



SURVEY METHODOLOGY

Project Proposal

ABSTRACT

A plan proposal for a survey analysis project about movie genres

Contents

Introduction.....	2
Objectives	3
Participants.....	4
Survey Design	4
Data Analysis	4
Section	4
Budget.....	4
Timeline	5
Conclusion	5

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Introduction

When asked about their screenplay's film genre, it's surprising how many writers do not know how to clearly express it. Many writers start their answer by saying: "Well, it's kind of a..." and then listing a combination of different words, some of which are genres and some that aren't. "Well, it's kind of a..." is a phrase that immediately tells the listener that you're not completely clear on what kind of story your screenplay is. You're not clear on what you're selling your audience. Ultimately, you're not clear on what you're writing!

In film and television, genres are important because they create expectations. When the audience goes to buy a ticket to your movie or sits down to watch your TV show, they opt for a specific experience. Think about it – when someone asks you if you want to see a movie, one of the first questions you will ask is: "What kind of movie?" You are asking about the film genre.

Because if that there are many reasons why the film genre is important?

- **Not knowing the film genre can be confusing:**

Without understanding what kind of story, we are seeing, the audience will feel a subconscious questioning of what they are supposed to be watching. "How am I supposed to react?" is one of the most common confusions an audience will feel if they don't know the genre.

- **Disappointment when a different genre is delivered:**

If we are then given a different type of story from the one that's promised, we are either confused or let down – we expected one experience and got another. For example: How many times have you seen a comedic trailer for a movie, but when you went it was much more serious of a drama and you were subsequently let down?

So, we conducted this survey to collect data from movie watchers to know their favorite genre, place, actors and other data that will be useful for every side from choosing the idea of the film to the producers.

Objectives

At first, we ask about the person itself like age and gender as all ages group have different passion and his type of movies and actors. We asked also for our favorite movie and the best thing you like in the movie from production and directing to the actors and the story of the movie. So, it will be a satisfying start for the survey.

The next step, we will have a group of questions about the movie. The rate of every genre from your point of view and from it we choose the factors affecting the movie or in another meaning the things that make you watch this movie. This makes us go to another question, **which studio do you prefer?** and **what is the best thing that can make you prefer this studio?** From your answer the studio can be updated easily, and everyone knows its strengths and weak points.

Now, we can go to the marketing section. The most important question is **“Did you do research about the movie before watching it?”**, which source you can find your answers to, and which form of advertising you find the most effective? From these we can go to specific links to correct the data about the film if found wrong or at least improve the source and focus to post in many platforms for the advertisement of the movie as the final goal to live up to your expectations.

Finally, Does the cinema have an effect to the entertainment of the movie? It is a good question for us in order to know if we want to build more cinemas or not as it represents a strong income and a strong reputation for movies. And now we move to the next point and the most important one which is the choice of the movie. **Where do you choose the movie?** At the cinema or at home and if the tickets are sold out all, what did you do? From all this data we can print more tickets or focus on marketing and advertising as I said in the previous point. We can put more posters in the street or on the internet according to this data. Also, the average time that people go to the cinema is very important to be able to make the movie available at a specific time in all cinemas.

From all this data, started from the people, the movie and the studio ended with the places and marketing we can make a real change to the future of movies and focus on genres most watched to not waste time and money.

Participants

We will take an average sample of about **100** from the whole population we have that will be a range from **400 to 450** record.

The best way to put these questionnaires is at **Google Forms** as we can access the data easily using **Google Sheets** where it can be analyzed, and we can find the answers easily.

Survey Design

The survey will consist of **closed-ended questions**, including multiple-choice questions, checkboxes, and binary questions (agree/disagree). Additionally, there will be one open-ended question for free response. We will administer the survey online using **Google Forms**.

Data Analysis

The data taken from Google Forms will be on Google Sheets to be analyzed. Google Forms allows data analysis and graphical presentation online. Once the web questionnaires are filled online, automatically the data will be recorded in Google spreadsheet in an analyzable format and allow for tabulation and graphical representation of data. From the analyzed data we can make decisions as in the objectives.

Section

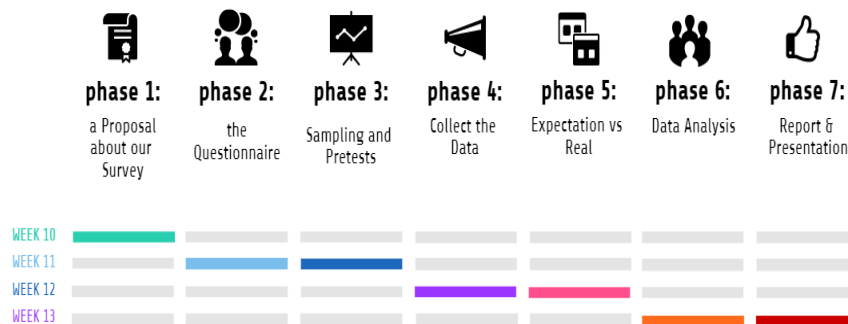
To ensure the privacy of respondents, the survey questions will **not** require any personal details. No responder information will be collected. We will depend on the data of answered questions only.

Budget

In this survey, **it didn't cost any money** because all used platforms are free like: Google Forms, Sheets and even the data analysis and the samples are done without any financial cost.

Timeline

PROJECT TIMELINE



Conclusion

The proposed survey about movie genres is important for several reasons:

- **First**, it will provide valuable insights into the preferences and opinions of moviegoers, which can inform the decisions of filmmakers and studios. This information can be used to create movies that better resonate with audiences, resulting in more successful and profitable films.
- **Additionally**, the survey can help identify trends and shifts in movie going habits, which can inform the strategies of movie theaters and streaming services.
- **Finally**, understanding the preferences and opinions of moviegoers can provide valuable insights into the broader cultural landscape, highlighting the themes and issues that are resonating with audiences.

Overall, the survey has the potential to provide valuable information and insights for various stakeholders in the movie industry, making it an important and worthwhile endeavor.