



**CALIFORNIA STATE SCIENCE FAIR
2013 PROJECT SUMMARY**

Name(s) Christopher R. Grant	Project Number S0407
Project Title The Effect of Audio Video Asynchrony on Viewer Opinion of Positive Attributes	
<p style="text-align: center;">Abstract</p> <p>Objectives/Goals This experiment aims to determine if asynchrony in a speech video will cause a significant difference upon a viewer's opinion of the main speaker, which will be determined by a questionnaire.</p> <p>Methods/Materials There were 25 participants (female=14, male=11) between the ages of 16-17 from a rural area in a western region of the United States, chosen as part of an opportunity sample. The control group watched the video with synchronized audio video and the experimental group watched the video with asynchronous audio video. The experimental hypothesis states that audio video asynchrony will cause a significantly ($p < .05$) negative interpretation of the speaker's positive attributes. The independent variable was the asynchronous audio video and the dependent variable was the attribution score of the main speaker as determined by a questionnaire.</p> <p>Materials:</p> <ul style="list-style-type: none">-Video with in synch audio and video-Same video with audio displaced forward by 60 milliseconds-Laptop-Jump drive for back up-Overhead projector-50 consent forms-Calculator-25 questionnaires-Standardized Introduction-Standardized Instructions for participants of control and experimental group-25 Flash Cards for participant's number <p>Results A one-tailed, between subjects design, t-test determined that the data was significant at the $p < .01$ level of confidence. The results supported the experimental hypothesis, in that significantly lower scores, which showed that the main speaker was interpreted in a more negative way, were received from those who watched the video with asynchronous audio video compared to those who watched the unaltered video.</p> <p>Conclusions/Discussion The data showed that audio video asynchrony can cause the viewer to negatively interpret a speaker's positive attributes.</p>	
Summary Statement The impact of lip-synch error on positive attributes of a speaker	
Help Received Under the supervision of my teacher	