

**INSTA360 ONE FIELD TEST:
WOMEN'S RIGHTS NATIONAL HISTORICAL PARK
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INTRODUCTION

When we were going over the syllabus learning of the field test assignment I became giddy for the opportunity to justify a new tech purchase while my pursestrings wept once again. I had a feeling early on that I would end up choosing to explore a 360 degree camera but I lacked inspiration. As the session wound down and the deadline was drawing near I decided to work backwards. When a classmate informed me of the release date of the Insta360 One, I knew the universe was aligning for me to do a wonderful project using 360 degree video footage, or so I thought.

I knew what technology I wanted to test. I just needed an application. Day in and day out I was trying to reverse engineer a subject by thinking, what story or audience could I help with such an immersive and interactive experience that this device could lend? Ultimately, I was asking how does this kind of storytelling advance the story itself?

One summer day I was heading up to the Adirondacks, a large camping destination in northern New York state, debating with my father about the campgrounds we were headed to. There was so little information on the page when I booked online, we really had no idea what we were getting into. When you're already towing a 35 or 38 foot trailer you are quite heavy as it is, you typically want to be very precise in your packing. In this instance, we had to be prepared for anything. Was the site covered with trees and shade? Would we need warmer clothes? Was the site out in the open? Would we need the extra canopy tents? Clothes aren't as big a deal to pack extra of, but the larger equipment from the latter example, is a big deal. While I was having this

internal fit I realized I had an application for my 360 degree video. I could help campers be better prepared and informed about the parks they were preparing to visit.

ABOUT INSTA360 ONE



<https://www.insta360.com/product/insta360-one/?insom=77c1c2.a4309f.0.0>

The reason I wanted to purchase this 360 degree camera in particular was its versatility. This device can be plugged into your iPhone and operated from your phone's screen through a free app. This option seemed like a reasonable choice to acclimate myself to the device and the app. It was especially prudent because I do not have any accessories that would allow for the camera to be set up by itself and therefore I would have to hold it anyways.

Additionally, the device can be controlled on its own through a series of steps that I honestly do not yet understand nor would I trust myself in executing. When I was reading the directions on how to operate it without the phone, it described pressing and holding a button for

x-number of seconds and waiting until a certain color flashed and you had y-number of seconds before it began filming, or at least this is my current understanding of it. I did not test this particular method for my field test and will not be speaking to how that works. The device is small and there is no screen on it itself so I would be nervous in trusting that I followed the directions correctly. I felt worried about actually gathering footage rather than capturing nothing because I failed to follow the directions. Without a screen to see if I were doing it right, I was too concerned I would be doing it wrong.

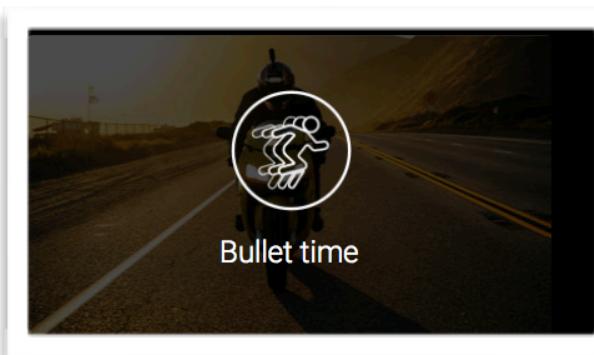
A third option, which I have not yet tested either, allows for a combination of the two prior methods. Using a blue tooth connection between the camera and your phone you can use the app to control the device so that it can be independent from you or another subject. Going forward, I think that this option might make the most sense for most 360 content so that there isn't a person close to the camera obstructing the view of your footage. I look forward to purchasing accessories for the device and being able to test this feature.

In all reality, I was every marketers' dream audience. I saw the video advertising the device's capabilities and I was hooked. I may have made the purchase immediately after watching it. Being able to capture 360 degree footage with a small device was already incredible to me after having learned about rigs that used to be made up of at least 6 cameras, I was eager to test some newer generation equipment.

I'd like to at least mention the camera's capabilities even though they were not all utilized for my field test because I hope to inspire and inform future Insta360 One testers.

The camera can be connected to a supported live-streaming platform, such as Facebook and Periscope to name just two. This means that once you have linked your account to one of these platforms on the app, you can then do a live 360 degree broadcast. While this could have

some great applications, I do wonder how much this can be used if you consider the ethical concerns regarding the invasiveness and unintentional capture that comes with 360 video. I would be apprehensive to try this out in spaces where there are too many other people. With a livestream, there isn't exactly time to get too much consent from those around you, but I suppose depending on the space it may not be a factor you need to worry about.

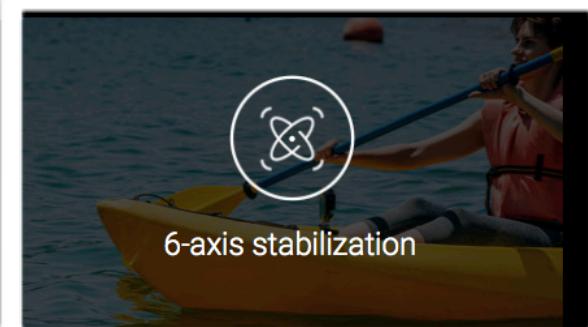


<https://www.insta360.com/product/insta360-one/?inspm=77c1c2.a4309f.0.0>

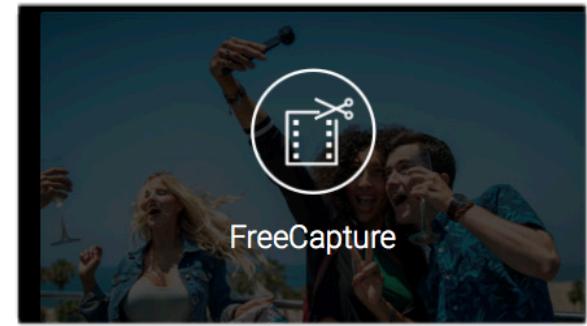
The bullet time capability allows you to literally tie the camera to a string, fling it around your head and capture stable footage surrounding your target. While this could be a tool used to differentiate from other content or grab attention for a social post, I had a hard time

thinking of how this pushes forward our ability to tell stories.

Insta360 One advertises its 6-axis stabilization as a point of progress. The footage captured is apparently less wobbly. This is particularly important for projects like mine when you might want to be moving as opposed to stationary 360 content. However, since this is my first 360 degree camera I have nothing to compare it to. I can say that my walking tour did not end up notably bouncy, in fact, it was relatively smooth considering I was walking around with my phone in my hand recording the tour.



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Free capture is not something I had heard of, but I think is an incredibly useful tool. This feature means that you can go out into the world, capture your 360 degree footage of whatever event, scene, etc, your heart desires, and then later edit the footage for a standard video. You

can select which views at particular points in time you want the viewer to see, that is from what perspective, and you can create a seamless experience of the event. It is amazing that you don't have to miss a moment, because while the camera is shooting in the 360 degrees, by design, it's not going to miss anything. It sees all. Even the unexpected moments that happen maybe in the background or away from where most of the attention is being directed in the actual moment in time. I could see this being very useful for the recording of sporting events because you wouldn't have to be so far away to make sure the whole field of play was in view to ensure your camera doesn't miss any of the action shots.

ACCESSORIES

I felt that it was important to bring up the accessories for two reasons. One is a celebration and the other is a criticism. The celebration is that, allegedly, the accessories automatically are removed from your video. Happy editing! I can only attest to this happening with the phone and the camera, as I mentioned before I don't have any of these accessories. I

would love to test this out some day. This goes for the string in the bullet time footage, the selfie stick and the tripod. The criticism is that I did try to purchase all of the items and they were either not yet available or the company's website linked you to Amazon where you were looking at GoPro items. The descriptions there were not explicit in that they were compatible with the



Insta360 One. I would be willing to test these other brand accessories with this device but it seemed strange that they would be compatible physically and logically as far as being able to be recognized by the device and blur out of the footage like we are lead to believe it could. I think the ability to automatically take these accessories out of the footage is an incredible time saver and an editing dream. Especially for 360 degree content, I don't suspect people want anything obstructing their view; it seems contradictory to the 360 degree experience. I digress—another test for another day.

HYPOTHESIS

After viewing other peoples' 360 degree videos, it was apparent that it was a powerful tool. The content is memorable, immersive, and engaging. As a viewer, I liked having the power to look around the space for myself. I chose where to look and where to direct my attention. I thought that made the experience powerful and more like a life experience.

My original hypothesis was that a 360 degree or virtual reality tour of a campgrounds and campsites was going to be more effective in preparing campers for their trip while also giving adventurous or new campers the confidence to book a site in a new location. Subsequently, I would be investigating if that experience was a better conversion tool.

Life had other plans. My final hypothesis was that a 360 degree tour is more memorable and therefore a more effective tool in learning and getting potential visitors interested in the subject destination.



TARGET AUDIENCE

The target audience is not gender specific, nor lends itself to any particular age group. The audience is purposefully broad due to its educational manner. The target ranges from:

**STUDENTS, HISTORY ENTHUSIASTS, NATIONAL PARKS VISITORS, TO LOCALS
INTERESTED IN LOCAL HISTORY.**

THE FIELD TEST STORY

My Insta360 One had arrived in the mail from China with plenty of time to use it for the project. I was in bed on the eve of the big test day when I came across a website I had never seen before. When I go camping I have always used one website to book a spot, but before my eyes was a website for the campgrounds I was headed to that already had beautiful 360 tours. They were captioned differently than I had imagined doing it, but it was sufficient. I checked all of the campgrounds in my area and they all had this tour. While exploring this site I had never seen before I found how the two sites were connected and how I had missed it until this point. Never-the-less I needed a new subject.

I bounced some ideas off of my family before I arrived at the Women's Rights National Historical Park. I called the park and asked for permission to come and test my camera. Not only did they give me permission but we will be exploring the opportunity to turn this project into something that could eventually be good enough for their website. Before leaving my house I took the micro SD card that came loaded in the camera and swapped it out for the larger GB micro SD card that I paid the camera company extra money for. It was an "upgraded" package. I knew I only had about 70 minutes running time for the camera and I wanted to be sure that I could get all the footage I needed without messing around with exchanging the cards while I was out in the field testing the device. All charged and ready to go I went to Seneca Falls, NY and began my test.

Standing outside of Elizabeth Cady Stanton's home, I pulled the camera out of my bag and plugged it into my phone. I pulled up the app and I got an error message. "This device is not

compatible with the micro SD.” Excuse me? What now? At that moment I kicked myself for leaving the other card home. Quickly thinking, I discovered I could just save the videos on the app right on my phone. I proceeded to do the tour of her home taking 360 video as well as photographs to be used as a part of my control group for gathering data to test my hypothesis.

When I got home I struggled getting the files from the app to my computer. The files weren't visible for any sort of standard drag and drop situation. I was able to successfully upload videos to my Facebook profile, but I still didn't have the files. I refreshed my photo stream or iCloud to sync my most recent photos and videos with my laptop and there they were. I had downloaded the most recent plug-ins available from Insta360's website for Premiere but I couldn't help but notice they were for older versions of the software. I am not sure which of these factors was the cause but I read that if you can't import the files in their original file format you can't edit them in Premiere. Having brought the files in from the app/my phone the way I did, resulted only in thumbnails of each clip.

Thinking I was smarter than that, I tried logging into their cloud service so that I could download the original files that way. I downloaded the translator plugin since I couldn't read the



site, and tried logging in. I set up an account and successfully logged in. All I had to do was associate my account with my device by providing the registration number. Which did not exist. I checked and rechecked over and over again to no avail. Another dead end. I plan on returning with a working SD card and trying this again but it could still not work. The old Premiere plugin appeared to be used in importing your Insta360 files into Premiere for editing. Hopefully I can get around the plugin by having the files directly transferred via the card. It will be incredibly disappointing if that does not end up working either. You would be completely reliant on the device's ability to automatically edit the equipment out and being able to capture the event in a single take.

TARGET METRICS

How do you decide if something is a more effective learning tool? How do you know when your audience has been intrigued or you've got their interest? I decided to try to find these answers by using comparative surveys from a photograph presentation of Elizabeth Cady Stanton's home versus the surveys based from the 360 video experience.

COULD THEY ANSWER FOLLOW UP QUESTIONS ACCURATELY?

WAS ONE GROUP MORE ACCURATE THAN ANOTHER?

IF THEY TESTED BOTH EXPERIENCES, WHICH DID THE AUDIENCE PREFER?

WHAT WAS THEIR EXPERIENCE LIKE?

DID THE EXPERIENCE MAKE THEM WANT TO TRAVEL TO THE LOCATION IN REAL LIFE?

COLLECTING DATA & IMPRESSIONS

I created two separate experiences in order to measure my hypothesis. I created a powerpoint presentation, the “traditional experience”, using photographs from the same location and provided captions on each slide. Some were descriptions of the space, others were things that the Ranger had told us while we were doing the tour. Those same things were fairly audible during the 360 video experience, which was the other experience option. Participants could watch an experience of their choice, then take the associated survey. There was also the option to watch both experiences and take a survey meant for those who watched both. Here are the surveys for each:

Traditional Experience

You saw some photographs with captions. Without looking back, please respond appropriately to the questions below.

Which experience did you chose? *

- Traditional
- Both experiences

*

Where were the photographs taken? *

- Women's Rights National Historical Park Visitor's Center
- Lucretia Mott's house
- Elizabeth Cady Stanton's house

Who was a "lousy historian?" *

- Lucretia Mott
- Elizabeth Cady Stanton
- Ranger Ben

"I suspect you... *

- fell down the stairs a lot."
- often tripped on the steep stairs."
- only fell down the stairs once."

Before this, have you ever considered visiting the Women's Rights National Historical Park (Seneca Falls, NY)? *

- Yes
- No
- No but only because it is too far away.

If distance were irrelevant, did this presentation make you want to visit this park in person? *

- Yes
- No

Tell me something, if anything, you learned or found interesting from this presentation.

Long answer text

List any complaints or confusion about the presentation you viewed.

Long answer text

360 Video Experience

You saw a 360 degree video tour. Without looking back, please respond appropriately to the questions below.

Which experience did you choose? *

- 360 degree video experience
- Both experiences

How did you access the videos? *

- Through the link from the blog post
- I found them on your Facebook timeline
- I could not access the videos



THIS WAS THE ONLY DIFFERENT QUESTION. I WANTED THE SURVEYS TO BE CONSISTENT AND HAVE THE SAME EXPECTATIONS OF THE VIEWERS. THIS WAS MAINLY FOR ME, BECAUSE I WAS HAVING TECHNICAL DIFFICULTIES DUE TO THE LIMITED OPTIONS THE DEVICE AND COMPANY ALLOWED ME.

Where were the videos taken?

- Women's Rights National Historical Park Visitor's Center
- Lucretia Mott's house
- Elizabeth Cady Stanton's house

Who was a "lousy historian?"

- Lucretia Mott
- Elizabeth Cady Stanton
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Before this, have you ever considered visiting the Women's Rights National Historical Park (Seneca Falls, NY)?

- Yes
- No
- No but only because it is too far away.

If distance were irrelevant, did these videos make you want to visit this park in person?

- Yes
- No

Tell me something, if anything, you learned or found interesting from these videos.

Long answer text

...

List any complaints or confusion about the videos you watched.

Long answer text

Both Experiences

You've seen both experiences and answered the questions on both surveys.

Which experience did you prefer? *

- Traditional
- 360 Video

Why? *

Long answer text

**IS IT EFFECTIVE?
CONCLUSIONS.**

Sadly not enough data has been collected at this time to say definitively. Despite promoting the experiences and surveys through Facebook, Twitter, WordPress, and sending links to people via text, the number of participants was incredibly low. I will discuss the findings but there is simply not enough data to have a definitive answer. However, there were some interesting responses that should be shared from the surveys and miniature interviews within the surveys.

There were 3 questions aimed in testing each experience's ability to inform. The green

	Traditional	Traditional	360	360
Where were the photographs taken?	100%	0%	60%	40%
Who was a lousy historian?	80%	20%	80%	20%
I suspect you...	50%	50%	60%	40%

columns represent correct answers while the red represents wrong answers. As you see below the traditional experience was able to give its viewers 100% accuracy for at least one question. They tied for accuracy on the second question, while the 360 video experience slightly outperformed on question 3.

The next set of questions were intended to test how well the experiences could aid in

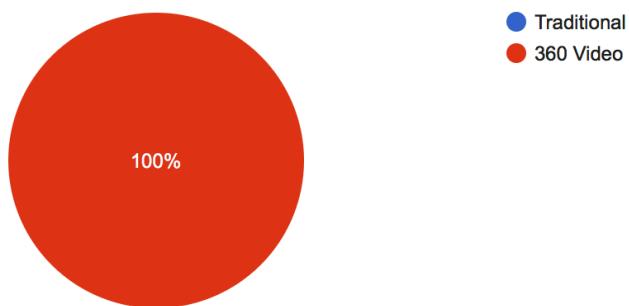
Before this had you considered visiting?	30%	70%	20%	80%
Distance irrelevant, did this make you want to visit?	40%	60%	100%	0%

conversions. Could this type of content be used to entice potential visitors to come to the park? The questions have been abbreviated from the survey, so the text in my spreadsheet was not exactly how the question read. However, the sentiment is still clear. The first two columns of green and red continue to be the traditional experience, while the second two green and red columns are the 360 video experience. I thought it was interesting that from those who watched the 360 video, there were less people who had wanted to visit the park prior to this test, yet 100% of them wanted to visit the park after viewing the video. Only 40% of the participants from the traditional experience wanted to visit the park afterwards. I would be interested to see if this remained true as more people participated in the test.

These were the results of the brief survey from those that viewed both experiences:

Which experience did you prefer?

6 responses



Why?

6 responses

It was more interesting and entertaining to view.

It was almost as if I were there in person

It was as if I were there... didn't even have to drive there!

It feels like you're actually there and have more to see.

Able to see a lot more in the video in comparison to traditional.

I was way more interested with being able to look where I wanted to look

The traditional and 360 video survey each ended with two prompts and a free response

section so that participants could share their perspective.

Traditional Survey

Tell me something, if anything, you learned or found interesting from this presentation.

6 responses

The house looked like some place I would like to visit

I was unaware of the existence of the Women's Rights National Park

Was intrigued by the art interspersed throughout the home, particularly speaking of the black and white illustrations throughout.

Seeing the home and the decor

Enjoyed the captions that went along with the photos.

I got to learn some facts about Elizabeth Cady Stanton. Always interested in learning new things.

List any complaints or confusion about the presentation you viewed.

4 responses

Didn't know when the presentation was at an end. Didn't know whose house it was .

Seemed like a very limited view of the entire home since no context of total size was given outright.

When I hit play, the slides went way too fast to read

It went to the next slide pretty fast so I couldn't read all the captions fast enough.

360 Video Survey

Tell me something, if anything, you learned or found interesting from these videos.

3 responses

It wa cool the way I could view all around and not just a single shot

The small size of the rooms

Liked being able to see everything as if I were actually there.

List any complaints or confusion about the videos you watched.

1 response

Couldn't always hear the tour guide - I found myself looking not listening

Comparing these responses, those that viewed the video had less to offer as far as their learning experiences but they also had less complaints.

I think if this company wanted their device to go mainstream they need to make several improvements. Firstly, don't sell a customer a piece a equipment for an additional cost that will not be compatible with the camera. I am not sure why I would want a micro SD card with more GB on it, if not to use with my camera.

IMPROVEMENTS

I think it is incredibly short-sighted to release a new product internationally without the proper software support. The cloud service was not easily accessible in that the website was not offered in another language. It also seemed like bad business practice to not know or be able to keep up with which units were sold. By this, I'm referring to the fact that I couldn't synch with the cloud even after I tackled the language barrier because they couldn't find my device's registration number. Lastly, why release a brand new product and not also release an updated plugin for the newest version of Premiere? Without access to their cloud service and without the files on an SD card, I couldn't even use their brand of editing software. There were no files to pull into the program because I wasn't synched with their cloud.

I know and trust Amazon as a reliable e-commerce site, but it also struck me very odd that the company linked to Amazon from their own website for customers to buy accessories. There were not any accessories available to buy direct from their site. And as I previously mentioned, none of the accessories were Insta360 brand, they were GoPro products. If these are in fact compatible, perhaps a message for certainty would give the consumer some comfort and confidence in making that purchase.

Lastly, the app interface is moderately user-friendly. It is my gut feeling that their developers could come up with a more intuitive application. The app lacks explanation of how to use some of the incredible features I discussed earlier. I was able to acclimate myself just enough to get the 360 video at least to my Facebook page so that I am not the only one enjoying it.

THE FUTURE OF 360 VIDEO

I can not base too much of my predictions off of the data I gathered. However, after testing the equipment myself and seeing how the small groups of participants reacted, I think I see the potential. If 360 degree camera manufacturer's were smart they are developing products with similar capabilities to the Insta360 One. There were no strong correlations to be found from the questions trying to find how effective the technology was at teaching, but looking at the comments people preferred the experience. They liked the control. I sense that 360 video could lend itself to education in the future. With little editing necessary, educators could easily produce their own 360 degree content relevant to their classes to engage their students in lessons.

The 360 degree video also seemed to be a powerful tool in getting people interested in the subject. At the end of the 360 experience all of the participants said they'd go to the park if distance were not a factor. This ability to create such a strong connection between your viewers and your subject is the pinnacle of story telling.

REFERENCES

Insta 360 [Ecommerce]. (n.d.). <https://www.insta360.com/product/insta360-one/?inspm=77c1c2.a4309f.0.0>.