

## Subjective Size of News Presenter Shrinking with Recent Enlargement of Display Size in Japan

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### Abstract

The average size of displays sold was stable at around 29.5-inch to 30.5-inch in period of 2011 to 2012, but rapidly increased in 2013, and the average display size reached 34.6-inch in Sep. 2014 as shown in Figure 1A [1]. We investigate the changes in figure size of news presenter(s) from two viewpoints; “impression” represents subjective size, i.e. the observer’s “impression” of figure size when viewing contents, and “area” represents objective size, i.e. judgment of physical area occupied by figure(s) in the whole screen. In Figure 1B, for example, the left panel is larger than the right panel in “area”. However, the right panel is larger than the left panel in “impression”. Result clearly indicates that “impression” was decreased whereas “area” was not changed in the period between 2011 and 2014 as shown in Figure 1C. The mean size estimation of “impression” was significantly lower than that for “area” in weather forecast scenes as shown in Figure 1D. Because the amount of information in the weather map is basically same in 2011 and 2014, it is considered that the difference in “impression” of figure size of news presenter is indicative of a change in the television receiver’s environment. We detected some indications of the composition changes that were considered to be induced by the enlargement of display size in the last three years, from 2011 to 2014.

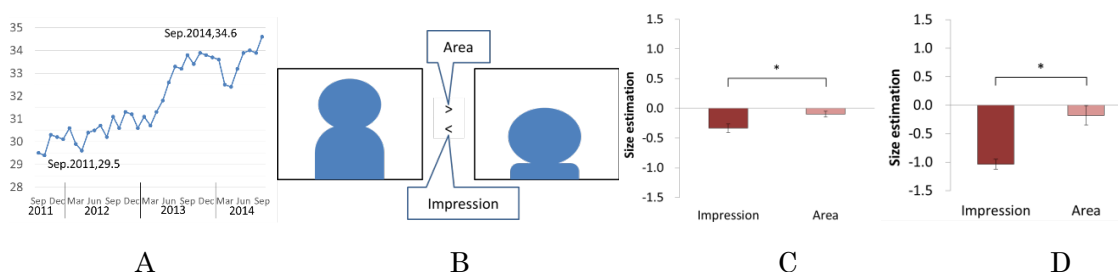


Figure 1. Figures used in the poster.

### References

1. <http://www.bcn.co.jp/press/press.html?no=302> (in Japanese)