Laboratory of Media Studies UW

Who We Are – an innovative laboratories at the University of Warsaw

Media Analysis Centre UW (CAM UW) and Laboratory of Media Studies UW (LBM UW) are an innovative, technically advanced science and research laboratories at the University of Warsaw, Faculty of Journalism Information and Book Studies, carrying out research connecting social sciences, humanities and technology.

Our background – equipment and functionality

- **VR Arena** equipped with the latest VR hardware (Oculus Rift VR Headset, HTC Vive, SONY PlayStation VR)
- Playroom with PlayStation 4 PRO 1TB and XBOX One S 2TB Limited Edition soecially arranged to observe player's emotional reactions using eye-tracker and GSR.
- Eye Trackers from TOBII: PRO FUSION 250Hz; VR Integration based on HTC Vive 120Hz and Glasses 2 100Hz with TOBII Pro Lab software which allows to examine eye movements while using different media such as text, TV, movie, poster, web pages and also internet and mobile applications. Moreover we have SMI RED500 (500Hz) eyetracker, which allows us to conduct high-frequency game studies.The additional equipment of the eye tracker is the Mobile Device Solution which enables making research of mobile applications - their usability and design test. System supports using technologies and devices:
    - **Affectiva** (Facial Expression Analysis Engine) - a solution for monitoring / reading mimic expression, and therefore measurement based on the coding system facial muscles movements. This measurement allow to read the basic emotions of the respondent, accompanying the reception particular parts of the stimulus (e.g. advertising spot, poster, film, text).
    - **The Shimmer3 GSR + UnitGSR +** (Galvanic Skin Response) allow to study biological reactions - real-time galvanic skin reactions through stimulation with two reusable finger-mount electrodes, allowing sweat glands to be monitored by skin transduction.
    - **Shimmer3 ECG and EMG Unit** - ECG and EMG measuring device. Electrocardiogram (ECG) measures and records the pathway of electrical impulses through the cardiac

muscle both during rest and during exercise, providing information on cardiac rehabilitation during exercise. The electromyogram (EMG) measures and records the pathway of electrical activity associated with muscle contraction, measures muscle tone in damaged tissues and levels of activity, and can also be used to analyse and measure biomechanics of human and animal movements

    - **B-Alert X24 EEG Headset System** - allows to wirelessly and non-invasively study the bioelectric brain function with an electroencephalograph. The lightweight test device is easy to put on the head, combines functionality with simplicity and allow for comfortable recording of high quality test data.

- **Web crawling software,** which enables us to carry out research in the field of netnography (virtual ethnography - network cultures - web 2.0 and 3.0).
- **Software for continuous monitoring of radio and television**. On LBM UW servers are recorded (in real time) radio programme and TV stations. The show database allows to create archives that contain materials from specific events and conduct further and thorough analysis. Currently, LBM UW records 9 TV channels and 6 radio stations.
- **15 fully equipped computer desks that enable poll CATI, CAWI and CASI surveys.** Hardware and software provide access to the unique number database - valuable when conducting representative research.
- **A fully functional focus area** where, in addition to standard venetian mirror observation, we have the ability to view group interviews from play (meetings are recorded) or live online. Dedicated link provides seeing the whole study on the internet. The room interior is equipped with comfortable, colourful poof for the convenience and freedom of respondents during the quality tests.
- **Database of Polish newspapers and magazines archived since the beginning of 2013.** Access to the archive can be obtained personally in the LBM premises and remotely - by logging in a special application, which will allow you to view and save interesting articles as .pdf files.

What projects we implement - how can we use the equipment?

Such extensive and integrated equipment will allow for a variety of media studies, for example:

- Analyses and experiments in the field UX (user experience) in games and widely understood interactive applications (websites, mobiles).
- Analyses on the impact of specific play techniques in different groups of people and context use.
- Application tests (existing or crafted) on target groups with qualitative or quantitative results for remote testing.
- Research on procedural content creation in video games.
- Research on video games reception. Players' emotional reactions (also using Facetracking and EEG techniques), and narrative-formal means used (narrative, music, graphics, scene dynamics). Players' sensory interaction analyses (SI), reception of player interactions, emotional reactions of player, cognitive aspects of SI interactions.

About us – team and experience

CAM UW and LBM UW are an interdisciplinary team of specialists - more than a dozen mediologists, linguists, psychologists, sociologists, folkists, informatologists, political scientists and statisticians. Each member of the team has many years of experience in conducting both scientific and commercial projects.

We offer a comprehensive and multidisciplinary research and expertise service that allows us to gain competitive advantage - especially in the knowledge-based economy developed in Poland and in the world.

We carry out inspirational and interesting projects first and foremost - those that create new solutions and new standards, while explaining important social phenomena and key trends in media consumption and consumption

Please contact us!

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