

The clip that we titled "Football at the office" is viewable at <http://www.dohafilminstitute.com/videos/serious-business> (clip used in the experiment started at a point 12 seconds into the film). A transcript of a participant's description is reproduced below (in bold), with the points allocated to each story until shown above the text.

|----- 0 (information contained in title) -----|-- ½ (vague) --|-----
"Okay yeah so this is one where there's loads of people at an office or a big office, or it might have
 --- 0 (speculation) -----|----- 0 (no information) -----|---- 0 (not specific) --
had a factory attached but I've forgotten, and they are all basically, sort of, talking about football
 ----|----- 1 -----|----- 1 -----|----- 0 (repetition) -----|--
stuff and looking at football flip charts, and playing football, or, I don't know, discussing football, I
 ----- 0 (no information) -----|----- 1 -----|-- 0 (specu-
can't remember exactly what everybody's doing, but then they hear the boss coming, presumably
 lation) --|----- 1 -----|----- 1 -----|-----
the boss, so they all pack everything away, and look like they're working, but then, so the boss
 ---- 1 -----|----- 1 -----|----- 1 -----
comes in and looks around suspiciously, and then goes up to his office, but then comes out a
 -----|----- 1 -----|-----
minute later, and opens up his shirt, to show that he's got a football shirt on underneath, and then
 ----- 0 (incorrect) -----|----- 0 (no information) -----|
they all kind of, carry on... doing football things. And that's it, that's all I can remember."

(Total recall score = 9.5)

Checklist of details for this video:

- | | |
|--|---------|
| Two people / men watching football | 1 point |
| Siting in a conference room / watching on a projector | 1 point |
| Eating popcorn | 1 point |
| Watching Brazil v Argentina | 1 point |
| Someone / a lady is reading football magazine | 1 point |
| There is a picture of a footballer / Ronaldo | 1 point |
| 2 people / men are discussing tactics / looking at a flipchart | 1 point |
| People are playing with a football (men or women) | 1 point |
| A man is reading a paper | 1 point |
| A ball is thrown at the man | 1 point |
| There is a flag on his wall | 1 point |

Someone is serving coffee (wearing a football top)	1 point
Someone swipes their card / comes into the building	1 point
A balding man / wearing sunglasses on his head	1 point
Everyone packs everything away	1 point
Up to two of:	up to 2 points
- The mug is turned around	
- The tactic sheet is covered up	
- The projector is turned off	
The manager / boss looks around	1 point
The manager / boss goes into the room	1 point
The manager / boss emerges out of his room soon after	1 point
The manager / boss reveals his football shirt	1 point
Everyone cheers / jumps around	1 point
People wave / throw flags in the air	1 point