CHANGES IN AFFECTIVE REACTION: DELAYED VS. ADVANCED SOUND IN MUSIC VIDEO CLIPS

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Background

Research on audio-visual perception suggests that sound may lag behind pictures for up to 200 ms without being perceived as delayed. In contrast, advanced sound can be detected as out of synchrony much earlier (80 ms). In everyday-life we are used to sound lagging behind its visual equivalent especially at long distances, because sound travels slower than light, whereas sound often anticipates sight on TV, where it is used to cover up sudden changes creating 'invisible cuts'.

Aims

This paper will present data from a study designed to investigate participants' affective reactions towards delayed and advanced sound in music video clips. Various features such as tempo, cut frequency and visual content differ between the clip extracts used in the study. The main question is whether or not affective reactions change when the sound is moved out of synchrony with the cut (backwards, forwards).

Method

Excerpts were taken from 10 different pre-existing music video clips to prepare different versions for presentation. Besides the original version of each excerpt, the study included versions with delayed and advanced sound. Participants were asked to rate the excerpts on bipolar adjective scales. No group of participants rated different versions of the same clip.

Results

Results show a tendency of participants to rate advanced sound versions as "better" than delayed sound versions. Similar rating differences occur among different evaluative adjectives.

Conclusions

The implication of this research is, that even though participants show a wider tolerance towards delayed than advanced sound, they seem to prefer advanced sound reminiscent of film cutting. The presented paper will more clearly define the influenced and uninfluenced bipolar adjectives.

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