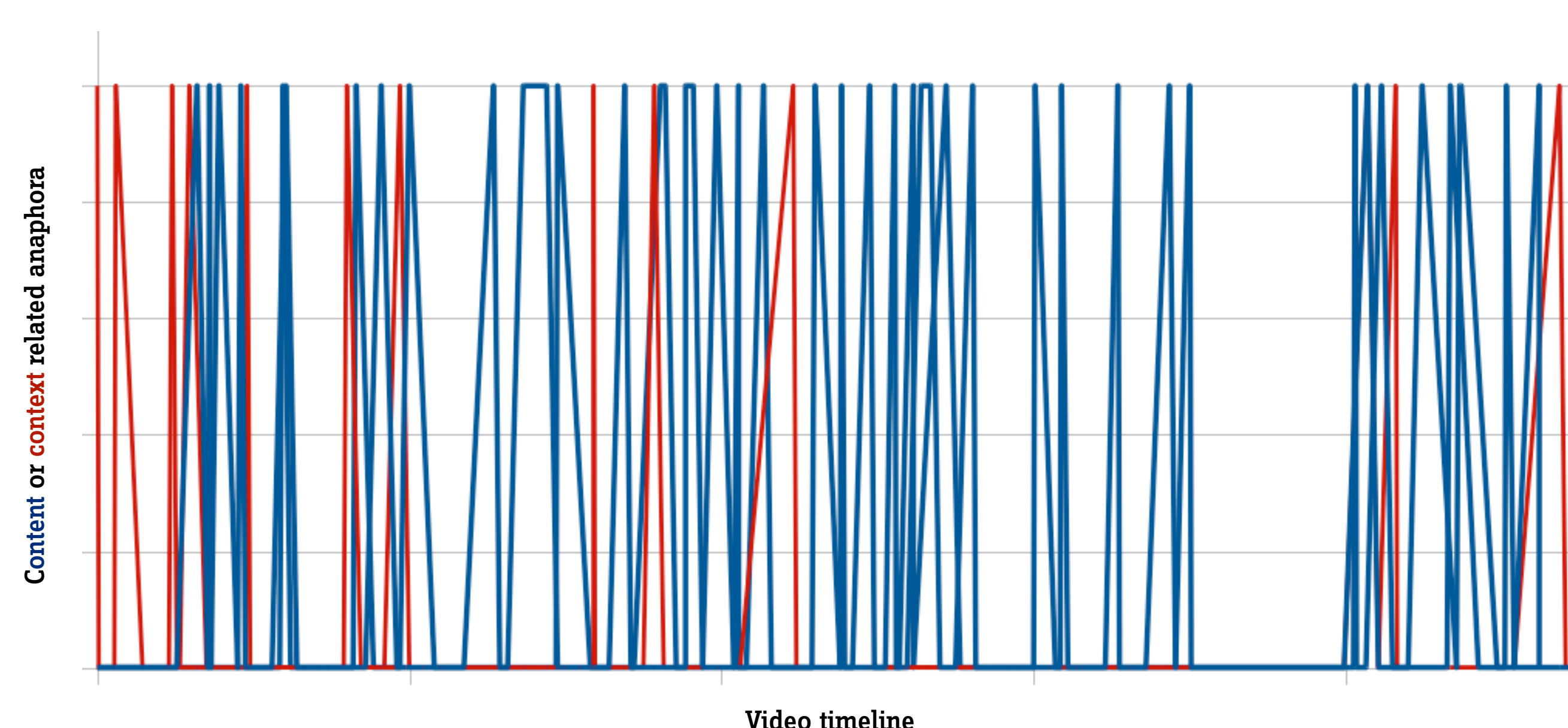
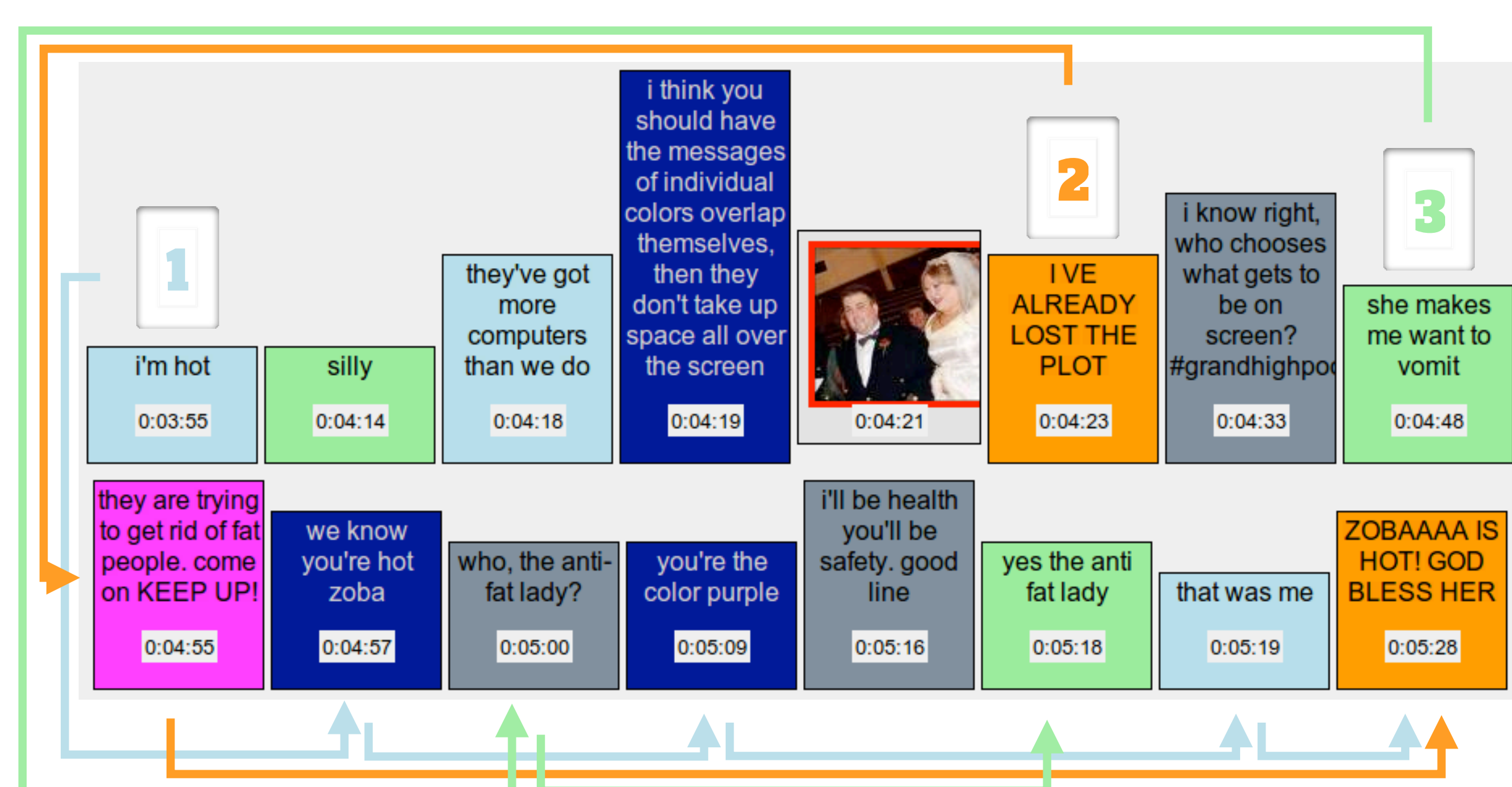




Heckle.at/SocialTV

Industrial Placement – Saul Albert



Tests indicated that users heckled about **social context** and the **video content conversationally**: taking turns, fixing misunderstandings, and developing new topics.

77% of descriptive heckles referred more to **video content** than **viewing context** as the screening progressed, providing a new form of user-generated, searchable video metadata.



Queen Mary
University of London

Media & Arts Technology Programme

An RCUK Doctoral
Training Centre in
the Digital Economy

www.mat.qmul.ac.uk

