

CHAPTER I INTRODUCTORY

1.1 Background Issues

For the last decade, we have witnessed the significant improvement of information technology to support human being in their daily lives such as smartphone and internet. It is a tool designed to connect people, may also lead to a disconnection of people from family and friends. So, people nowadays cannot live without a smartphone and internet (Lundquist, Lefebvre, & Garramone, 2014). At the same time, the high adoption of smartphones and the increasing quality of the smartphone cameras brings people taking photos more frequently as the research from Chen, Mark, & Ali, (2016), showed that with people taking more pictures, they can become happier, reducing stress, and can help people to enhance their mood. This behavior and highly popular social media created a new era of digital photography where all people can capture and share their digital picture widely.

According to Keightley & Pickering (2014), Digital Photography is a digitalization of images changes from analogue photography. Tools for photographer is the widely known DSLR camera and emerging trend in mirrorless camera. As the research from Kang & Song (2017), Digital Single Lens Reflex camera (DSLR) was introduced in 1980s-1990s to replace SLR camera where it still uses film to capture photo. Canon and Nikon rapidly adopted and promoted this product when the digital revolution hit the market, thereby preserving their superiority in terms of resources and capabilities. Digital photography using an image sensor allows photographers to change such photographic settings just before

or even after shooting. They can also re-use the memory card and review an image immediately through a digital display not requiring film exchange and development.

The mirrorless camera was first introduced in 2008 by the Japanese companies, Olympus and Panasonic which is much smaller and lighter than the DSLR camera with interchangeable-lens ability and also comes with sensors of the same size entry-level DSLR cameras but in a way much smaller body. (Kang & Song, 2017). Mirrorless cameras allowed for images immediately accessed and the removal of the pentaprism cut down on the over height also much more compact than the DSLR by not only have size benefits, but also has the similar photo quality due to the similar image sensor that they employ (J. H. Seo, 2016).

Smartphone have become an integral part of the medical field lately to provide fast and clear access to electronically mailed digital images, instant messaging and virtual private network, user interface services, and mobile healthcare computing devices. Statistical analysis for comparison of the quality of nonmydriatic fundus photographs displayed on an iPhone 3G against a desktop computer has shown the iPhone's image quality to be superior to that same image viewed on a computer display (Panwar et al., 2016).

According to Jun (2015) study, blind test is a scientific experiment where some of the people that involved are prevented from knowing any information that might lead to conscious or subconscious bias from their side, which is invalidating the result. As the research from Luo, Huang, Li, & Chang (2016) found that with blind test method evaluation results can generate much higher naturalness than former researches and achieve competitive embedding rate.

Based on the studies that I mentioned above, I decided to make a photography blind test using three kinds of devices such as, DSLR camera, mirrorless camera, and smartphone camera with the title of this project “**STUDY OF PHOTOGRAPHY RESULT USING BLIND TEST METHOD**”.

1.2 Scope of Problem

The scope consists of:

1. Can average people differentiate the picture taken between DSLR, mirrorless, and smartphone?
2. How to use blind test method to find out whether the average people can differentiate the picture taken between DSLR, mirrorless, and smartphone?

1.3 Project Objectives

The objectives of this project are:

1. To determine whether using blind test can tell that the average people can differentiate the picture taken between DSLR, mirrorless, and smartphone.
2. To fulfill one of the requirements to graduate with a University Degree.
3. To contribute to the knowledge of photography especially public perception of photography.

1.4 Project Benefits

For the researcher:

1. Improves the writer's knowledge in photography.
2. Improves the writer's knowledge on using blind test method.

For academics:

1. Further expands the knowledge of camera in photography.
2. Contribute to research using blind test method.

1.5 Report Writing System

CHAPTER I INTRODUCTORY

This chapter briefly describes the background of the problem, the boundaries of the problem, the objectives of the project, the outcome of the project, the benefits of the project, and the systematic discussion of the report.

CHAPTER II LITERATURE REVIEW

In this chapter it contains a review of literature as the author's consideration of this research and the theoretical basis associated with the study of photography using blind test method.

CHAPTER III METHODOLOGY

In this chapter the author will explain about applied methods as well as research design, data collection techniques, design process, and scoring system.

CHAPTER IV IMPLEMENTATION

This chapter contains the processes that occur during implementation stage, respondent description, and the feedback obtained from the data gathering through the research.

CHAPTER V CONCLUSION

This chapter is the final part of the research that contain conclusions on the overall report, the findings obtained from the results of the discussion about the study of photography that were found in the research and some recommendations that are recommended for the future researchers and are expected to provide benefits.