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Aims & Objectives

- Today transmedia storytelling projects are present in several areas like entertainment and marketing but a data collection model that allows the evaluation of its results is still missing.
- This research aims to understand the impact of the use of location based transmedia storytelling techniques in tourism, particularly the advantages, disadvantages and best practices.

Aims & Objectives

- Location Based Transmedia Storytelling – the art of telling stories based on a specific location through multiple-media platforms with audience participation, where each storyline makes a valuable and distinctive contribution to the story.
- Data Collection
 - Pilot Experience;
 - Case Studies.



Initial Data Collection

STAGE 1	EXPERIENCE DESIGN	DATA COLLECTION DATA ANALYSIS	QUALITATIVE	IN-DEPTH INTERVIEWS PARTICIPANTS OBSERVATION CASE STUDIES	DESCRIBE TOURISTS PRACTICES, NEEDS AND BEHAVIOUR
		DATA COLLECTION	QUANTITATIVE	DIGITAL PLATFORMS STATISTICS	DESCRIBE TOURISTS BEHAVIOUR ACROSS DIFFERENT PLATFORMS AND WHICH CONTENT DO THEY CREATE, SHARE AND HOW FREQUENTLY
QUANTITATIVE & QUALITATIVE	WEBSITE AND IPHONE APP QUESTIONNAIRES				
QUALITATIVE	FOCUS GROUP				
STAGE 2	DURING EXPERIENCE	DATA COLLECTION	QUANTITATIVE	DIGITAL PLATFORMS STATISTICS	
			QUANTITATIVE & QUALITATIVE	WEBSITE AND IPHONE APP QUESTIONNAIRES	
			QUALITATIVE	FOCUS GROUP	
STAGE 3	AFTER EXPERIENCE	DATA COLLECTION	QUANTITATIVE	DIGITAL PLATFORMS STATISTICS	
			QUANTITATIVE & QUALITATIVE	WEBSITE, IPHONE APP AND CONTROL GROUP QUESTIONNAIRES	
			QUALITATIVE	FOCUS GROUP	



Actual Data Collection

- **In-Depth interviews**



(becomes)

Exploratory interviews

- **Questionnaire** – was custom made.
Rewarded 140 prizes.

Questionnaire

- At first no compulsory answers which lead to blank questionnaires;
- Then compulsory answers which lead to no submissions;
- Back to no mandatory answers;
- A few more questionnaires submitted;
- Raw data ...

Questionnaire

- Raw data:

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id;firstVisit index of questionario_three_typea;howManyTimesindex of questionario_f
1;2;4;4;3;1;1;;1;2;3;0;0;;2;0;0;0;0;0;0;A good way to discover Porto;Free;;;;;4;4;3;3;3;
2;3;0;2;3;1;2 as you can engage with a story to discover the city;Playfulness;Informati
3;2;3;3;1;2;1;;1;0;0;0;0;0;2;1;0;0;0;0;0;a;a;;a;;1;1;1;1;1;1;1;1;1;0;0;0;0;0;0;2;0;2;N
4;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;NULL
5;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;NULL
6;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;NULL
7;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;NULL
8;3;4;4;3;3;0;0;2;0;0;0;2;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;NULL
9;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;NULL
10;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;NUL
11;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;0;NUL
12;2;3;3;1;1; aprende-se | principalme | como eu qu | assim como | perceber;Aji | guia
```

Actual Data Collection

- **Social Networks**

- Lots and lots of data.

- Just only Facebook, has 78 different metrics!
Plus the metrics from the other platforms.

- What do “the metrics” even mean?

Actual Data Collection

Focus group – couldn't be done.



(becomes)

- **Written interviews** to 40 UTAD students
- **Interviews** at Porto Hostel, difficulties:
 - Tourists only sleep 1 night in Porto;
 - Low season so hardly any guests despite being the biggest hostel in Porto;
 - Some tourists had difficulty in speaking English.

Lessons Learned

- People don't like to answer questionnaires even if you offer prizes;
- It takes several months to organize the raw data;
- Social metrics are constantly changing;
- It's extremely hard to do a focus group to this specific audience because you cannot guess if the tourists that followed the project will be in town on that exact day;
- Interviewing tourists is hard, specially if they are only one day in town and need to try the project first.

Acknowledgements



Thank You!

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