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Your School:	<input type="checkbox"/> ASA+D	<input type="checkbox"/> AGSU	<input checked="" type="checkbox"/> Both Schools represented
Name of the direct supervisor of this project (if other than the applicant or if there is more than one applicant i.e. team application)			
Student preference:	<i>Undergraduate</i>	<input checked="" type="checkbox"/> <i>Postgraduate Coursework</i>	<input type="checkbox"/> <i>Either</i>
What types of skills would you prefer student applicants to have? (Please check all boxes as appropriate)			
Quantitative	<input type="checkbox"/>	Qualitative	<input type="checkbox"/>
SPSS	<input checked="" type="checkbox"/>	Library research skills	<input type="checkbox"/>
Excel	<input checked="" type="checkbox"/>	Survey	<input checked="" type="checkbox"/>
NVivo	<input type="checkbox"/>	Interview skills	<input type="checkbox"/>
GIS	<input type="checkbox"/>		
Design	<input type="checkbox"/>	Other	<input type="checkbox"/>
Digital	<input checked="" type="checkbox"/>	Please state	
Physical	<input type="checkbox"/>		
Model making	<input type="checkbox"/>		
3D modelling	<input type="checkbox"/>		
SUMMARY RESEARCH PROJECT INFORMATION			
Title of Project	Identifying the Major Drivers of Human Perceptions to Media Screen in Central Park, Sydney		
Project description and objectives			
<p>These days media display screens become a popular method of increasing number of platforms for digital interaction and information sharing worldwide. Media screens/façades are a recent innovation that fuses information technology and smart cities to create a shared experience between members of the public. This new form of digital space integrates electronic media into public spaces through a dedicated digital screen built into a façade. Currently, the dominant spheres of use for media screen/façades are advertisement and commerce, making it difficult to realise more creative ways of using public screen displays.</p> <p>The aim of this project is to investigate human perception and satisfaction to the newly built media screen in Central park, Sydney. The increasing trend of media screen/facades suggests the new life style to people. Thus it is important to ensure people notice the screens and learn to interact with them, and how their interest can be sustained especially if a media screen is intended to display permanently. This study will look at current perceptions and levels of satisfaction with media screen/façades by their socio-demographic characteristics (i.e. gender, age, employment) and IT familiarity (i.e. type and frequency of digital technologies use).</p>			
Methodology			
<p>The project will conduct a random sampling survey of visitors to the case study site of Central Park. Total sample size will be around 80 participants. The respondents will be aged 18 years and over and will voluntarily answer the survey. The research methods will be both a descriptive analysis and inferential statistics such as ANOVA, Chi-square and Correlation analysis. The Principal Component Analysis (PCA) will be used to identify the major factors which affect the level of satisfaction with Media Facades in association with different socio-demographic characteristics and digital familiarity.</p>			
Expected project outputs			
<p>The main output of this research is to publish a full paper in a conference proceeding. The conference paper will focuses on:</p> <ul style="list-style-type: none"> The relationship between human perceptions to media screen and their socio-demographic characteristics. 			

- The impact of individual IT familiarity on a level of satisfaction with the media screen.
- Planning implications to improve the effectiveness of media screen in meeting their full satisfaction and displaying permanently.

Student responsibilities

The student will assist to conduct the survey and be responsible to analyse the survey data using SPSS and Excel.

Minimum student qualifications

The student should have completed 2nd year undergraduate study either in the planning or architectural program. Previous work experiences as a research assistant would be highly preferable.

Application due on 15 April 2015, fbe.ade.office@unsw.edu.au