



# What Are The Most Appealing Factors in Airport Educational Videos?

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## INTRODUCTION

“PALO ALTO HAS AN AIRPORT?!”

*Yes! The Palo Alto Airport (since 1920) is an unknown gem to our community. Even though noise may not be a problem, people still complain and wonder why Palo Alto even has an airport. This shows that the public needs to know about the airport and why it is an important part of our community. The purpose of the project is to conduct a survey to discover what people want to see/hear in a 5-10 minute educational video about the Palo Alto Airport.*

## BACKGROUND AND SIGNIFIGANCE

- PAO operations were taken over by City of Palo Alto in 2015.
- It serves as reliever (fuel, parking, maintenance) to three Bay Area airports.
- PAO is the busiest General Aviation airports in the United States, and #3 busiest runway in the Bay Area
- The airport houses private planes, flight schools, space rental, and Stanford Hospital helicopters
- As a local airport, PAO serves as medical transport and critical link in event of earthquake or major disaster

*Annual Airport Day -- tower tours, free plane rides, food, etc.  
Sunday September 10, 2017 10AM-4PM*

- Current problem is lack of promotion. This event has no social media or other marketing platforms.
- Not enough people know of the importance of the Palo Alto Airport
- “I know there is controversy about it because a lot of people in the neighborhood are constantly online complaining about it. I'd like to hear the airport's/pilots' perspective.”\*
- PAO advocates the benefits of youth learning to fly: better focus and physical/mental health, local sightseeing, careers in aircraft maintenance, thrill of flight, lead to well-paying jobs



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## RESEARCH METHODOLOGIES

### 1. Applied Research, Qualitative Data, Observational

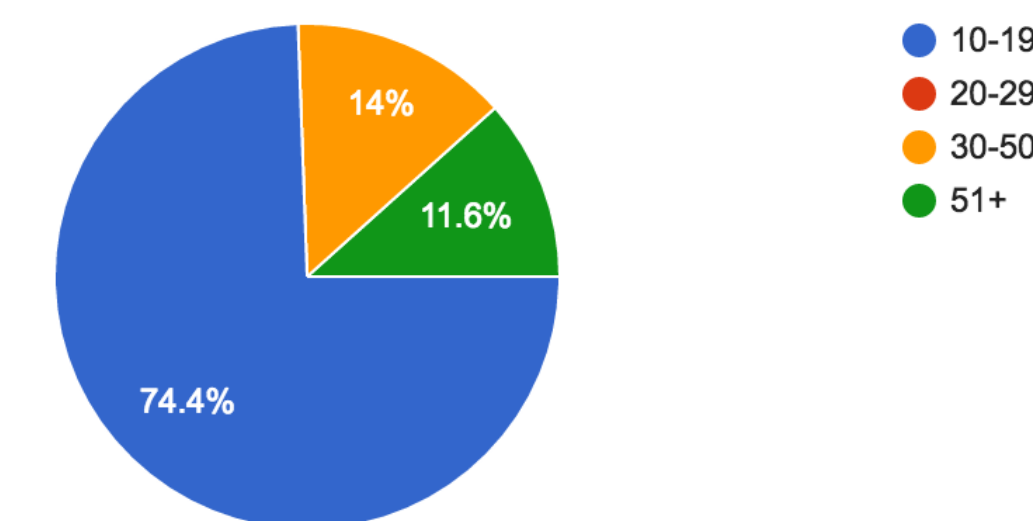
- Applied research because the community being unaware of the significance of the PAO is the problem, and the survey results lead to a solution: the educational video
- Survey: qualitative data
- Observational: no expectation for what people prefer

### 2. Population and Data Collection

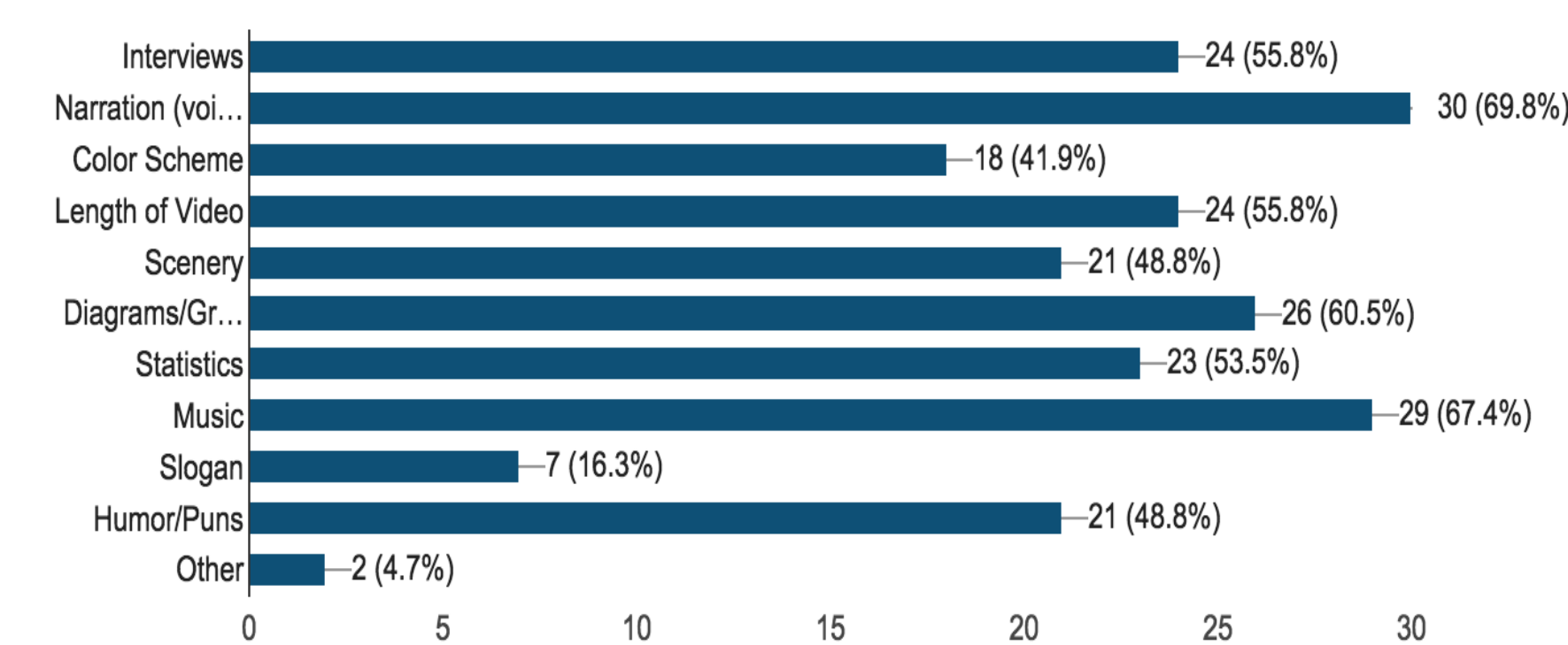
- Data organized by question number and analyzed to see if preference is affected by age
- Google Survey sent out on Facebook page (Gunn and PALY class of 2018), Gunn Parents group, Wechat group, Gunn Newsletter
- Number of responses: 43

## RESULTS

How old are you? (43 responses)



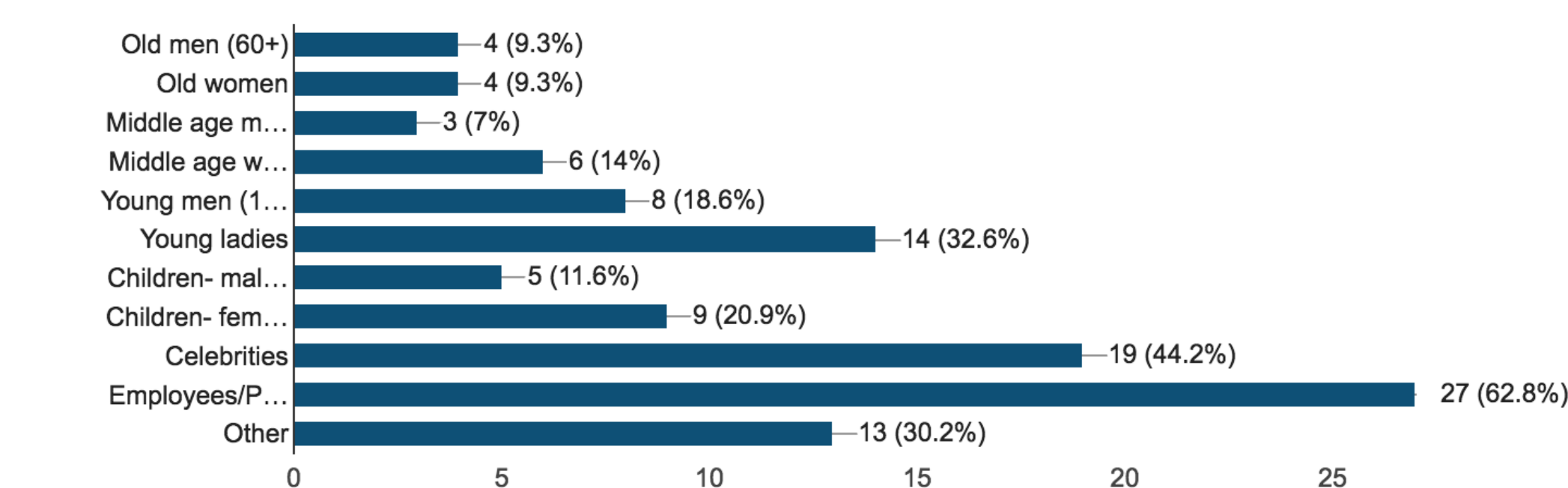
What do you look for/like best in an educational video (choose as many as you would like)? (43 responses)



Ideal color scheme: pink/orange 55.8%

Other idea color scheme: blue, 39.5%

If there are people interviewed in the video, who would you like to see/hear (choose 2)? (43 responses)



## RESULTS

### Summary:

- Currently 43 responses, 39 Palo Altans
- **Music, narration, and diagrams** are the most appealing factors
- 69.9% of people surveyed prefer classical/instrumental music
- 51.2% of people surveyed prefer the narrator to have a relatively deeper voice (37.2% chose deep male voice, 14% chose female)
- Only 9.8% of people surveyed know something substantial about the PAO. All 9.8% are people of ages 30-51+
- 21.9%** of Palo Altans surveyed **did not know of PAO's existence**, 26.8% know nothing about it, and 41.5% know the bare minimum
- 5-10 minute video (“short, sweet, simple, and informative”)\* would be ideal according to prediction and survey results
- Color scheme preference: pink/orange and blue
- 62.8% of people surveyed would like to see employees of the PAO in the educational video
- What people would like to know about: **value of the airport to community**
- What can the PAO do with this data/video?**
- Future researchers can expand survey to more Palo Altans
- Reach out to schools to teach youth about the benefits of the airport
- Create an ideal educational video and release it on social media/Palo Alto City website to inform the community about the PAO

## ACKNOWLEDGEMENTS / REFERENCES

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\*Comments made from those who were surveyed