



Scientific video-based behavioral research made easy

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International Conference "Human Resource Management In The Age Of Digital Challenges"

About me

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- Certified Sales Manager
- Speaker – Trainer – Consultant



Conflict of Interest !!!

About Mangold International

Headquarters in Germany

Customer base in approx. 50 countries

Software and Hardware...

...for Data Collection and Analysis in Human and Animal Behavior



Behavior Observation (in Human Resource Management)

- Data... => results
 - ask
 - measure
 - observe

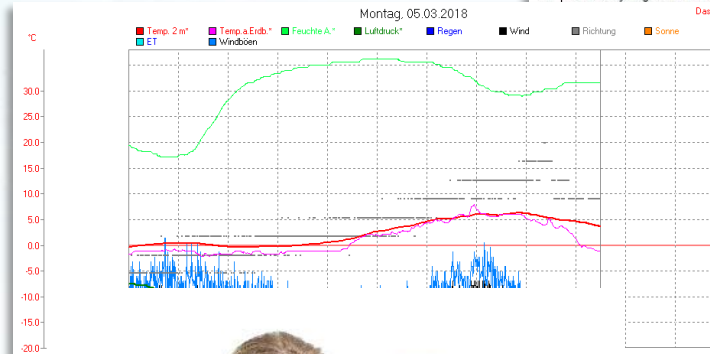


Part 2

Please circle the number which corresponds to the answer that better describes you and your habits.

Which energy services do you use in your daily life?

	Yes	No	I don't know
1 The house (flat) I live in has thermal isolation (windows, walls, roof) to prevent heat losses.	1	2	3
2 We use electrical cooling systems (air conditioning) in the summer.	1	2	3
3 We replaced bulbs by energy saving lamps.	1	2	3
4 We use gas instead of electric power for cooking in our household.	1	2	3
5 We have a TV set in our kitchen.	1	2	3
6 I have a TV set in my bedroom.	1	2	3
7 Public transportation is sufficient in my home area.	1	2	3
8 I hang my clothes outside to dry on sunny days.	1	2	3
9 Some of my neighbours are using renewable energy.	1	2	3



Sensor	Temp. 2
Min/Wert	04.00
Max/Wert	15.33
Durchschnitt	05.03. 18.59

Luftdruck	hPa	Wolkensunterg.	252m
05.30	991.7	Sichtweite	5.13km
00.00	995.5	Regen/1h	0.0l/mf
0.9lPa/h	992.8	Regen/1tag	0.0l/mf
Schneereg.	993.5	Sonnenschein	0.30h

what I need.	1	2	3
en there is enough daylight.	1	2	3
other than using the cooker/oven.	1	2	3
ig rather than wait for it to defreeze in	1	2	3
e.	1	2	3

	Never	Rarely	Sometimes	Very Often	Always
ig with it.	1	2	3	4	5
c) at the same time.	1	2	3	4	5
	1	2	3	4	5

behaviour?	1	2	3	4	5
like the world more eco-friendly.	1	2	3	4	5
arn how renewable sources could be used for energy supply.	1	2	3	4	5

Group Session Lab

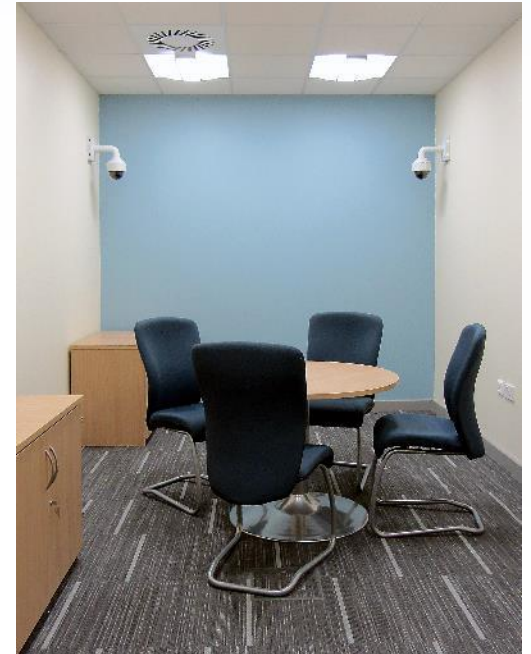
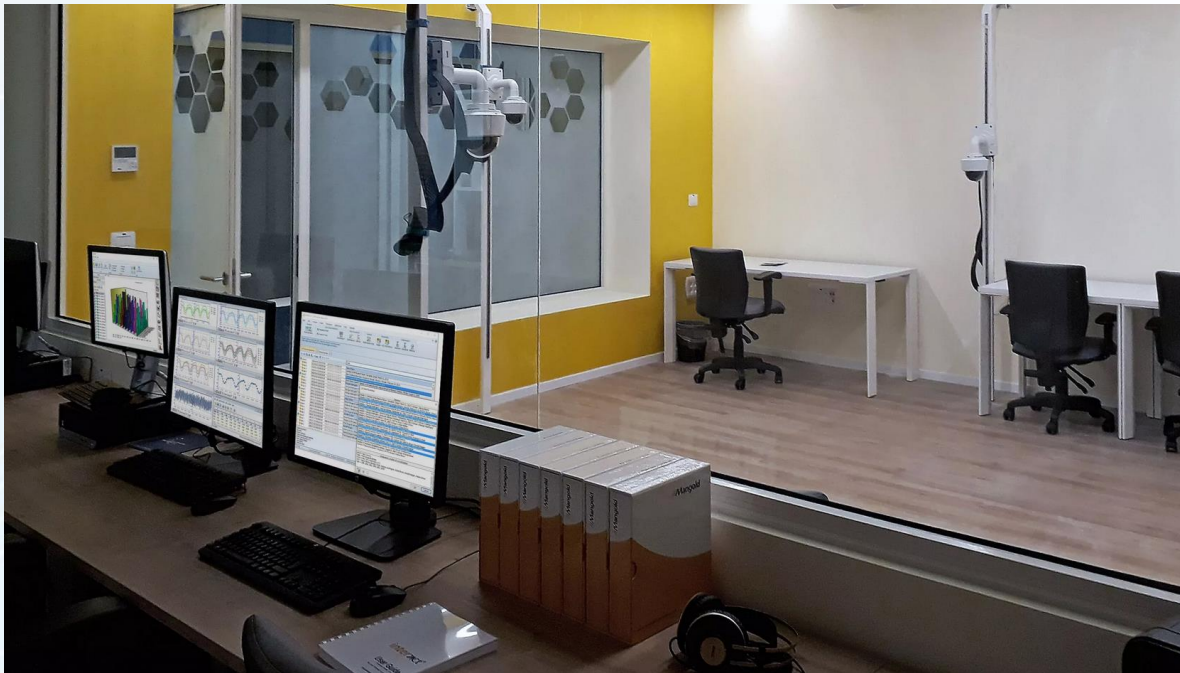
Eye Tracking/Usability Lab

Observation Room

Interaction Lab



Stationary Lab



Portable Lab



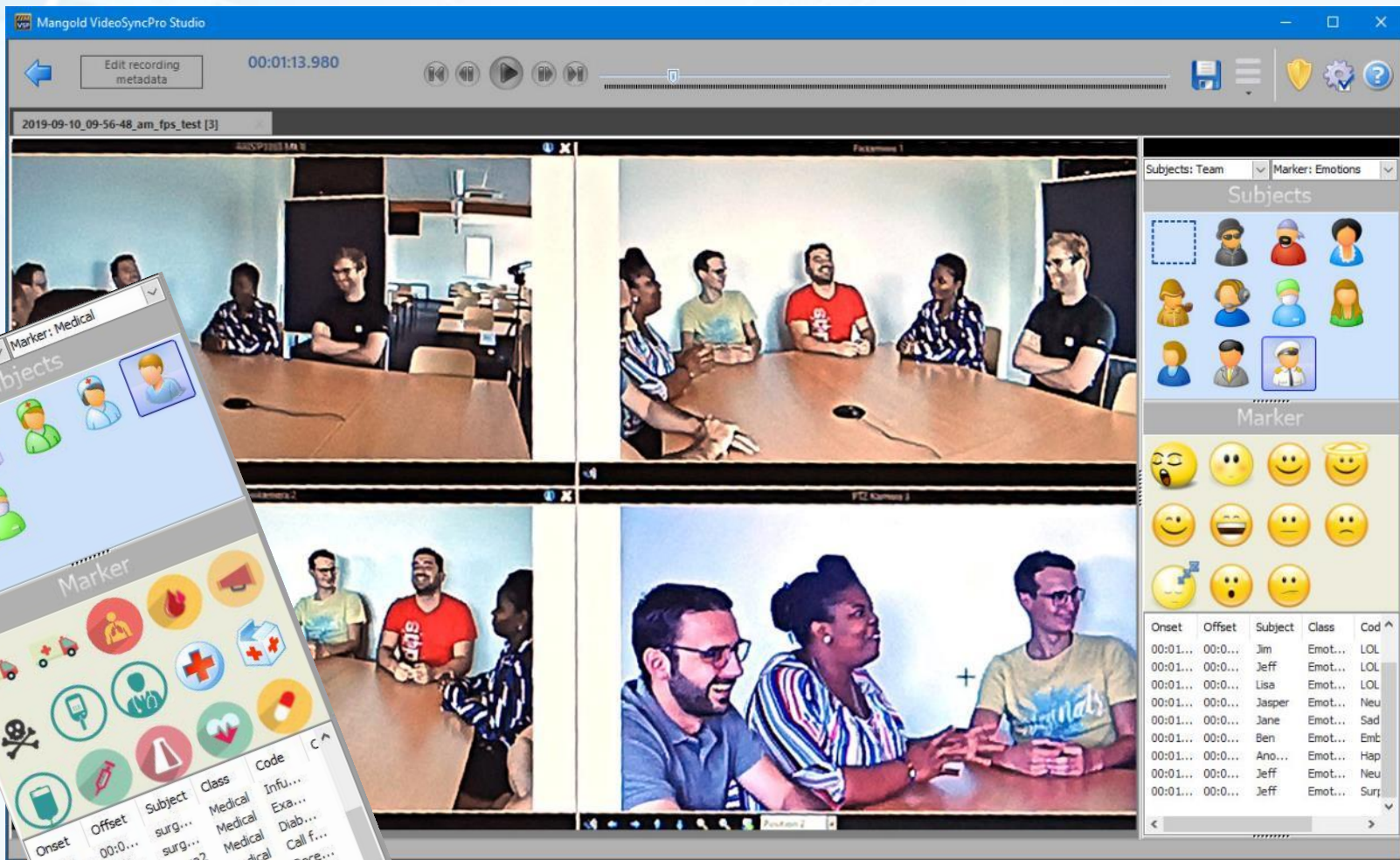
The Goal of Observation



**Data
Collection**

Results

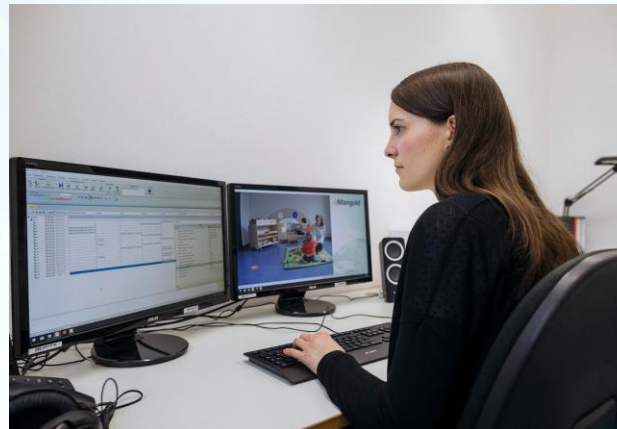
Mangold VideoSyncPro Studio for Review & Debriefing



Scientific Way of Video Coding & Analysis with **Mangold INTERACT**



Observe



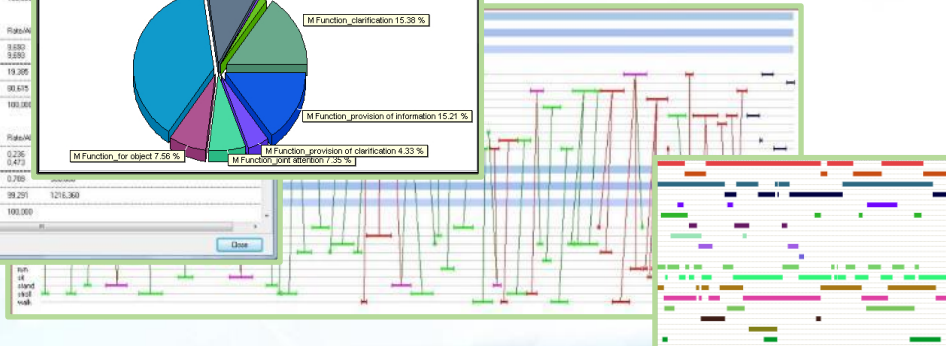
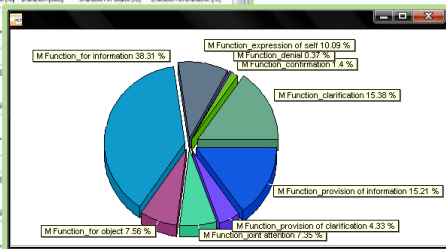
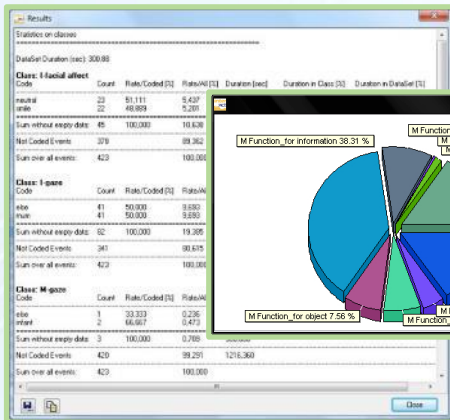
Class	Type	Actor	xPos	yPos	
282	00:08:41:10	NavCon	LogSq	0 0 0	"http://
283	00:08:41:22	DownW	LogSq	0 0 0	***
284	00:08:42:06	Docume	LogSq	0 0 0	"http://
285	00:08:55:08	NavSta	LogSq	0 0 0	"http://
286	00:08:55:12	DownW	LogSq	0 0 0	***
287	00:08:56:22	NavCon	LogSq	0 0 0	"http://
288	00:08:57:16	DownW	LogSq	0 0 0	***
289	00:08:58:00	Docume	LogSq	0 0 0	"http://
290	00:08:59:14	DownW	LogSq	0 0 0	***
291	00:08:59:15	DownW	LogSq	0 0 0	***
292	00:08:59:20	DownW	LogSq	0 0 0	***

Observational
Coding



Results!

Reliability! Statistics!
Findings!...



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SUMMARY

- Recording of video is mandatory
- Recording cannot be the final goal
- Review and Debriefing for quick results
- Detailed Video Coding and Analysis for Scientific Research

Thank you very much!

If you want to learn more:

www.mangold-international.com

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