

Spectators' Level of Appreciation of the Documentary Film: Predictors for Developing Audio-Visual Materials

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Abstract

The digital document is vital in modern times. This study aimed to describe the developed documentary film in terms of its duration, history, structure, and own description, as well as to assess its level of appreciation in terms of content, organization, interface, and overall package. Also, it aimed to identify the most effective indicator in developing a video and provide design tips for future documentary filmmakers. A mixed methods approach was employed to achieve the objectives. Printed questionnaires were administered to spectators by the enumerators upon showing the documentary film with the theme: "SKSU at 13: Showcasing and Honoring Outstanding Achievements over the Years" as part of the University Day Celebration on January 18, 2023. The questionnaires used the rating scale to describe the level of appreciation. Results were analyzed using mean values, and the Duncan multiple range test (DMRT) was used to determine significant differences among the quality indicators. Among the four indicators, content, interface, and overall package, received significantly higher ratings compared to an organization. Consequently, these three indicators were identified as the main predictors or tips that have been conceptualized for future audio-visual makers. The developed documentary film exhibited high quality, emphasizing the importance of research-based tips in the development of audio-visual materials. It is recommended that more similar documentary film development be promoted for local history.

Keywords: documentary video development, SKSU, Achievement