



ROYAL
OPERA
HOUSE

FIGMENT

IMMERSIVE AUDIENCES SURVEY

This study is conducted by researchers from StoryFutures at Royal Holloway, University of London, on behalf of the Royal Opera House and Figment Productions (who built the experience). With this survey, we want to measure your opinion on your experience. If you would like to discuss any aspect of the research, please email [REDACTED]. This survey should take about 5 minutes to complete.

You can stop the survey at any time and do not need to give a reason. Your data is only saved at the end of the study, so if you want, you can refresh the browser to destroy it. However, once your responses are saved they are completely anonymous, so we will not be able to remove them from the database at a later time.

Your anonymised data will be accessible to team members from [REDACTED] the Royal Opera House and Figment Productions. This data may later be used by other researchers and/or deposited without identifying information in data sharing archives. Please feel free to ask the researchers any questions before you decide whether or not to participate. This study is run under the jurisdiction of the Research Ethics Committee at [REDACTED].

Ethical Approval

By beginning the study you indicate that:

- you have read this information about the study in full
- you have had the opportunity to ask questions (and have received satisfactory answers to any questions that you asked)
- you are over 16 years-old
- you understand that you are free to withdraw from the study at any time, without giving a reason. There are no consequences for doing so.
- you freely and voluntarily choose to participate in this research project

If all these statements are correct, please tick 'I agree' below. If not, please feel free to stop doing the study.

☒ I agree

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General Information

1. Age

2. Gender

3. What is your ethnic group

- ☐ Arabic
- ☐ Asian / Asian British
- ☐ Black / African / Caribbean / Black British
- ☐ Mixed / multiple ethnic
- ☐ White
- ☐ Other ethnic group

4. Which country do you currently live in?

5. Do you consider yourself to have a disability?

- ☐ yes
- ☐ no
- ☐ prefer not to say

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Questions

6. Have you ever used a virtual or augmented reality headset before today?

- ☒ Never
- ☐ Once or twice
- ☐ Occasionally
- ☐ Regularly

7. Do you own a VR headset?

- ☐ No
- ☐ Yes

8. Have you ever used your smartphone to experience augmented reality (e.g. Pokemon Go)?

- ☐ Never
- ☐ Once or twice
- ☐ Occasionally
- ☐ Regularly

9. Have you taken part in any other location-based VR experiences like this (where you go to a venue to take part)?

- ☐ No
- ☐ Yes

10. How did you hear about this experience?

- ☐ Email newsletter
- ☐ Online or print publication
- ☐ Radio
- ☐ Recommended by friend
- ☐ Royal Opera house website
- ☐ Social media
- ☐ TV
- ☐ Other (please describe)

11. How often do you go to the opera in general?

- ☐ Monthly
- ☐ Yearly
- ☐ Infrequently
- ☐ Never

12. Have you visited the Royal Opera House before?

- ☐ Yes, in the last 12 months
- ☐ Yes, between one and two years ago
- ☐ Yes, between three and five years ago
- ☐ Yes, but more than five years ago
- ☐ No, this is my first visit

13. Do you experience opera in other ways?

- ☐ Watching at home (live stream, YouTube, tv)
- ☐ Listening at home (radio, online, CD)
- ☐ Watching at the cinema

14. Are you visiting with anyone else today?

- ☐ Yes
- ☐ No
- ☐ Other, please specify

15. What was your motivation for visiting today?

- ☐ Spend time with friends and family
- ☐ To be entertained
- ☐ To be inspired
- ☐ To do something new / out of the ordinary
- ☐ To be able to participate in socially distanced cultural experience

16. Overall, how much did you enjoy the experience?

- ☐ ★ Did not enjoy at all
- ☐ ★★
- ☐ ★★★
- ☐ ★★★★
- ☐ ★★★★★ Enjoyed very much

17. On a scale of 1-10, how likely would you be to recommend this experience (where 1 being 'not at all' and 10, being 'very much so').

18. I am now keen to experience other opera at the Royal Opera House

- ☐ Absolutely
- ☐ Yes
- ☐ Unsure
- ☐ No
- ☐ Absolutely not

19. Has this experience changed your impression of the Royal Opera House?

- ☐ Positively
- ☐ Somewhat positively
- ☐ Not at all
- ☐ Somewhat negatively
- ☐ Negatively

20. Should the Royal Opera House should have more experiences like this?

- ☐ Absolutely
- ☐ Yes
- ☐ Unsure
- ☐ No
- ☐ Absolutely not

21. Would you like to do the experience again?

- ☐ Absolutely
- ☐ Yes
- ☐ Unsure
- ☐ No
- ☐ Absolutely not

22. Which components of this type of content would you like to see more of?

- ☐ Interactivity
- ☐ Characters
- ☐ Story
- ☐ Realism
- ☐ Longer duration
- ☐ Involvement of senses besides vision and sound
- ☐ Other (describe)

23. If this experience was adapted for use at home, would you be interested?

- ☐ Absolutely
- ☐ Yes
- ☐ Not sure
- ☐ No
- ☐ Absolutely not

24. Does taking part with other participants enhance the experience?

- ☐ Absolutely
- ☐ Yes
- ☐ Not sure
- ☐ No
- ☐ Absolutely not

25. The aspects below are not normally present in virtual reality. To what extent do you agree that they helped draw you into the experience more than if they were not present?

	Very much so	Somewhat	Not sure	Not really	Not at all
Blowing wind	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Floor vibration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freedom of movement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Virtual hands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audience avatars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree with the below?

26. In the computer generated world I had a sense of "being there".

- ☐ very much so
- ☐ yes
- ☐ not sure
- ☐ no
- ☐ not at all

27. I felt present in the virtual space.

- ☐ fully agree
- ☐ agree
- ☐ not sure
- ☐ disagree
- ☐ fully disagree

28. I was completely captivated by the virtual world.

- ☐ fully agree
- ☐ agree
- ☐ not sure
- ☐ disagree
- ☐ fully disagree

29. How real did the virtual world seem to you?

- ☐ indistinguishable from the real world
- ☐ similar to the real world
- ☐ about the same
- ☐ similar to the imagined world
- ☐ about as real as an imagined world

30. Did you experience any of the following?

	very much so	moderately	slightly	not at all
Awe/wonder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excited	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Immersed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Engaged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transported	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any other emotions?

In future experiences like this, at what price would you consider the experience to be...

31. ... so expensive that you would not consider doing it? (Too expensive)

32. ... starting to get expensive, so that it is not out of the question, but you would have to give some thought to doing it? (Expensive / high side)

33. a bargain – a great experience for the money? (Cheap / good value)

34. ... priced so low that you would feel the quality couldn't be very good? (Too cheap)

35. Did you experience any discomfort (e.g. nausea or eye strain) or technical problems? If so, could you please give some details.

36. What puts you off taking part in hyper reality experiences?

- ☐ Issues of cleanliness
- ☐ Security
- ☐ Not knowing what to do
- ☒ Migraine or headache
- ☐ Uncomfortable
- ☐ Being watched
- ☐ Mess up make-up
- ☐ Mess up hair
- ☐ Looking like a fool
- ☐ Might break headset
- ☐ Not knowing surroundings
- ☐ Issues with glasses
- ☐ Nausea
- ☐ Cost
- ☐ Lack of good content
- ☐ Any other dislikes?

37. Thinking about your engagement with arts and culture during the COVID-19 crisis, to what extent would you agree or disagree with the following statements?

	Completely agree	Agree	Unsure	Disagree	Completely disagree
I have discovered new forms of arts and culture online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have discovered new forms of art and culture as in-person socially distanced experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The types of art and cultural content that I am viewing online is similar to what I would normally see in person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am viewing more online arts and cultural content now than I did before the COVID-19 crisis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

38. Any further comments about how COVID has affected your engagement with culture/arts?

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Final

39. How would you sum up this experience?

40. Do you have any other comments or suggestions?

41. Are you interested in hearing more about future hyper-reality events from us?
We will never share your email address with anyone else

enter email

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Complete