

Application Research on the Evaluation Index System of Visual Anthropology : based on Delphi method and analytic hierarchy process

Du-Nan¹, Yu-Chuandong², Kim Chee-Yong^{3*}

Abstract

This paper introduces the development and current prosperity of the branch discipline of visual anthropology and describes the status and current situation of modern visual anthropology and analyzes the rationality that the achievements of visual anthropology is viewed as texts and enjoy the same achievements, making it more basis and scientific in the selection of visual anthropology in subsequent research. This article comprehensively uses Delphi method and analytic hierarchy process to construct an evaluation system of visual anthropology, as well as put forward the basic principles of screening films using this evaluation system in subsequent studies and a simple outlook for future expansion.

Key Words: Evaluation System, Delphi, Analytic Hierarchy Process (AHP), Visual Anthropology.

I. INTRODUCTION

As we all know, social science research has traditionally taken the form of still and moving images. Such as papers, monographs, research reports, etc. But in recent years, with the development of science and technology, more and more new media come into people's vision. Such as database results, academic film and television works. In the field of anthropology, a typical example is the work of visual anthropology: anthropological documentaries/ethnographic films [1]. Therefore, it is urgent to make the evaluation system of visual anthropology work scientific and standardized. How to establish the evaluation system of academic achievements should be discussed.

The dynamic pictures and sounds of film and television are the only means of human expression that can be called

"accurate" [2]. Therefore, visual anthropology has a unique methodological perspective and academic characteristics.

Due to the characteristics of visual anthropology works and the current situation of the society, it is urgent to establish an evaluation system. On the one hand, it takes as much time and effort to produce high-quality film and television works as text works, which has more social influence. On the other hand, from the perspective of the influence of the works, academic works and papers of anthropology are often only read by those in the same discipline and rarely have social effects. And an excellent work of visual anthropology, its influence and dissemination not only limited in the profession, but also throughout all walks of life, and even can form the power to change the social concept. Therefore, from the perspective of the workload required for the production of works and the impact after the production of works, the

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Corresponding Author (*): Chee-Yong Kim, Department of Game Animation Engineering, Dong-eui University, 176, Eomgwang-ro, Busanjin-gu, Bus-an, 47340, Republic of Korea.

¹Du-Nan, Graduate School of Storytelling, Dong-eui University, Bus-an, Republic of Korea, +82-010-9583-1966, dunan8083@naver.com.

²Yu-Chuandong, Graduate School of Design, Dong-eui University, Bus-an, Republic of Korea, +86-13046406828, 13046406828@qq.com.

³Chee-Yong Kim, Department of Game Animation Engineering, Dong-eui University, 176, Eomgwang-ro, Busanjin-gu, Bus-an, 47340, Republic of Korea.

achievements of visual anthropology deserve the same attention as the achievements of texts. Therefore, it is urgent to establish an assessment system that can be recognized by peers, win the trust of the academic community, and at the same time have relatively clear quantitative standards and rules.

II. ESTABLISHING EVALUATION SYSTEM BY DELPHI METHOD

Table 1. The specific evaluation indicators of Zhang-Aining.

First-level indicators	Second-level indicators	Indicators Item Description
Principle of values B1	Theme positive C11	The theme is positive and conveys positive emotions.
	Values respect C12	Respect the subjects' values, religion, and ethical beliefs.
	Cautious attitude of values output C13	Be cautious in dealing with values issues.
Realm principle B2	inner presentation of the story C21	The degree of inherent presentation of a film story determines the level of film realm.
	degree of fit between the viewer and the artwork C22	Whether a film is ornamental or not depends mainly on the fit between the audience and the realm of artistic works.
	the trivial meaning of the story C23	The story does not require twists and turns, mainly because it can reflect the truth from the small story
The principle of timeliness B3	Temporal Principle C31	Have a good grasp of the film's publication time. Older films should have classic characteristics.
	Effectiveness Principle C32	The selection of the film should be based on the test dimensions of the test subject, so as to achieve a good emotional relief effect or other enhancement.
	Uniformity of timeliness C33	A good grasp of the unity of the film's publishing time and the effect of the film's treatment.
The principle of friendliness and reprocessing B4	Applying the principle of friendliness and reprocessing C41	Film and television works should draw on the technology of music entertainment and reprocessing (MEDR), and make targeted film selection after confirming the traumatic events of the visitors' life experience
The principle of empathy B5	The appeal of the story itself C51	The movie story itself has a good sense of attraction, which can serve as a good therapeutic factor.
	Meet the psychological characteristics of the subject group C52	The choice of film is in line with the "target audience", and it is easy to touch the unconscious plot deep inside the visitor.

In the process of constructing the evaluation system, the most recognized and convincing method is to apply the Delphi expert method. Delphi Expert Method (Delphi). It is a consulting and decision-making technology that can be applied to almost any field summarized and proposed by the American RAND Corporation in 1964. The core is to conduct several rounds of letters and consultations to seek expert opinions through anonymous methods. The forecasting and evaluation leadership group summarized

and summarized the opinions of each round, and then sent them to each expert as reference materials for the experts to analyze and judge, and put forward new arguments. After so many iterations, the opinions gradually converge, and a more consistent and reliable conclusion or plan is obtained [3].

2.1. Initial construction of evaluation index system

This study analyzes a large number of related texts, film evaluation index systems. Zhang-Aining, the most influential film therapist in China, according to the table, believes that the principle of film selection for film therapy should follow the "principle of values", "the principle of empathy", "the principle of timeliness", "the principle of realm", "the principle of systemic desensitization" [4].

China's first film and television anthropologist Wu-Qiao pointed out that the ethnographic or anthropological film and television works should be evaluated in accordance with the "Artistic Principles" "Cycle of Film Production" "Award Finale Principles" [5]. The specific indicators are shown in the following table:

Table 2. The specific evaluation indicators of Wu-Qiao.

First-level indicators	Second-level indicators	Indicators Item Description
Recurrence principle B6	periodicity of film production is not less than one year C61	Humanities film and television works produced in the early field surveys, mid-term shooting and post-production are usually not less than one year.
	Focus on scene immersion C21	Build a field that is conducive to conveying information to the audience through a large amount of specific information.
Artistic Principle B7	Attention to detail performance C22	Passing details through the lens, accurately presenting the social context.
	(Character action) A sense of movement state C23	The performance and portrayal of non-verbal symbol systems (rituals, dances, etc.) are prominent, detailed, and aesthetically pleasing.
	The artistic sense of audiovisual language C24	The visual and audio presentation of the film is in line with the theme and is full of beauty.
Award Finale Principle B8	International Film Festival / Film Festival Selection C41	Film and television works selected for international film festivals / film festivals, with finalists' certificates or invitations, published by national audiovisual publishing houses, or broadcast by national television stations to a higher standard.
	National Film Festival / Film Festival Selection C42	Film and television works are selected in national film festivals / film festivals, with certificates of selection; and published by regular audiovisual publishers (with book numbers or audiovisual product numbers), or broadcast by television stations at or above the provincial level as the threshold criteria.
	Matching of text and film and television works C43	A scholar is allowed or even encouraged to produce both text works and film and television works, especially for a research theme that produces "supporting" works that have both text and film.

After analysis, screening, and refinement, a film evaluation index system consisting of 8 first-level indicators and 21 second-level indicators was initially constructed.

2.2. Identify Review Panel

This research has passed the China Academy of Art (the highest institution of Chinese cultural research); Beijing Film Academy (the highest institution where Chinese film theorists and practitioners gather); China Shaman Cultural Association (China's most influential association of folk culture practitioners); The official website of the China Folklore Research Association (the institution where China's most influential anthropological scholars are located), the number of experts to be selected is 22, and 13 people have received responses after communicating via email and telephone app.

In order to ensure the typical of the membership of the expert group, there are four main types of experts invited: scholars of anthropology, scholars of film studies, practitioners of folk culture, and filmmakers.

The membership of the expert group is as follows:

Table 3. Membership of the Expert Group.

Expert Source	Selection conditions	Nominations	Proportion
Anthropologists	Engaged in anthropological cultural research for more than 10 years, have experience in core international or domestic journals in the field of anthropology.	4	31%
Film Research Scholar	Engaged in film theory research for more than 10 years, with experience in core international or domestic journals in the field of film;	4	31%
Folk culture practitioner	Folk culture practitioners who have been engaged in folk custom activities for more than 10 years and have a large influence	2	15%
Filmmaker	People who have been involved in film production for more than 10 years, or who have won awards for representative works at international or domestic film festivals	3	23%

2.3. The First Round Delphi Questionnaire

The purpose of the first round of Delphi questionnaires was to seek experts' opinions on the revision of the preliminary evaluation index system for films and their judgments on their importance. In the first round of the Delphi method, 13 questionnaires were distributed by mail, and 13 were recovered with a 100% recovery rate: $P_i=100\%$. This shows that the selected experts are concerned about the research and have a high degree of participation.

The first part of the questionnaire is the index importance scoring table: experts are asked to rate the importance of the indicators. The scoring rules are based on the Likert scale. Ask the experts for changes to the preliminary indicators and whether new indicators need to be added.

The second part of the questionnaire is a questionnaire for experts, as follows:

Table 4. Experts Authoritative Case.

Judgments based C_a	Quantified value	Familiarity C_s	Quantified value
Experience	0.8	very familiar	1.0
Theoretical analysis	0.6	familiar	0.8
Domestic and foreign literature	0.4	Generally familiar	0.4
Expert Intuition	0.2	Not very familiar	0.2
		unacquainted	0.0

According to the reliability of expert opinions, and the general evaluation index selection criteria:

- The index of expert authority $C_r \geq 0.7$, ($C_r = \frac{C_a + C_s}{2}$)
- \bar{X} (the indicator average) < 4 points,
- CV (the coefficient of variation) > 0.3

The indicators that meet these conditions are initially listed as "deleted" indicators, and then the indicators can be modified to form the second round of expert consultation based on expert opinions. The second round of expert consultation was formed after the indicators were modified. Based on this condition, the details of the recovered expert data are as the following Table 5.

Through the analysis of the recovered data, it was found that the "Realm principle", "the principle of time liness", "the principle of systemic desensitization" and "the principle of friendliness" and "Recurrence principle" are eligible for deletion. Therefore, it is necessary t

o discuss these four indicators.

2.4. The Second Round Delphi questionnaire

A total of 13 Delphi questionnaires were sent by mail in the second round, and 13 were eventually recovered, with 13 valid and 100% recovery rates. In the recovered data, the "timeliness" principle changes as shown in the table below.

Table 6. The Change of "Timeliness" Principle.

First-level	Second-level	\bar{X}	SD	CV
The principle of timeliness B3	B31	2.23	0.83	0.37
	B32	4.08	0.91	0.22
	B33	4.00	0.91	0.23

Analysis of the recovered data shows that the "the principle of timeliness" in the work specification is only 69.3% and that the coefficient of variation is greater than 0.25. It shows that except for the consistency of this index item, the consistency of the other index items has been reached.

Judging the expert consistency test of this study, there are 16 secondary indicators in the study, of which 15 are consistent. The consensus rate of secondary indicators = 15/16 = 93.75% > 80%. Therefore, the author or it is considered that the film evaluation index system developed in this study has reached a consensus after two rounds of revisions, so the Delphi survey can be ended. Based on this condition, the details of the recovered expert data are as in Table 5.

III. USE AHP TO ASSIGN WEIGHTS

3.1. Establish Hierarchical Structure Model

Based on the movie evaluation index system that has been constructed, a hierarchical model of the movie evaluation index system can be established. The entire hierarchical model can be divided into three layers; target layer A, criterion layer B, and indicator layer C. The target layer is the film evaluation index system. The criterion layer includes the five dimensions of the system construction, and the indicator layer includes the 16 indicators of the system construction.

The architecture diagram is as follows:

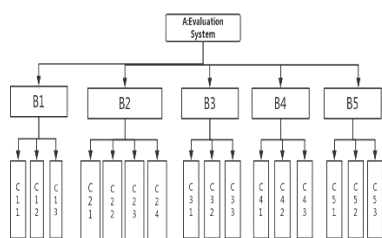


Fig. 1. Architecture Diagram.

Table 5. Recovered Expert Data.

First-level	Second-level	\bar{X}	SD	CV
Principle of values B1	C11	4.08	0.64	0.16
	C12	4.38	0.65	0.15
	C13	4.15	0.80	0.19
Realm principle B2	C21	2.23	0.73	0.33
	C22	2.30	0.85	0.37
	C23	1.69	0.75	0.44
The principle of timeliness B3	C31	2.38	0.77	0.32
	C32	2.38	0.77	0.32
	C33	2.46	0.78	0.32
The principle of friendliness and reprocessing B4	C41	2.00	0.91	0.46
The principle of empathy B5	C51	4.38	0.65	0.15
	C52	4.00	0.82	0.21
	C53	4.38	0.65	0.15
Recurrence principle B6	C61	2.15	0.99	0.46
Artistic Principle B7	C71	4.15	0.69	0.17
	C72	4.08	0.91	0.22
	C73	4.00	0.91	0.23
	C74	5.00	0	0
Award Finale Principle B8	C81	4.38	0.77	0.18
	C82	4.00	0.82	0.21
	C83	4.00	0.82	0.21

3.2. Construct Pairwise Comparison Judgment Matrix

Experts make a pairwise comparison of all the indicators in the hierarchy, judge their relative importance according to the rules, and quantify the judgment results to form a judgment matrix. The rule for quantifying the judgment result is the 1-9 scale method proposed by Professor A.L. Saaty, an American operations researcher [6]. The judgment matrix obtained is shown in the table.

Table 8. Matrix Normalization.

0.240	0.227	0.211	0.250	0.316
0.480	0.455	0.421	0.417	0.421
0.120	0.114	0.105	0.167	0.053
0.080	0.091	0.053	0.083	0.105
0.080	0.114	0.211	0.083	0.105

3.3. Hierarchical Single Ordering and Consistency Check

The decision matrix corresponds to the vector of the maximum eigenvalue. After normalization, it is the ranking weight of the relative importance of the corresponding factor at the same level to a certain factor of the previous level. This process is called hierarchical single ordering.

After the matrix is normalized by the data as shown in Table 9. In order to avoid decision errors caused by violating the decision matrix, consistency check of the decision matrix is required. A. L Saaty's average random consistency index was used to check the consistency of the judgment matrix (see Table for average consistency indexes). According to each average consistency index, the consistency index of the judgment matrix $CI = \lambda_{max} - n / n - 1$. Random consistency ratio $CR = CI / RI$. If $CR < 0.1$, the matrix is considered to have satisfactory consistency.

The results of various consistency tests are shown in Table 10 (given the value given by the consistency check, $RI = 1.1185$). It can be seen from the above table that the random consistency ratio CR of all levels of random consistency is less than 0.1, and the matrix constructed in this paper can be considered to have satisfactory consistency.

3.4. Hierarchical Total Ranking and Consistency Check

The ranking of the relative importance of all factors at the same level to the high-level (total goal) is called the total ranking of the hierarchy. This process is carried out layer by layer from the highest layer to the lowest layer. After the total ranking of the layers is completed, consistency is also

required test [6]. When layer A, total sorting random consistency ratio:

$$CR = \sum_{i=1}^m \frac{CIY_i\omega_i}{[\sum_{i=1}^m RI\omega_i]} \quad (1)$$

If $CR < 0.1$, it is considered that the hierarchical total ranking results have a satisfactory consistency and accept the analysis results.

Table 9. Weights of the Indexes of the Coefficients.

A (First-level indicators)	First-level evaluation index	sequence	Second-level indicators	Second-level evaluation index
B1 (Principle of values)	0.161	2	C11	0.026
			C12	0.087
			C13	0.048
B7 (Artistic Principles)	0.515	1	C71	0.123
			C72	0.193
			C73	0.087
			C24	0.111
B3 (The principle of timeliness)	0.14	3	C31	0.025
			C32	0.065
			C33	0.057
B8 (Award Finale Principles)	0.069	5	C81	0.037
			C82	0.020
			C83	0.011
B5 (The principle of empathy)	0.109	4	C51	0.016
			C52	0.016
			C53	0.078

Table 7. Primary Index Judgment Matrix.

A	B1	B2	B3	B4	B5
B1	1	1/2	2	3	3
B2	2	1	4	5	4
B3	1/2	1/4	1	2	1/2
B4	1/3	1/5	1/2	1	1
B5	1/3	1/4	2	1	1

The following is a total ranking consistency check of the movie's evaluation index system:

$$CR = \frac{\sum_{i=1}^5 \frac{Cl_i \omega_i}{\sum_{i=1}^5 Rl_i \omega_i}}{5} = 0.055 < 0.10. \quad (2)$$

It shows that each decision matrix meets the consistency requirements. Finally, this article constructs a complete movie evaluation index system with weight distribution as shown in Table 10 (see Appendix also).

IV. ANALYSIS OF RESULTS OF INDICATOR SYSTEM

Through analysis, we can see that the consideration of anthropological film and television works should be divided into five dimensions, and the proportion from high to low should be: artistic sense principle, values principle, timeliness principle, empathy principle, and award qualified principle.

- In the Artistic Principles: attention should be paid to the rendering of details first, followed by the immersion of the scene, and the use of audiovisual language and the presentation of the state of movement should not be neglected.
- In the principles of values: we should first emphasize the subjectivity, then, we should stay cautious about the output of values while respecting them.
- In the principle of timeliness: we should not ignore the principle of timeliness in the basis of laying emphasis on effectiveness and unity.
- In the principle of empathy: we must first focus on telling stories with shots, and secondly the attraction of the story itself. At the same time, the psychological and degrees of education of the subjects cannot be ignored.
- In the principle of award finale: being short-listed for international awards can luster the work, then the national film festival or film festival. Meanwhile, the supporting situation of texts and film and television works must not be overlooked.

V. CONCLUSION

Based on the analysis of the relevant literature and the existing evaluation index system, this article sorts out the preliminary evaluation indicators of Shaman cultural content film evaluation, comprehensively uses Delphi and AHP, and combines qualitative and quantitative methods to give full play to each method. Specialty, to avoid the

shortcomings of using a method alone, and finally constructed a scientific and reasonable Shaman cultural content movie evaluation index system consisting of 5 first-level indicators and 16 second-level indicators.

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Authors



Du-Nan received her Bachelor of Arts degree, in 2010 , graduated from Shenyang Conservatory of Music, China. She graduated from Liaoning University in China in 2014 with MFA. In 2016, she became a visiting fellow at Taiwan Shih Hsin University. In 2018, she entered PHD. in storytelling at Dong-eui University in Korea. Her main research areas are film

science and visual anthropology. She in the winner of the highest award in China's microfilm industry.

In 2014-2019, she became a teacher of Shenyang City College in China, mainly teaching courses in film production.

In 2015, she was hired as the guest director of Shenyang Radio and Television of China, and in 2017 she was appointed as the executive director of China Shenyang Radio and Television Association. Since 2014, she has won the National Outstanding Instructor Award for three consecutive years. Her students have won first place in international awards such as the Davis Film Festival and the Golden Rooster and Bai-hua Film Festival.



Yu-Chuandong is Doctor of Environmental Art Design, graduated from the Qing-Dao University Of Technology in 2012. He is working in Yan-Tai Vocational College. His research interests include Ecological Building and Environmental Art Design.



Chee-Yong Kim has received 1991, Department of Physics, Inje University 2000, Inje University Graduate School, Ph.D. in Physics 2000-2006, Busan Information University, Ordinary New Department and Dongseo, University, Associate Professor of Digital Design 2007, Harris Manchester, University of Oxford, UK College,

Visiting Fellow 2012, Seoul National University Automation System Joint Research Institute, Visiting Professor at Loading Center March 2006-Present Digital Video, Dong-A University Professor, Department of Game and Image Engineering

Interests: 3D Animation, Multimedia Design, Chaos & Fractal Design, VR / AR, Game Content Design, Virtual Fitting System, Transmedia Storytelling.

Table 10. The Evaluation Index System of Visual Anthropology.

First-level indicators	Level-1 indicator weight/ F1i	Second-level indicators	Level-2 indicator weight/ F2i	Indicators Item Description
Principle of values	0.161	Theme positive	0.087	The theme is positive and conveys positive emotions.
		Values respect	0.048	Respect the subjects' values, religion, and ethical beliefs.
		Cautious attitude of values output	0.026	Be cautious in dealing with values issues.
Artistic Principle	0.515	Focus on scene immersion	0.123	Build a field that is conducive to conveying information to the audience through a large amount of specific information.
		Attention to detail performance	0.193	Passing details through the lens, accurately presenting the social context.
		(Character action) A sense of movement state	0.087	The performance and portrayal of non-verbal symbol systems (rituals, dances, etc.) are prominent, detailed, and aesthetically pleasing.
		The artistic sense of audiovisual language	0.111	The visual and audio presentation of the film is in line with the theme and is full of beauty.
The principle of timeliness	0.147	Temporal Principle	0.025	Have a good grasp of the film's publication time. Older films should have classic characteristics.
		Effectiveness Principle	0.065	The selection of the film should be based on the test dimensions of the test subject, so as to achieve a good emotional relief effect or other enhancement.
		Uniformity of timeliness	0.057	A good grasp of the unity of the film's publishing time and the effect of the film's treatment.
Award Finale Principles	0.069	International Film Festival / Film Festival Selection	0.037	Film and television works selected for international film festivals / film festivals, with finalists' certificates or invitations, published by national audiovisual publishing houses, or broadcast by national television stations to a higher standard.
		National Film Festival / Film Festival Selection	0.020	Film and television works are selected in national film festivals / film festivals, with certificates of selection; and published by regular audiovisual publishers (with book numbers or audiovisual product numbers), or broadcast by television stations at or above the provincial level as the threshold criteria.
		Matching of text and film and television works	0.011	A scholar is allowed or even encouraged to produce both text works and film and television works, especially for a research theme that produces "supporting" works that have both text and film.
The principle of empathy	0.109	Meet the psychological characteristics of the subject group	0.016	The choice of film is in line with the "target audience", and it is easy to touch the unconscious plot deep inside the visitor.
		The appeal of the story itself	0.016	The movie story itself has a good sense of attraction, which can serve as a good therapeutic factor.
		Use the characteristics of the film to express artistic ideas	0.078	Use the characteristics of the film to express artistic ideas, try to avoid narrative traditions adapted from literature and drama, and treat ≠ art appreciation

Appendix: The Expert Scoring Questionnaire

Dear experts:

Hello! The purpose of this questionnaire is to make the evaluation index of anthropological film and television works scientific and standardized, and to determine the weight coefficient of each index. Please rate the listed indicators in terms of importance according to your experience. The results of this survey will be the main basis for evaluating the weight of index. Please use 9-degree method to score the importance of the former level indicators. Thank you for your support!

Questionnaire details:

1 Evaluation index system: The purpose of this questionnaire is to determine the relative weight of each index in the evaluation system of anthropological film and television works mentioned below, which is evaluated by the expert scoring. It mainly includes five dimensions: timeliness principle, values principle, artistic principle, empathy principle and award finale principle.

2 Standard for evaluation: Please score the importance of each layer according to the scale in the table below.

Index comparison	equal important	slightly important	obviously important	highly important	absolute important	fall in between
scale	1	3	5	7	9	2, 4, 6, 8

The importance of the first-level indicators (with scoring case table)

	timeliness	values	Artistic	empathy	Award Finale
timeliness	1				
values		1			
Artistic			1		
empathy				1	
Award Finale					1

The above is an example of scoring an indicator, where the diagonal is 1, other data are filled in 1,3,5,7,9 based on the relative importance of the indicators. If the importance is between two of them, fill in 2,4,6,8. For example, if the timeliness principle is obviously more important than the value principle, fill in 5, the artistic principle is slightly more important than the empathy principle, fill in 3, and so on. For example:

<Important Situation of Artistic Principle>

	Focus on scene immersion	Attention to detail performance	(Character action) A sense of movement state	The artistic sense of audiovisual language
Focus on scene immersion	1			
Attention to detail performance		1		
(Character action) A sense of movement state			1	
The artistic sense of audiovisual language				1

<Important values and principle>

	Theme positive	Values respect	Cautious attitude of values output
Theme positive	1		
Values respect		1	
Cautious attitude of values output			1

