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Project proposal

I try to come up with a way to "measure" the depth of engagement of an experience. Let's imagine a scenario. Saying that 100 people are watching "the lord of the ring: the return of the king." We have them wear the Galvactivator (the glove that measure your GSR, developed by Roz and her group), and constantly monitoring the change of each viewer's GSR during the whole viewing experience.

Hypothesis

Different portions of a film is designed to to arouse different emotional states of viewers. My hypothesis is that the depth of engagement is determined by the deviation of emotion being aroused, from the expected emoition to be aroused.
So let's say if this part of the film is designed to ignite people, for those who show little or no excitement, they show little or no engagement to this part of the film. In order to validate that, we will give participants questionaire, let them evaluate their depth of engagement for different portions of the film. And see if there is any coorelation between their engagement and the deviation of their aroused emotion from the expected emotion.
The problem is that there seems to me still no good way to detect different emotions accurately. Plus, there's a possibility that a portion of a film is designed to arouse more than one single emotion. I will probably start to do an experiment myself. Wearing a GSR glove, watch an interesting movie, and see my response to the film and the depth of the engagement I have.