

Analyzing PSYCHOLOGICAL IMPACT OF MOVIES

Course : DATA 200 - APPLIED STATISTICAL ANALYSIS

Group Name : Team Mantra

Group Members: Smriti Shahi, Hritik Raj Adhikari

INTRODUCTION

Powerful Storytelling

Movies are a powerful form of storytelling that can shape how people **feel, think, and interpret life situations.**

Emotional Immersion

Viewers may experience **emotional immersion**, empathy, fear, inspiration, or stress depending on the genre and content.

Influence Attitudes

Films can influence **attitudes and beliefs** by repeatedly showing certain themes (e.g., romance ideals, violence, stereotypes).

Positive and Negative Effects

This topic explores both **positive and negative** psychological effects.

PROBLEM STATEMENT

Unawareness of Effects

People watch movies frequently, but many are unaware of their **mental and emotional effects**.

Some films may contribute to **anxiety, desensitization, sleep disturbance**, or distorted expectations.

Supportive vs. Detrimental

Others can support **stress relief, motivation, learning, and emotional processing**.

The challenge: understanding **which factors** (genre, frequency, age, mindset) most affect psychological outcomes.



PROJECT OBJECTIVE

1 Analyze Impact

To analyze how movies impact **mood, emotions, and behavior**.

2 Identify Genre Differences

To identify whether effects differ by **genre** (horror, romance, action, drama, comedy).

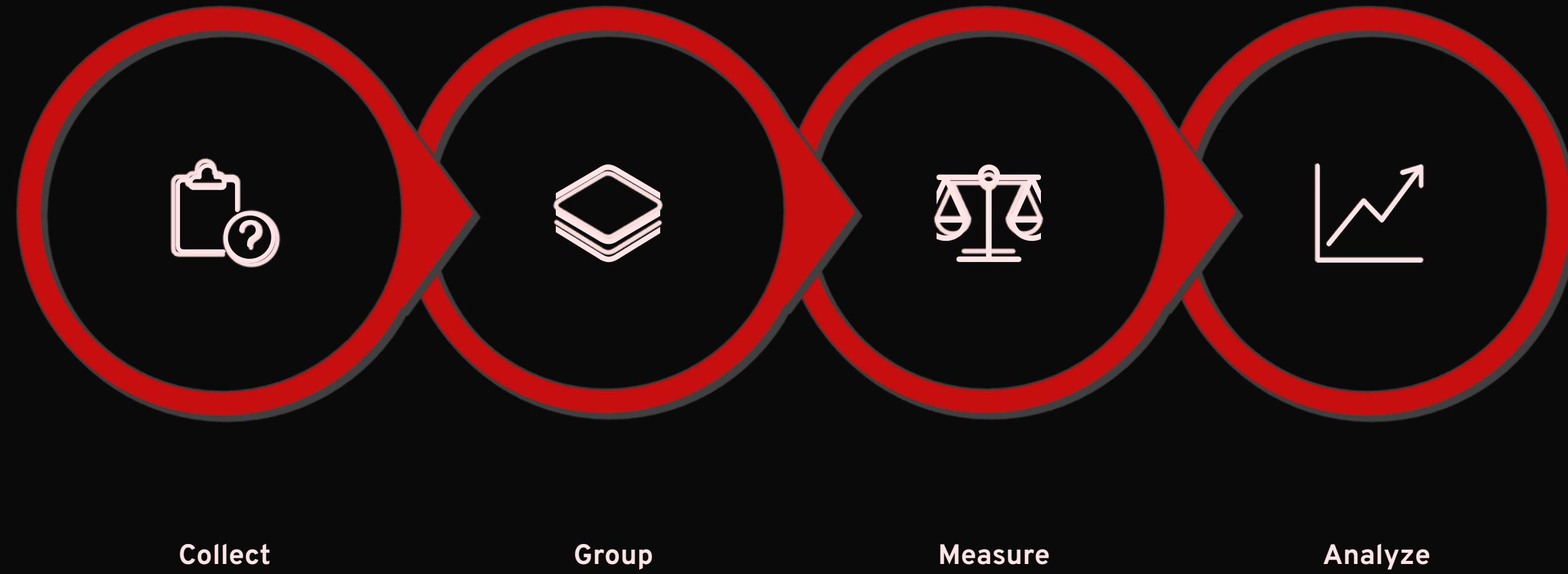
3 Understand Viewing Habits

To understand how viewing habits (frequency/duration) relate to **stress level and mindset**.

4 Suggest Healthy Practices

To summarize findings and suggest **healthy viewing practices**.

PROPOSED METHODOLOGY



- **Collect data** using a short survey (movie habits + psychological reactions).
- Group results by **genre preference** and **watch time per week**.
- Measure outcomes using simple scales (e.g., mood change 1–5, stress 1–5, sleep quality 1–5).
- Analyze patterns using basic statistics (percentages/averages; optional correlation).

EXPECTED OUTCOME



Common Psychological Effects

Identify the common psychological effects of movies on viewers.



Genre-Specific Impacts

Find which genres are linked with **positive mood boost** vs **stress/fear**.



Screen Time Role

Understand the role of **screen time** in emotional wellbeing.



Balanced Consumption

Provide simple recommendations for **balanced movie consumption**.

DELIVERABLE

- Group formation completed
- Topic finalized
- Problem statement identified
- Idea presentation prepared



THANK YOU