10. ULUSLARARASI MÜHENDİSLİK MİMARLIK VE TASARIM KONGRESİ

10th INTERNATIONAL CONGRESS ON ENGINEERING, ARCHITECTURE AND DESIGN

KONFERANS PROGRAMI / CONFERENCE PROGRAM

AÇILIŞ / OPENING

24-25-26 ARALIK 2022 İSTANBUL / 24-25-26 DECEMBER 2022 ISTANBUL- TURKIYE

Açılış Konuşması / Opening Speech
PROF. DR. ALİ RIZA MOTORCU
PROF. DR. G. HARIKRISHNAN

24 ARALIK / DECEMBER 2022 – SAAT: 09:15 TIME: 09:30 (GMT+3)
Kongre Başkanı (Chair of Conference)
Kongre Eş Başkanı (Congress Co-Chairman)

OTURUM BAŞKANI / HEAD OF SESSION
PROF. DR. ALİ RIZA MOTORCU
ASSIST. PROF. SENAİ YALÇINKAYA

KEYNOTE SPEAKERS
Assoc. Prof. Jintana SALAENOI (Thailand) (09:30) (GMT+3)
Prof. Dr. Bilge DEMİR (Türkiye) (09:50) (GMT+3)
Prof. Dr. Burcu YILMAZ (Türkiye) (10:10) (GMT+3)
Prof. Dr. Aslı HOCKENBERGER (Türkiye) (10:30) (GMT+3)
Prof. Dr. Mohammad Hassan SAIDI (Iran) (10:50) (GMT+3)
Prof. Dr. E. Selcen DARÇIN (Türkiye) (11:10) (GMT+3)
Prof. Dr. Serkan SUBAŞI (Türkiye) (11:30) (GMT+3)
Prof. Dr. Hayrettin GÜMÜŞDAĞ (Türkiye) (11:50) (GMT+3)
Assoc. Prof. Huseyn MİRZAYEV (Azerbaijan) (12:10) (GMT+3)
Assoc. Prof. Kadir GÖK (Turkey) (12:30) (GMT+3)
Assoc. Prof. Mohammad Hossein AHMADI (Iran) (12:50) (GMT+3)
Assoc. Prof. Rajesh Kumar YADAV (India) (13:10) (GMT+3)
Assoc. Prof. Sait Dündar SOFUOĞLU (Turkey) (13:30) (GMT+3)
Prof. Dr. Sergio Ricardo QUIROGA (Argentina) (13:50) (GMT+3)
Prof. Dr. Cemal SAYDAM (Türkiye) (14:00) (GMT+3)

10. ULUSLARARASI MÜHENDİSLİK MİMARLIK VE TASARIM KONGRESİ

KONGRE BAŞKANI
Prof. Dr. Ali Rıza MOTORCU

KONGRE EŞ BAŞKANI
Prof. Dr. Hari Krishnan GOPAKUMAR

KONGRE DÜZENLEME KURULU BAŞKANI
Dr. Öğr. Üye. Senai YALÇINKAYA

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Prof. Dr. Asuman Seda SARACALOĞLU
Prof. Dr. Abdulkadir GÜLLÜ
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Prof. Dr. Yusuf ŞAHİN
Doç. Dr. Gökşen ARAS
Doç. Dr. Menderes KAM
Dr. Öğr. Üye. Senai YALÇINKAYA
Dr. Öğr. Üye. Zeynep YAMAN
Dr. Öğr. Üye. L. Santhosh KUMAR

Kapak ve Grafik Tasarım
Öğr. Gör. Ozan KARABAŞ
Ozan DÜZ

Sayfa Düzeni
Burhan MADEN

İÇİNDEKİLER

THE EFFECT OF WATCHING VIDEOS AND IMAGES ON AUDIENCE PERCEPTION OF INTERIOR SPACE

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Abstract: Using social media as a marketing tool has increased prominence among interior designers. Recent studies claim that most social media users are likelier to engage with visual content; therefore, the role visual communication plays in the success of social media marketing is undeniable. Both image and video have unique benefits for social media marketing and need to be used strategically to make the right impact on the audience. In this research same interior space is presented to two different groups of participants, but to one group as a series of images and the other group in a video. The aim was to compare the similarities and differences between each group's perception of the same space. In total, 50 non-designers (25 in each group) participated in this survey and answered similar questions about the interior space they have seen/watched. Each group's responses have been evaluated to learn if there are any significant differences between participants' understanding of the design when they watch images or videos. Results showed that ideas were more influential in emphasizing design characteristics and details. Still, the video was more significant in shaping a clearer perception of the whole space. Results from this study suggest that looking at the images was more potent in representing the design, but watching the video increased the likability of space.

Keywords: Interior Design, Visual Communication, Audience Perception

INTRODUCTION

Architecture and interior space were always intimate with image and visualization. Visual materials such as drawings, diagrams, plans, or perspectives have always been the initial part of the production and presentation of architectural space (Schaerer, 2017). Before, buildings and architectural spaces were published in magazines, but now social media has taken over the role of magazines, and digital communication has changed human interaction with architecture (Stouhi, 2019). Later, television became a place for marketing and expressing architectural spaces. In 1993 Shauna Corry established a study that focused on the influence of popular film media on viewers' preference for interior design. According to this study, popular media have an influential role in interior design marketing.

Today, the internet is a primary resource for sharing interior spaces where interior spaces have become images rather than physical entities. We are in a world where we can go over plenty of architectural spaces quickly by scrolling through social media. It is time to accept that digital communication has created interior spaces without place (Carr, 2020).

In the new era of social media marketing, consumers' engagement with content has become crucial (Algharabat et al., 2018). According to the researchers, the content type is one of the most critical variables that impact the consumer's social media post-engagement (Ashley & Tuten, 2015; Tafesse, 2015; Coelho, de Oliveira & de Almeida, 2016; Schultz, 2017; Kim, Spiller & Hettche, 2015). The media type can be considered one of the initial choices in structuring the content in social media (Eriksson et al., 2019), and since social media users seek inspiration to find new ideas for improving their living conditions, the quality of the content that interior designers share on social media can connect them to their potential customers (Inside Home Design, 2013).

It is discussed that businesses can use social media to present their service only by visualization and without the need to present it with words (Piotrowski, 2013; Nummelin, 2015), and therefore a good visualization strategy for staging the design of interiors on different social media platforms is challenging (Butler, 2021). Today, video marketing has become the center of the attention of marketing experts, leaving businesses wondering if their focus should be on video or photo posts. The advantage of using videos for marketing in social media is that videos convey more information than images and generate more social media engagement (Dessler, 2020; Dopson, 2021). Conversely, images can direct the viewers' attention to the message at a glance and are easier to produce (Young Entrepreneur Council, 2019).

A literature survey demonstrated a need for more research on the influence of media type (video or image) on audience perception of interior space. These types of research are necessary to help designers shape a better understanding of the influence of the content they use for their professional social media marketing.

AIM

To understand the effectiveness of visual communication in expressing the design of interior spaces in social media, it is necessary to understand the differences that different multimedia make on the audience's perception of the space. Based on this necessity, this study aimed to compare the differences between the perception of two groups of participants by changing the visual format (images vs. video) of presenting a similar interior space. Findings from the current study help interior architects/designers build a basic understanding of the effectiveness of using images or video in communicating interior space design on a smartphone's screen.

SCOPE

Traditionally, the perception of interior space was defined as people's feelings, personal perspectives, cultural background, and actions in an area (Relph, 1976; Steele, 1981, Hummon, 1992). Perception, as a multisensory phenomenon that allows humans to shape meaningful experiences in the architectural space, is understood as the place where the existential nature of the human being is relieved (Gomez et al., 2021). It is also discussed that a human being's perception of an architectural space is very much linked to their interaction with the environment (Pasqualini et al., 2018); in other words, "Perception is what the individual perceives on a unique and subjective basis (TMD STUDIO LTD, 2020)".

Today, with the increase in people's interaction with smartphones, the internet, and social media, humanity is experiencing a new dimension of space, the virtual world. According to the co-founder and CEO of Futuremade, "No longer are we just thinking about the notion of identity in either our consciousness, in our mind, or our physicality, in our body. Those two dimensions have been joined by a third dimension, 'my technology' (Valentine, 2021)". On one side, the development of VR technology is changing how we experience interior spaces. On the other side, the number of interior content in social media made us experience a variety of interior spaces through a screen. At this point, studying the new perception of space in the current digital age seems necessary.

Researchers claim that the type of multimedia that a message is communicated through influences the effectiveness of that message to a great extent (Grewal et al., 2021; Venkatraman et al., 2021, Danaher et al., 2020). With the popularity of social media, visual communication has become the center of our everyday life which has changed the traditional belief of using visual communication to complement text (Adami & Jewitt, 2016; Fahmy et al., 2014, Hand, 2017, Alarabi, 2019). Like many professions, social media is now considered a powerful marketing tool for interior architects. Therefore, the effectiveness of visual communication will help them create content that will make the impact they want.

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Developing visual content in social media marketing is an effective way to attract the audience and boost their engagement. However, the challenge of good visual content leaves many businesses wondering if their focus should be on video or photo (Wendy, 2022). There is a lack of research on the challenges companies face in attracting people's attention to their posts and boosting people's engagement with their content (Luarn, Lin & Chiu, 2015). In this research same interior space is presented to two different groups of participants to learn if there are any significant differences between participants' understanding of the design when they watch images or videos.

METHOD

This study was conducted using a descriptive method. The survey was conducted through a questionnaire comprised of close-ended and open-ended questions. The survey population was 50, while the respondents were 20-30 years old and were not engaged with design as a profession or education. For this research, the Vans Garden boutique store in London was chosen as a case study. Visual materials uploaded about the store on Dezeen.com, gianfrancomaiorano.com, and platform13.net were used to be included in the questionnaires.

This survey was carried out using two questionnaires administered via e-mail to two different groups of participants. One of the questionnaires was comprised of ten images of the selected stored. It was intended to mainly use images without human figures and only one image, including people doing a workshop. Participants would read a concise description of the store and then scroll down ten images. At the bottom of the page, participants were asked to rate the design of the space, briefly describe the ambiance of the store and the features they find attractive in the space, and mention how many times they scrolled the images. Figure 1 shows the images used in this questionnaire.

Figure 1. Images included in one of the questionnaires

The other questionnaire comprised a short description similar to the first questionnaire and then a 30-second video showing the store's interior. The video had no sound and included empty interior scenes and interior with people doing certain activities. After the video, participants were asked questions similar to the first group; the only difference was that the final question was changed to how many times participants watched the video. Figure 2 shows some scenes from the video included in the second questionnaire.

Figure 2. Scenes from the video included in the second questionnaire
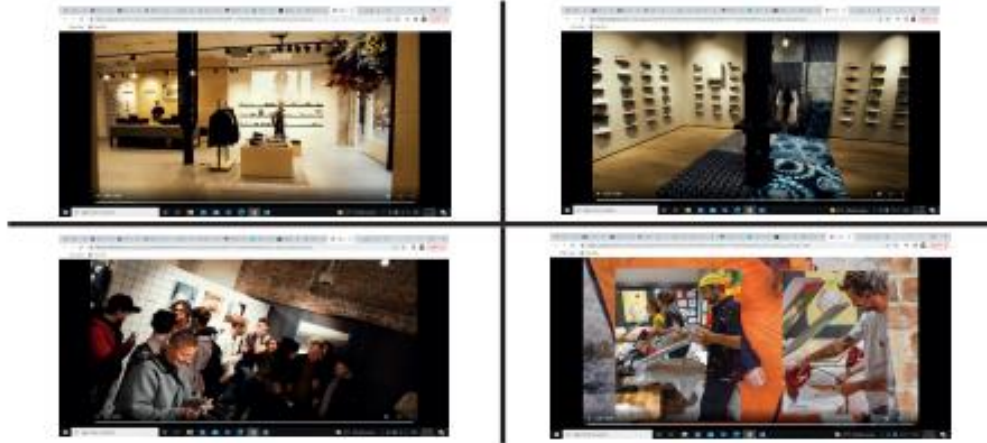
Answers to open-ended questions were analyzed using inductive coding to compare the data from each group. The final analysis was established by comparing the findings from both questionnaires, and a conclusion was conducted on this comparison.

FINDINGS

The intention of using the same questionnaire for two different groups of participants was to gather information relating to perceptions of the design of interior space from viewers who watch the space in a short video and viewers who watch the same space in a series of images and compare two groups of participants' perception of interior space. The primary purpose of this survey was to yield results that could contribute to the digital media marketing of interior design/architecture so that design professionals and marketing experts get an initial perception of the role of visual communication in promoting interior space on digital platforms. Findings from this research emphasize the importance of more studies on the state of interior design/architecture in digital platforms like social media.

Hypothesis 1: Showcasing the interior space in video increases the likability

The figure below shows both groups of participants' responses to the question, "how do you find the design of this store." Findings claim that the largest group that finds the design good or very good is among the group who watch a video. This finding can be interpreted in line with the findings emphasizing that video conveys more information than the image (Dessler, 2020; Dopson, 2021).

Figure 3. Participants liking the design of the space (Video vs. Image)
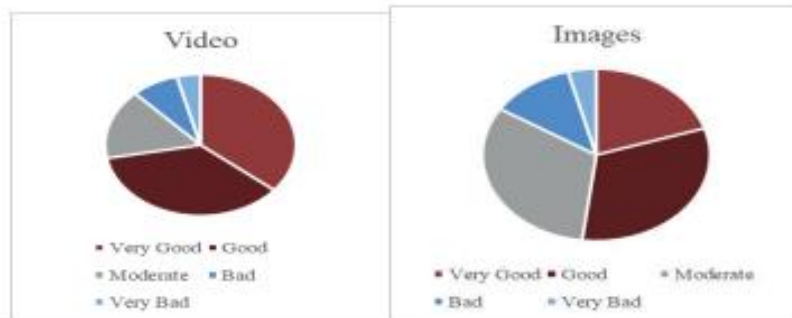
Hypothesis 2: Images encourage participants to scroll the page

Figure 4 shows both groups' responses to the question, 'how many times do you watch/look at video/images'. Findings showed that a large group of participants who watched the images scrolled the page and looked at images three times and more, in contrast, most of the participants who watched a video watched the video only once and did not repeat this pattern. According to these findings, images increase the participants' engagement, but the literature claims video increase audiences' engagement. Based on these findings, we cannot precisely conclude that images increase engagement in interior design. However, it is possible to underline the need for further research on this subject.

Figure 4. Participants going over the visual(s)
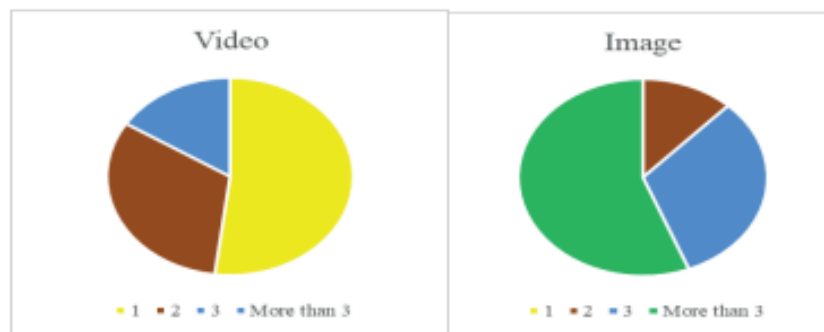

Hypothesis 3. Images were more successful in emphasizing the design characteristics of the space

Figure 5 shows both groups of participants' responses to the question "describe the store briefly." Participants' answers were analyzed by using thematic analysis. In this analysis, participants who referred to the design characteristics of the space were listed under the category of design, those who referred to the activities or ambiance of the space were listed under the category of ambiance, and answers that were confusing and impossible to relate to design or ambiance was listed as others. Findings showed that the number of participants who described the store based on the design characteristics was higher in the group who saw the store through a series of images. This finding was parallel with the research that claims images have the advantage of directing viewers' attention to the message (Young Entrepreneur Council, 2019). Additionally, the reason that participants in a group that watched a video of the store mainly described the store based on the ambiance might be that the video showcased the interior together with the people and activities.

Figure 5. Comparison between participants' describing of the space based on vs. environment/ambiance
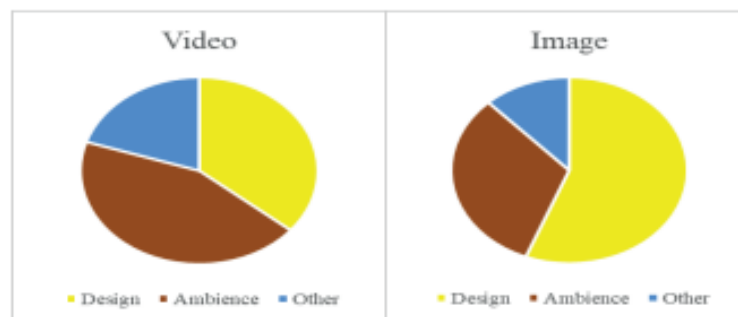
Hypothesis 4. Both images and video were successful in promoting the design

Figure 6 shows both groups' responses to the question, "what did you like about this store." Participants' answers were analyzed by using thematic analysis. Participants who referred to the design characteristics of the space were listed under the design category, those who referred to the activities or ambiance of the space were listed under the category of ambiance, and answers that were confusing and impossible to relate to design or ambiance were listed as others. Findings from both groups were very similar, which showed that both visual contents successfully encouraged participants to like the space because of the design characteristics.
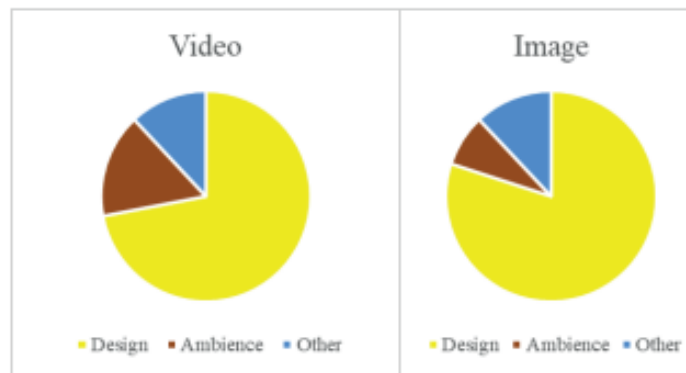
Figure 6. Comparison between participants' reasons for liking the space

Further analysis was done to learn if there is any correlation between why participants liked the space and how many times they watched the video or scrolled the images. The results of the analysis showed that there is an apparent correlation between these two variables.

CONCLUSION

The Internet has changed the form of communication in recent years, and we have witnessed fast growth in social media platforms and the amount of time people spend on these platforms. Researchers claim that social media influences various aspects of our perception (Chan-Olmsted, et al., 2013, Schivinski, and Dabrowski, 2016). Perception is crucial in interior design/architecture, and visual communication shapes this perception. Since social media has become an essential tool for interior designers/architects, not only as an important place for representing their works but also as an essential platform for them to do e-commerce (LaScala, 2022), this study aimed to compare the influence of image and video on the perception of two groups of participants about a similar interior space.

This study addressed a pilot study about the perceptions of interior design generated by watching a short video vs. a series of images and compared the differences. The intention was to learn if there are any significant differences between participants' perceptions of similar space when they look at images or watch a video. For this intention, the Vans Garden boutique store in London was chosen as a case study, and the survey was carried out using two questionnaires. One of the questionnaires comprised ten images of the selected store, while the other comprised a short description of the store. The final analysis was established by comparing the findings from both questionnaires.

Findings showed that showcasing the interior space in video increased the likability of the space while images encouraged participants to scroll the images and, as a result, more engagement. Results also

claim that images successfully directed the participants' attention to the design characteristics. Furthermore, results showed that both images and video were successful in terms of promoting the design of the space. Findings from the current study help interior architects/designers build a basic understanding of the effectiveness of using images or video in communicating interior space design on a smartphone screen. However, due to the small sampling size and specific choice of interior space, these findings cannot represent all interior space contents. This study suggests further research on the influence of visual communication of interior design/architecture in digital platforms with more extensive sampling and including observation methodology during the data collection.

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