Syncretistic images: iPhone fiction filmmaking and its cognitive ramifications

# Details

## Year

Not reported

## Scope

Local

## Countries

Sweden

## Type

Other

## Methodologies

## Other Methodology

Blind test (screening)

## Researched Groups

Children

## Children Ages

Other

## Other Childrens Age Group

15–22 years old

## Informed Consent

Consent not mentioned

## Ethics

Ethical considerations not mentioned

## URL

https://www.tandfonline.com/doi/abs/10.1080/14626268.2014.993653?journalCode=ndcr20

## Data Set Availability

Not mentioned

# Goals

"The hypothesis of this study was that, to a lay audience, in the realm of fiction filmmaking digital recording equipment is basically transparent and has little or no cultural coding capacities. Hence, the often cited motto ‘content is king’. Yet, the result of the reception study unambiguously showed that most viewers preferred the iPhone film, since it was considered the highest in image quality. This article aims to explain this rather perplexing result and provide an answer to why and how the iPhone camera outperformed professional cameras in accommodating a highly likeable cinematic experience." (Authors, 138)