an emotional response to either video?** : These two videos are about a group of people that has such cultural history. Obviously, that in itself evokes emotion. The speech in the first video was powerful. In the second video, the sense that I was actually there experiencing the event made me feel that emotion as well.

**Which video do you think better tells the story of the Shinnecock Powwow?** : With the first video, you're able to see things up close. Hear things better. See the highs of the event. I feel like even though the 360 element works in some respects, the first video tells the story of the Shinnecock Powwow better.

**Were you able to watch the 360 video with a cardboard viewer?** : No

**Do you think 360 video has a place on a news website? In what capacity?** : I think it has a place more in breaking news. Such as a natural disaster or terror attack. Events where audio is not necessarily the focus, but rather the visual.

**Anything you'd like to add?** : Both videos were well done and I enjoyed being a part of the Powwow!

**Name :** Virginia Garrison

**E-mail :** vgarrison@msn.com

**Did you enjoy the videos? Why?** : Yes. They gave a good sense of an event I\`ve never attended, so I got to experience that.

**Did you like one video more than the other? Why?** : Probably the first one better. I\`m not used to experiencing the world in 360, and the woman with the corn was distracting in the second one.

**Did you feel an emotional response to either video?** : More the first one.

**Which video do you think better tells the story of the Shinnecock Powwow?** : The first one.

**Were you able to watch the 360 video with a cardboard viewer?** : No.

**Do you think 360 video has a place on a news website? In what capacity?** : I\`m not sure I understand what the point/advantage of 360 is.

**Name :** Mary Stephenson

**E-mail :** marystephenson98@yahoo.com

**Did you enjoy the videos? Why?** : Yes - it felt as if I was there

**Did you like one video more than the other? Why?** : The first was very clear and moved through the activities at a faster pace and one experiences seeing/feeling in any given situation.

**Did you feel an emotional response to either video?** : Yes. The first made me want to be there-exciting. The second made me face the reality of what was happening-real life, not always exciting.

**Which video do you think better tells the story of the Shinnecock Powwow?** : The first tells the story in quick time as in a bird\`s eye view. The second shows the story as it actually happened. Not terribly exciting, people milling, eating, a little music in the background.

**Were you able to watch the 360 video with a cardboard viewer?** : No. Sorry, I don\`t evening know what that means.

**Do you think 360 video has a place on a news website? In what capacity?** : Yes. Background as the reporter gives the narration.

**Anything you\`d like to add?** : Enjoyed the clips! Going to a celebration this weekend.

**Name :** bob bierman

**E-mail :** rebierma@syr.edu

**Did you enjoy the videos? Why?** : I did - have never seen a powwow before and this put me in the middle of one.

**Did you like one video more than the other? Why?** : The first video I liked because I felt it had the flow of a story. The second I liked because it gave me the freedom to watch the way I would if I were there. If both appeared somewhere, I\`d probably watch both.

**Did you feel an emotional response to either video?** : The first video I liked because I felt it had the flow of a story. The second I liked because it gave me the freedom to watch the way I would if I were there. If both appeared somewhere, I\`d probably watch both.

**Which video do you think better tells the story of the Shinnecock Powwow?** : The 360 one gives me a more complete sense of the experience - I can see the crowd, the festival atmosphere and the show. The first only gives me the view of the show.

**Were you able to watch the 360 video with a cardboard viewer?** : Yes

**Do you think 360 video has a place on a news website? In what capacity?** : Yes - used sparingly, it's a great way to tell stories that have many things going on at once, allowing a reader to see it all

**Name** : Laura Weir

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**Did you enjoy the videos? Why?** : Yes. The 360 is interesting.

**Did you like one video more than the other? Why?** : The first one was better, but it wasn't in 360.

**Did you feel an emotional response to either video?** : No.

**Which video do you think better tells the story of the Shinnecock Powwow?** : The first one because of the editing.

**Were you able to watch the 360 video with a cardboard viewer?** : Yes.

**Do you think 360 video has a place on a news website? In what capacity?** : Sure. Any.

**Anything you'd like to add?** : 360 is fun.

**Name** : Kim Covell

**E-mail** : kcm11976@optonline.net

**Did you enjoy the videos? Why?** : Sure. A great window into an event that I've not been to in years.

**Did you like one video more than the other? Why?** : The videos are so different that it's difficult to compare the two.

**Did you feel an emotional response to either video?** : Not really.

**Which video do you think better tells the story of the Shinnecock Powwow?** : The first one.

**Were you able to watch the 360 video with a cardboard viewer?** : not sure what a cardboard viewer is.

**Do you think 360 video has a place on a news website? In what capacity?** : absolutely. Some events are happening all around you and, in that instance, it would be helpful. Makes me think of the French filmmakers who got the 9/11 footage.... it would have had all the more impact had we been able to see from all sides.

**Anything you'd like to add?** : More editing needed.

**Name** : Mark Sutton

**E-mail** : markwork67@yahoo.com

**Did you enjoy the videos? Why?** : Yes, the Native American Culture has always held my interest

**Did you like one video more than the other? Why?** : The first. the blessing was nice.

**Did you feel an emotional response to either video?** : Both. the Commercialization of the event bothered me. The lady opening a styrofoam container during the dance caught my eye.

**Which video do you think better tells the story of the Shinnecock Powwow?** : The first, it actually had a cultural view of the dance.

**Were you able to watch the 360 video with a cardboard viewer?** : I dont know what a "cardboard viewer" is.

**Do you think 360 video has a place on a news website? In what capacity?** : I dont know if it has a place in a hard news story. but would be nice to present an overview and peoples reaction to a planned event.

**Anything you'd like to add?** : Seneca nation has prettier women.

**Name :** Bernie Mixon

**E-mail :** bmixon@syr.edu

**Did you enjoy the videos? Why?** : Yes. Both captured the events and spirit of the gathering.

**Did you like one video more than the other? Why?** : I like the first one more. It put me there in a way the second one (360) did not.

**Did you feel an emotional response to either video?** : The first.

**Which video do you think better tells the story of the Shinnecock Powwow?** : The first.

**Were you able to watch the 360 video with a cardboard viewer?** : No.

**Do you think 360 video has a place on a news website? In what capacity?** : Maybe as a secondary experience. Unless every reader is supplied with a 360 viewer, any footage shot in 360 will be a novelty and not engage with readers.

**Name :** Joseph P Shaw

**E-mail :** joeshaw@pressnewsgroup.com

**Did you enjoy the videos? Why?** : Yes. They were immersive.

**Did you like one video more than the other? Why?** : I preferred the produced video, because it captured the EVENT better. But the 360 video captured a MOMENT better.

**Did you feel an emotional response to either video?** : The produced video had more of an impact.

**Which video do you think better tells the story of the Shinnecock Powwow?** : The produced video-- but the interactive element of the 360 video was a perfect complement.

**Were you able to watch the 360 video with a cardboard viewer?** : No

**Do you think 360 video has a place on a news website? In what capacity?** : Yes, in exactly that way--to add an immersive quality rather than to tell a story.

**Name :** Michael Reichert

**E-mail :** mjrdude@aol.com

**Did you enjoy the videos? Why?** : Yes.

**Did you like one video more than the other? Why?** : The first more than the second.

**Did you feel an emotional response to either video?** : Positive to the first. Slightly negative to the second, because the image was distorted.

**Which video do you think better tells the story of the Shinnecock Powwow?** : The first.

**Were you able to watch the 360 video with a cardboard viewer?** : No. I-phone 6s

**Do you think 360 video has a place on a news website? In what capacity?** : Yes. To show the width of field as when you might use a panoramic lens.

**Name :** Greg Munno

**E-mail :** gjmunno@syr.edu

**Did you enjoy the videos? Why?** : Yes. They both gave me a quick view into an event I would otherwise have no idea about.

**Did you like one video more than the other? Why?** : I think the 360 video is better on average, but I am not sure the 360 has anything to do with it. You frame a really nice shot of the dancers coming in, and the audio there is very strong. It lends itself particularly well to the 360 format, as you can watch the dancers and watch the crowd react. You do not have any shots that strong in the more traditional video, and the speech does not make for interesting content. So you have many variables that go beyond video format.

**Did you feel an emotional response to either video?** : A bit. The sound of Indian drums and chanting has always made me a bit emotional.

**Which video do you think better tells the story of the Shinnecock Powwow?** : Pretty darn close. Both offer a nice montage of the event.

**Were you able to watch the 360 video with a cardboard viewer?** : No. Watched both right on this platform.

**Do you think 360 video has a place on a news website? In what capacity?** : Absolutely. When it is not clear where the focus should be, let the audience control the focus. But if the videographer has a strong sense of what they want to show, they should show it and not leave it to chance.

**Anything you'd like to add?** : Interesting project Bill.