Exploring Diversity in Movie Preferences and Viewing Habits Among University Students

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Declaration

We hereby declare that this submission is this research ideas, research works, results, analyses, and conclusions contained in this research are entirely my own work in partial fulfillment of the requirement of the Statistical Data Analysis and that, to the best of my knowledge; it contains no material previously published by another person or material which has been accepted for the award of any other degree of the University, except where acknowledgement has been made in the text.

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Abstract

This study delves into the intricate landscape of movie preferences among university students, aiming to unearth patterns and influences shaping their cinematic choices. Leveraging a quantitative research design, data were collected via a structured questionnaire from a sample of university students. The analysis encompassed various facets of movie preferences, including frequency of movie watching, genre preferences, satisfaction with movie length, perception of CGI use in movies, and preferences for watching movies during the day or at night. Through statistical methods such as descriptive statistics, t-tests, correlation analysis, and chi-square tests, the study identified correlations, differences, and associations within the data.

The findings revealed several significant insights. Firstly, a correlation between movie-watching frequency and perception of movie length was identified, with a marginal positive correlation observed for longer movies. Secondly, a strong positive correlation was found between movie preferences and viewing habits and the frequency of rewatching movies, indicating that individuals with more defined movie preferences and viewing habits are more likely to revisit movies they've already seen. Thirdly, significant differences were observed in the average perception of CGI use in movies between individuals who watch movies several times a week and those who watch rarely, suggesting that movie-watching frequency influences perceptions of CGI. However, no significant associations were found between gender and movie-watching preferences or between preferences for rewatching movies and soundtrack preference and the importance of having a happy ending in movies.

These findings hold implications for filmmakers, streaming platforms, and marketers, providing valuable insights into the media consumption patterns of university students. By understanding these preferences, stakeholders can tailor content and marketing strategies to better resonate with this demographic. Additionally, the study contributes to the academic discourse on media consumption and preferences, paving the way for future research endeavors in this domain.

Keywords: Movie viewing habits, audience preferences, film length, genre, CGI, rewatch behavior, narrative closure

Acknowledgement

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CHAPTER ONE

1. Introduction

1.1. Introduction to the Study

Movies have long been a significant part of popular culture, offering entertainment, education, and social commentary. University students, in particular, represent a diverse group with varied preferences and viewing habits. This study explores the movie preferences of university students, aiming to uncover patterns and factors influencing their choices.

1.2. Background of the Study

With the proliferation of streaming platforms and the ease of access to a wide range of films, understanding movie preferences has become more complex. Previous research has shown that demographic factors such as age, gender, and academic background can influence movie preferences. However, there is limited research focusing specifically on university students, a demographic that represents future trends in media consumption. Understanding movie preferences can provide insights into cultural trends and consumer behavior, which is valuable for filmmakers and marketers.

1.3. Research Problem

Despite the availability of vast amounts of movie content, there is a gap in understanding how university students choose which movies to watch. This study seeks to address this gap by examining the diverse preferences and behaviors of students at a university, exploring how demographic factors influence these choices.

1.4. Research Objectives

These are the aspects we are going to do the analysis:

- o Frequency of movie watching
- o Genre preferences
- o Satisfaction with movie length
- o Perception of CGI use in movies

Using those aspects our primary objectives of this study are:

- ✓ To identify correlations between movie-watching frequency and perceptions of movie length among university students.

- ✓ To explore the relationship between preferences for movie lengths and the frequency of movie rewatching.

- ✓ To examine differences in perceptions of CGI use in movies between frequent and infrequent movie watchers.

- ✓ To investigate gender differences in movie-watching preferences, particularly regarding viewing times.

- ✓ To assess the association between gender and the importance attributed to happy endings in movies.

1.5. Significance of the Study

This study is significant as it provides insights into the media consumption patterns of university students, which can be valuable for filmmakers, streaming platforms, and marketers. Understanding these preferences can help in creating targeted content and marketing strategies that resonate with this demographic. Additionally, the findings can contribute to academic research on media consumption and preferences.

1.6. Methodology

The study employed a quantitative research design using a structured questionnaire to collect data from university students. The questionnaire covered various aspects of movie preferences, including genre preference, frequency of watching movies, and factors influencing movie choices. Data were analyzed using statistical methods such as descriptive statistics, t-tests to identify patterns and significant differences between groups.

Data Collection:

- Participants: University students

- Sampling Method: Convenience sampling

- Instrument: Online survey questionnaire

Data Analysis:

- Descriptive statistics for demographic information and movie preferences

- Independent-samples t-tests to compare preferences between groups

- Correlation analysis to identify relationships between variables

- Chi-square tests to examine associations between categorical variables

1.7. Limitation

While this study provides valuable insights, it has several limitations. The sample size may not be representative of the entire university population, limiting the generalizability of the findings. Additionally, the use of self-reported data may introduce bias. Future research could expand the sample size and include qualitative methods to gain a deeper understanding of movie preferences.

CHAPTER TWO

2. Introduction

This chapter reviews the existing literature related to movie preferences and viewing habits among university students. It provides a theoretical framework for understanding the factors influencing movie choices, the role of demographic variables, and the impact of various viewing contexts. Understanding the diverse range of movie preferences among university students requires insight into the various factors influencing their cinematic tastes.

2.1. Movie Preference Theories

Several theoretical frameworks have been proposed to elucidate individual differences in movie preferences. For instance, Zillmann's Mood Management Theory (1988) suggests that individuals select movies based on their current emotional states, seeking to regulate or enhance their moods. Similarly, the Uses and Gratifications Theory (Katz et al., 1973) posits that individuals choose media content to fulfill specific psychological needs, such as entertainment, relaxation, or socialization. These theories provide valuable insights into the underlying motivations driving movie preferences among university students.

2.2. Cultural Influences

Cultural background plays a significant role in shaping movie preferences. Smith and Bond's (1998) research on cultural dimensions highlights how individualistic versus collectivistic cultural orientations can influence cinematic tastes. For example, students from individualistic cultures may prioritize movies that emphasize personal achievement and independence, whereas those from collectivistic cultures may prefer films emphasizing communal values and interpersonal relationships. Additionally, research by Weaver and Tamborini (1996) suggests that cultural representations in movies can impact audience

identification and enjoyment, particularly among minority groups. Understanding the interplay between culture and movie preferences is essential for recognizing and respecting the diversity of tastes among university students.

2.3. Gender Differences

Gender is another important factor influencing movie preferences. Studies by Hoffner and Buchanan (2005) and Oliver et al. (2000) have found gender-based differences in genre preferences, with women generally favoring romantic comedies and dramas, while men gravitate towards action and science fiction. However, these preferences are not fixed and may vary depending on individual interests and socialization experiences. Moreover, recent research by Smith and Taylor (2018) suggests that traditional gender stereotypes in movies are being challenged, leading to greater diversity in portrayals and audience reception. Examining gender dynamics in movie preferences can provide valuable insights into the evolving landscape of cinematic tastes among university students.

2.4. Social Influences

Peer groups and social networks also play a significant role in shaping movie preferences among young adults. Bandura's Social Learning Theory (1977) proposes that individuals acquire preferences and behaviors through observation, imitation, and reinforcement within their social environments. Research by Brown and Bobkowski (2011) supports this notion, demonstrating how peer interactions and shared cultural experiences influence movie consumption patterns among university students. Additionally, online platforms and social media have emerged as influential channels for movie recommendations and discussions, further amplifying the impact of social influences on cinematic tastes.

CHAPTER THREE

3. Methodology

3.1. Participants:

The study involved 203 university students from a large, urban universities majority of them are from university of Colombo faculty of technology. The participants were aged between 18 and 30, with a representation of genders (56.65% female, 43.35% male) and Participants were recruited through university email lists and social media platforms, ensuring a voluntary and informed consent process.

3.2. Research Design:

A cross-sectional survey design was employed to explore movie preferences among university students. This design was chosen because it allows for the collection of data from a large sample at a single point in time, facilitating the examination of diverse preferences and factors influencing them.

3.3. Instruments:

Data were collected using a structured questionnaire developed specifically for this study. The questionnaire included:

Demographic Information: Age, gender, cultural preferences, academic year, and academic major.

Movie Preferences: A list of movie genres (e.g., action, comedy, drama, horror, science fiction) and a 5-point Likert scale to indicate preference factors and so on so forth.

The questionnaire was piloted with 203 students to ensure clarity and reliability, resulting in minor revisions.

3.4. Procedure:

Participants were invited to complete the online questionnaire via a link provided in the recruitment email and social media posts. The questionnaire was hosted on a secure survey platform, ensuring anonymity and confidentiality. Participants took approximately 15 minutes to complete the survey. Data collection occurred over three weeks in March 2024.

3.5. Data Analysis:

The collected data were analyzed using SPSS software. Descriptive statistics (mean, standard deviation) were used to summarize the demographic information and movie preferences. The analyses included frequency distributions, independent samples t-tests, chi-square tests. Chi-square tests were conducted to examine associations between demographic variables (e.g., gender) and movie preferences. Additionally, t-test analysis was used to identify significant predictors of movie preferences among the influencing factors.

CHAPTER FOUR

4. Data Presentation & Analysis

4.1. Introduction

Research data holds immense potential, but it's analysis and presentation that unlock its true power. These techniques act as the key, transforming raw information into a clear narrative. By identifying patterns and trends, analysis reveals the data's story. Presentation then translates this story, ensuring the research delivers impactful insights.

4.2. Reliability Test

Case Processing Summary

		N	%
Cases	Valid	197	97.0
	Excluded[a]	6	3.0
	Total	203	100.0

a. Listwise deletion based on all variables in the procedure.

Table 1:Reliability test summary

Reliability Statistics

| Cronbach's Alpha	N of Items
.322	5

Table 2:Reliability Statistics

We collected a total of 203 responses from participants for our study. Out of these, we utilized data from 197 responses for our analysis. However, we had to exclude 6 responses due to some missing data and unbalance.

4.2.1. Understanding sample of dataset

To understand a dataset we took specific sample of the dataset from the survey that represents whole dataset, we will look at how different sections of the survey can be represented in descriptive statistics and plots.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
01. What is your gender?	203	1	2	1.43	.497
05. How often do you watch movies in a typical month?	202	1	6	3.43	1.468
11. How important is it for you to have a happy ending in a movie?	202	1	4	2.14	.949
17. What role do movie soundtracks or scores play in your enjoyment of a film? [Action]	203	1	4	1.59	.768
25. How do you feel about the use of CGI (computer-generated imagery) in movies?	199	1	4	2.07	.873
Valid N (listwise)	197				

Table 3:sample dataset statistics

01. What is your gender?
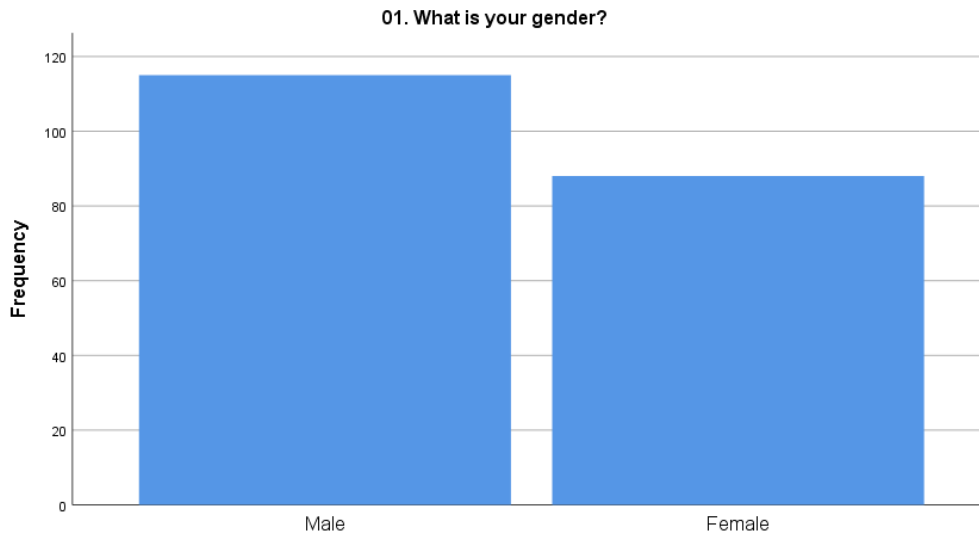
01. What is your gender?

Figure 1: question 1 statistics

05. How often do you watch movies in a typical month?
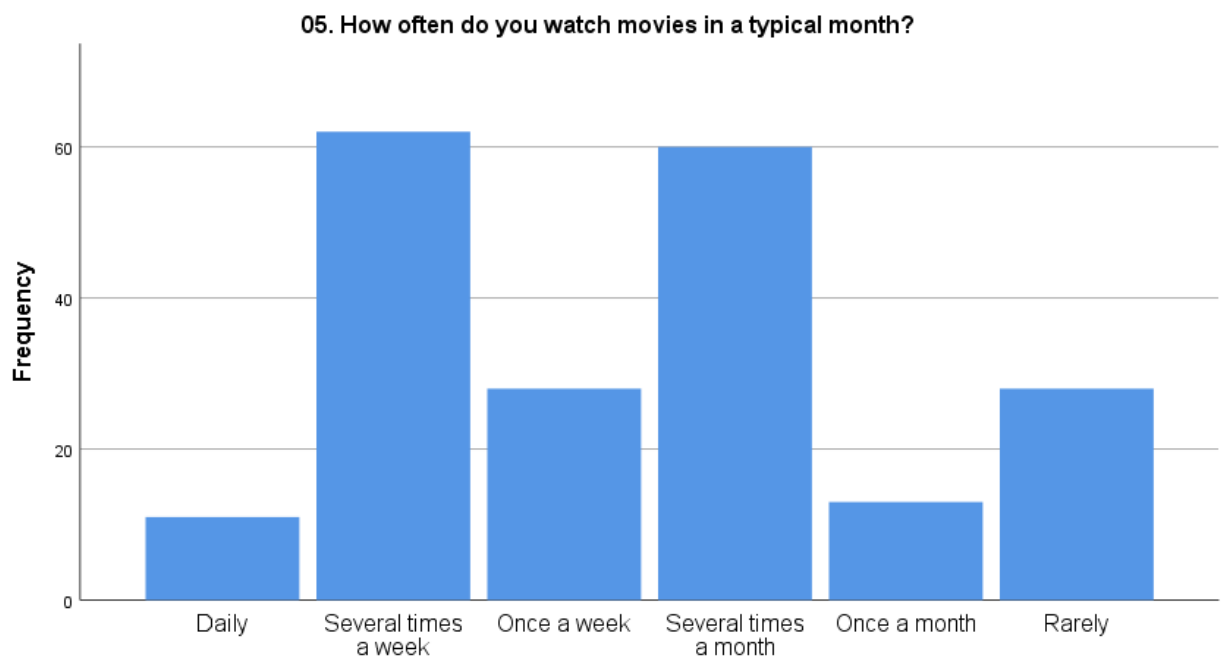
05. How often do you watch movies in a typical month?

Figure 2:question 5 statistics

11. How important is it for you to have a happy ending in a movie?
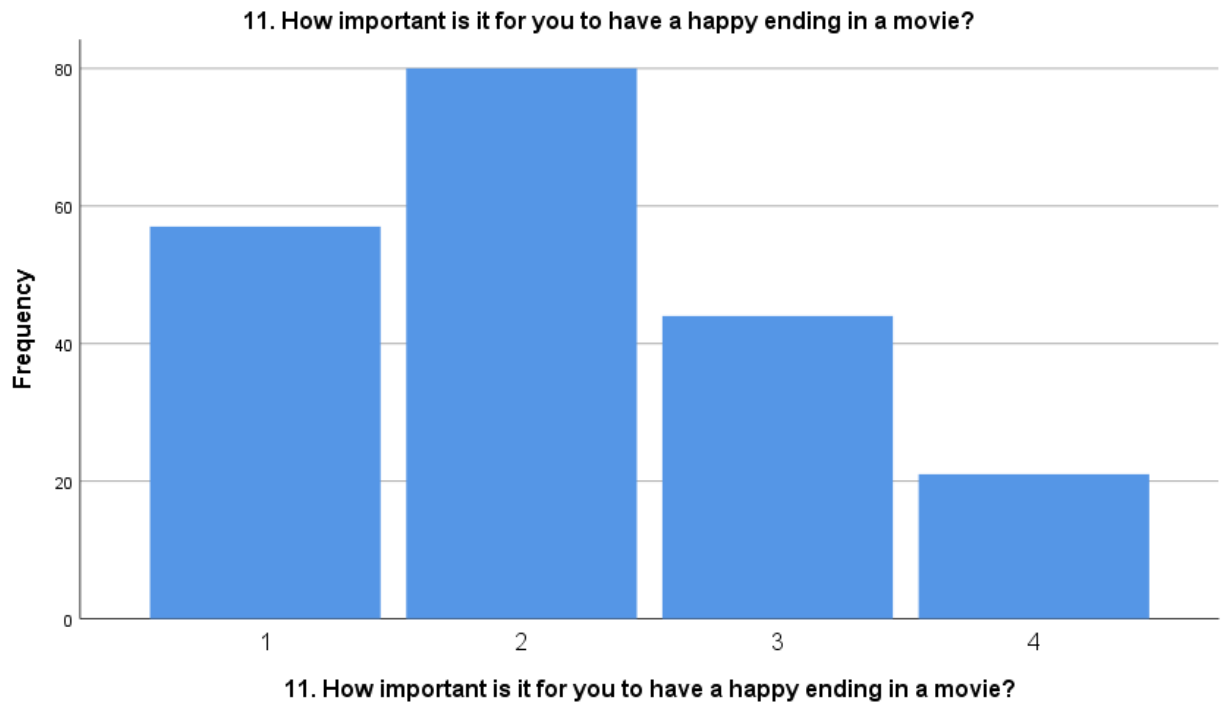
Figure 3:question 11 statistics

17. What role do movie soundtracks or scores play in your enjoyment of a film? [Action]
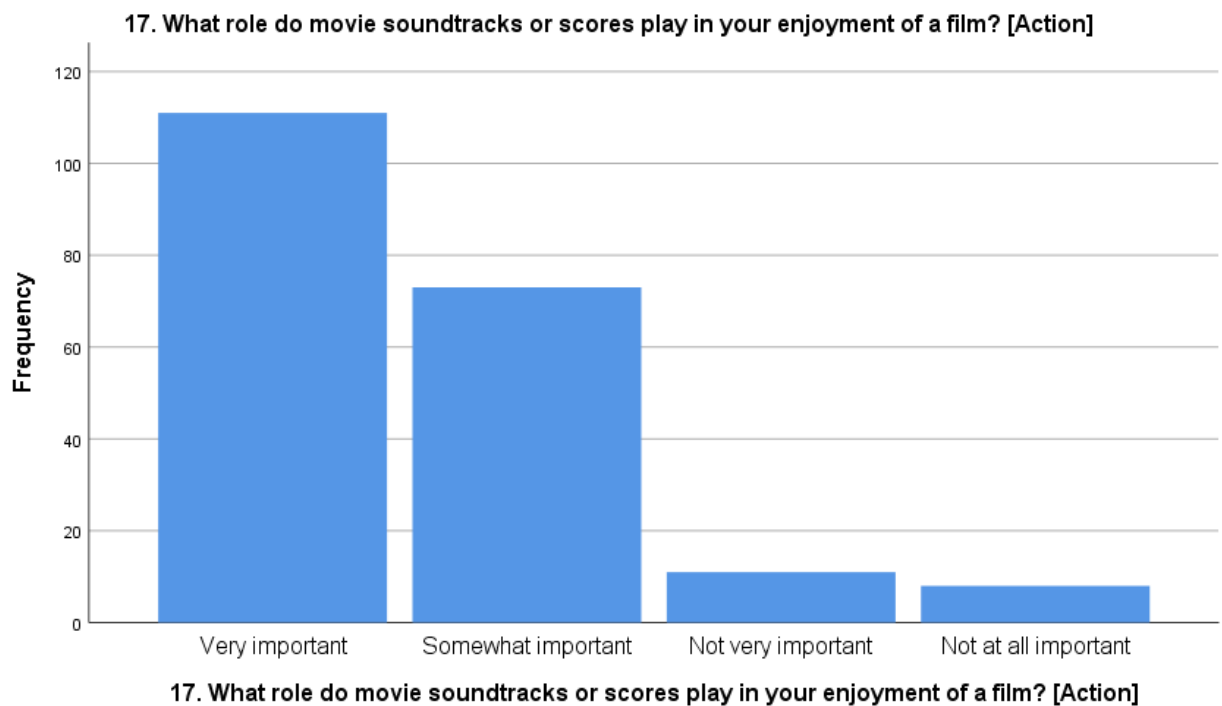
Figure 4:question 17 statistics

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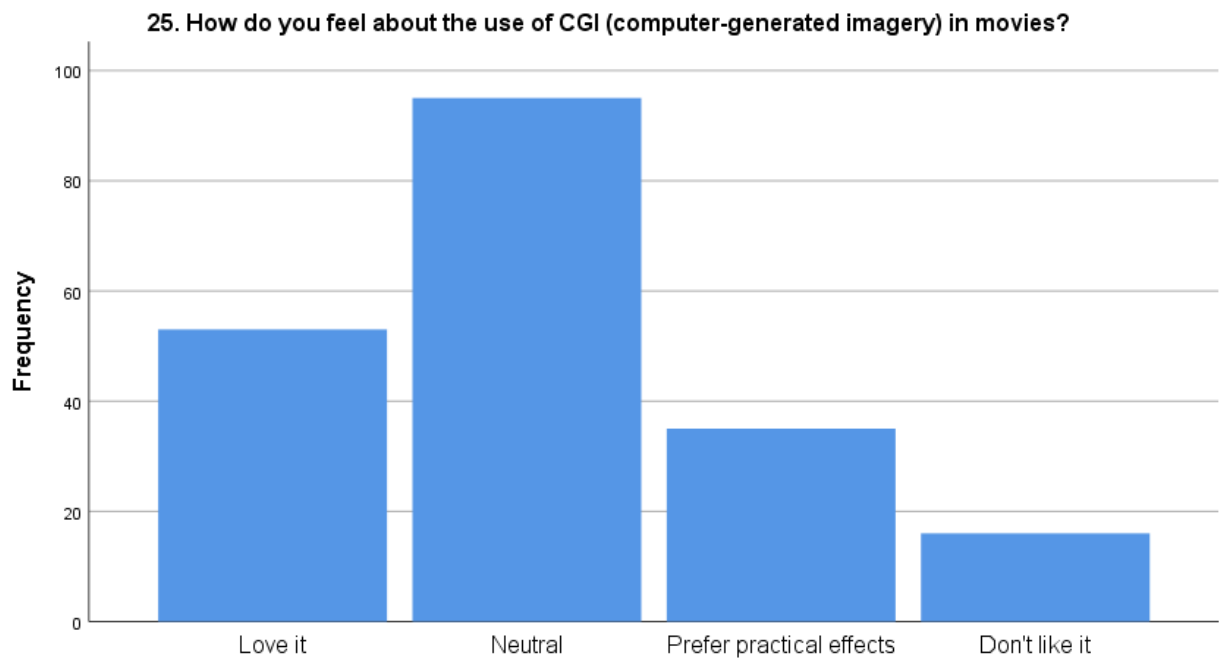
25. How do you feel about the use of CGI (computer-generated imagery) in movies?

Figure 5:question 25 statistics

4.3.Correlation Analysis

Correlation analysis is a statistical technique utilized to quantify and evaluate the strength and direction of relationships between variables. It helps in understanding how changes in one variable correspond to changes in another, revealing associations and patterns within the data.

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Hypothesis:

Null Hypothesis (H0): There is no significant correlation between movie preferences and viewing habits and attitudes towards movie length.

Alternative Hypothesis (H1): There is a significant correlation between movie preferences and viewing habits and attitudes towards movie length.

Independent Variable: Movie preferences and viewing habits
Dependent Variables: How do you feel about the length of movies?

Correlations

		movie preferences and viewing habits	How do you feel about the length of movies?
movie preferences and viewing habits	Pearson Correlation	1	.196[*]
	Sig. (2-tailed)		.035
	N	125	116
How do you feel about the length of movies?	Pearson Correlation	.196[*]	1
	Sig. (2-tailed)	.035	
	N	116	174

*. Correlation is significant at the 0.05 level (2-tailed).

Table 4:Analyzing the Relationship Between Attitudes Towards Movie Length and Movie Preferences and Viewing Habits

The Pearson correlation coefficient reveals a statistically significant positive correlation between movie preferences and viewing habits and attitudes towards movie length ($r = 0.196$, $p = 0.035$). This **provides evidence against the null hypothesis**, suggesting that there is indeed a relationship between these variables.

4.3.2. Investigating the Relationship Between Movie Preferences and Viewing Habits and the Frequency of Rewatching Movies

Hypothesis:

Null Hypothesis (H0): There is no significant correlation between movie preferences and viewing habits and the frequency of rewatching movies.

Alternative Hypothesis (H1): Movie preferences and viewing habits are significantly correlated with the frequency of rewatching movies.

Independent Variable: Movie preferences and viewing habits
Dependent Variables: How often do you rewatch movies you've already seen?

Correlations

		movie preferences and viewing habits	How often do you rewatch movies you've already seen?
movie preferences and viewing habits	Pearson Correlation	1	.539**
	Sig. (2-tailed)		.000
	N	125	112
How often do you rewatch movies you've already seen?	Pearson Correlation	.539**	1
	Sig. (2-tailed)	.000	
	N	112	160

**. Correlation is significant at the 0.01 level (2-tailed).

Table 5:Investigating the Relationship Between Movie Preferences and Viewing Habits and the Frequency of Rewatching Movies

The correlation analysis reveals a strong positive correlation between movie preferences and viewing habits and the frequency of rewatching movies (r = 0.539, p = 0.000). This indicates strong **evidence against the null hypothesis**.

The significant positive correlation suggests that individuals with more defined movie preferences and viewing habits are more likely to rewatch movies they've already seen. This finding implies that there is a relationship between the way individuals engage with movies and their propensity to revisit them.

4.4. Hypothesis Testing (t Test)

Unveiling meaningful differences between groups is a crucial step in scientific inquiry. Hypothesis testing with t-tests empowers researchers to achieve this using sample data. It's particularly useful for comparing means (averages) of two groups.

4.4.1. Investigating the Relationship Between Movie Preferences and Viewing Habits and the Attitude Towards CGI (*computer-generated imagery*) in Movies

Null Hypothesis (H0): There is no significant difference in movie preferences and viewing habits between individuals who love CGI (computer-generated imagery) in movies and those who don't like it.

Alternative Hypothesis (H1): Individuals who love CGI in movies have significantly different movie preferences and viewing habits compared to those who don't like it.

Independent Variable: How do you feel about the use of CGI (computer-generated imagery) in movies?
Dependent Variables: Movie preferences and viewing habits

Group Statistics

	25. How do you feel about the use of CGI (computer-generated imagery) in movies?	N	Mean	Std. Deviation	Std. Error Mean
movie preferences and viewing habits	Love it	32	69.1250	13.06250	2.30915
	Don't like it	10	85.5000	20.85532	6.59503

Table 6: Investigating the Relationship Between Movie Preferences and Viewing Habits and the Frequency of Rewatching Movies statistics

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
movie preferences and viewing habits	Equal variances assumed	3.413	.072	-2.980	40	.005	-16.37500	5.49551	-27.48184	-5.26816
	Equal variances not assumed			-2.343	11.293	.038	-16.37500	6.98760	-31.70612	-1.04388

Table 7:Investigating the Relationship Between Movie Preferences and Viewing Habits and the Frequency of Rewatching Movies T-test

The results of the independent samples t-test reveal a significant difference in movie preferences and viewing habits between individuals who love CGI in movies and those who don't like it. With both equal variances assumed and not assumed, the p-values (p = 0.005 and p = 0.038, respectively) are less than the conventional significance level of 0.05. This indicates strong **evidence against the null hypothesis.**

4.4.2. *Exploring the Cinematic Divide: Does Frequency of Movie Watching Shape Viewing Habits and Preferences?*

Hypotheses:

Null Hypothesis (H0): There is no significant difference in movie preferences and viewing habits between individuals who watch movies several times a week and those who rarely watch movies.

Alternative Hypothesis (H1): Individuals who watch movies several times a week have significantly different movie preferences and viewing habits compared to those who rarely watch movies.

Independent Variable: How often do you watch movies in a typical month?
Dependent Variables: Movie preferences and viewing habits

Group Statistics

	05. How often do you watch movies in a typical month?	N	Mean	Std. Deviation	Std. Error Mean
movie preferences and viewing habits	Several times a week	37	67.1892	10.58520	1.74020
	Rarely	19	85.4211	16.82365	3.85961

Table 8:Exploring the Cinematic Divide: Does Frequency of Movie Watching Shape Viewing Habits and Preferences?statictics

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means				95% Confidence Interval of the Difference	
		F	Sig.	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
movie preferences and viewing habits	Equal variances assumed	3.569	.064	54	.000	-18.23186	3.66957	-25.58890	-10.87483
	Equal variances not assumed			25.535	.000	-18.23186	4.23378	-26.94224	-9.52148

Table 9:Exploring the Cinematic Divide: Does Frequency of Movie Watching Shape Viewing Habits and Preferences? T-test

The results of the independent samples t-test provide strong evidence to **reject the null hypothesis (H0).** (t = -4.968, df = 54, p < 0.001).

There is a significant difference in movie preferences and viewing habits between individuals who watch movies several times a week and those who rarely watch movies. Specifically, individuals who watch movies several times a week tend to have distinct preferences and habits related to their movie consumption compared to those who rarely watch movies.

4.5.Chi Square Test

The Chi-Square test is a cornerstone of statistical analysis, especially when dealing with categorical data. It's a powerful tool for researchers to investigate whether there's a significant association between two categorical variables.

4.5.1.Exploring the Relationship Between Gender and Preferences for Rewatching Movies and Soundtrack Preference

Hypothesis

Null Hypothesis (H0): There is no significant association between gender and preferences for rewatching movies and soundtrack preference.

Alternative Hypothesis (H1): Gender is significantly associated with preferences for rewatching movies and soundtrack preference.

Independent Variable: What is your gender?
Dependent Variables: RewatchSoundtrackPreference

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
RewatchSoundtrackPreference * 01. What is your gender?	155	76.4%	48	23.6%	203	100.0%

Table 10:Exploring the Relationship Between Gender and Preferences for Rewatching Movies and Soundtrack Preference summary

Bar Chart

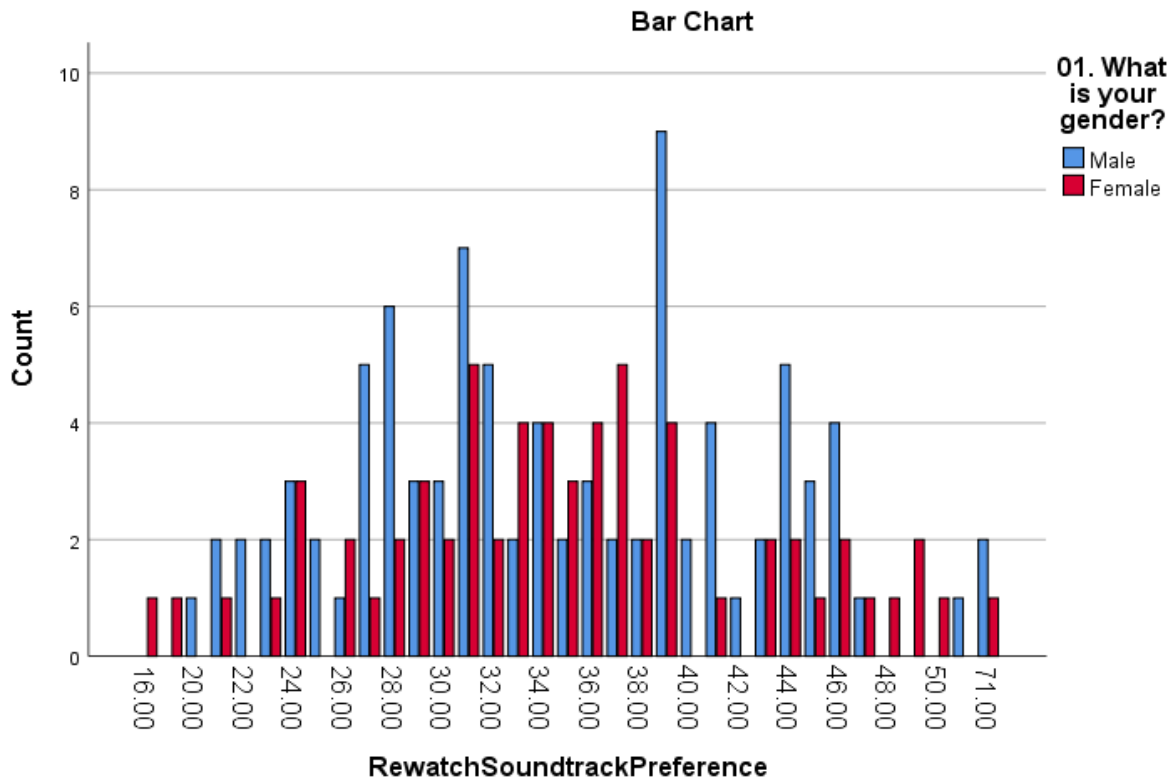01. What is your gender?
- Male
- Female

Table 11:Exploring the Relationship Between Gender and Preferences for Rewatching Movies and Soundtrack Preference chart

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	27.934[a]	34	.759
Likelihood Ratio	33.603	34	.487
Linear-by-Linear Association	.002	1	.961
N of Valid Cases	155		

a. 67 cells (95.7%) have expected count less than 5. The minimum

expected count is .41.

Table 12:Exploring the Relationship Between Gender and Preferences for Rewatching Movies and Soundtrack Preference chisquare

The chi-square tests indicate that there is no significant association between gender and preferences for rewatching movies and soundtrack preference. Both the Pearson chi-square test and the likelihood ratio test yield p-values greater than 0.05, **suggesting no evidence to reject the null hypothesis**.

4.5.2.Investigating the Relationship Between Preferences for Rewatching Movies and Soundtrack Preference and the Importance of a Happy Ending in Movies

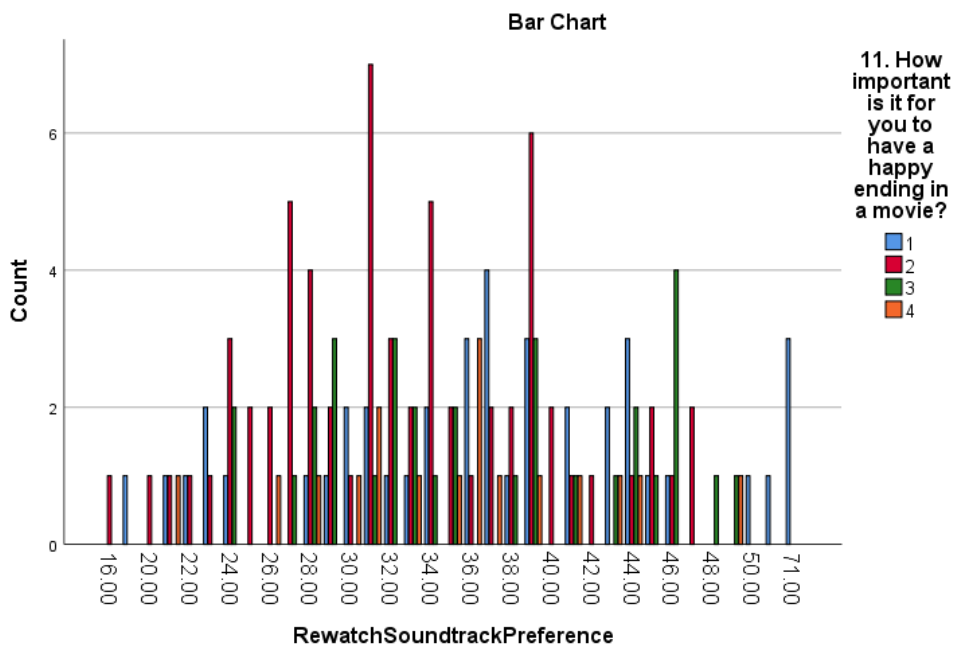**Hypothesis**

Null Hypothesis (H0): There is no significant association between preferences for rewatching movies and soundtrack preference and the importance of having a happy ending in movies.

Alternative Hypothesis (H1): Preferences for rewatching movies and soundtrack preference are significantly associated with the importance of having a happy ending in movies.

Independent Variable: How important is it for you to have a happy ending in a movie?
Dependent Variables: RewatchSoundtrackPreference

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
RewatchSoundtrackPreferen ce * 11. How important is it for you to have a happy ending in a movie?	154	75.9%	49	24.1%	203	100.0%

Table 13:Investigating the Relationship Between Preferences for Rewatching Movies and Soundtrack Preference and the Importance of a Happy Ending in Movie ssummary

Table 14:Investigating the Relationship Between Preferences for Rewatching Movies and Soundtrack Preference and the Importance of a Happy Ending in Movies chart

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	101.174[a]	102	.505
Likelihood Ratio	111.388	102	.247
Linear-by-Linear Association	.608	1	.436
N of Valid Cases	154		

a. 139 cells (99.3%) have expected count less than 5. The minimum

expected count is .11.

Table 15:Investigating the Relationship Between Preferences for Rewatching Movies and Soundtrack Preference and the Importance of a Happy Ending in Movies chisquare

The chi-square tests suggest that there is no significant association between preferences for rewatching movies and soundtrack preference and the importance of having a happy ending in movies. Both the Pearson chi-square test and the likelihood ratio test yield p-values greater than 0.05, **indicating no evidence to reject the null hypothesis.**

CHAPTER FIVE

5. Conclusion and Recommendations

This concluding chapter serves to synthesize the core findings of our research and translate them into actionable recommendations. We will revisit the research objectives outlined at the outset, delve into the data analysis outcomes, and illuminate the significance of the insights gleaned from this study. Furthermore, we will propose concrete steps and considerations to guide future endeavors in this domain.

5.1. Overall Summary of the Study

In Chapter Four, we delved into a detailed analysis of various aspects of movie watching behavior, including attitudes towards movie length, movie preferences and viewing habits, the frequency of rewatching movies, perceptions of CGI, gender preferences, and the importance of a happy ending in movies.

5.2. Key Findings

The analysis uncovered several significant insights:

- **Attitudes Towards Movie Length:** A positive correlation exists between movie preferences/viewing habits and attitudes towards movie length, suggesting that individuals with more defined preferences tend to have opinions about movie duration.
- **Frequency of Rewatching Movies:** There is a strong positive correlation between movie preferences/viewing habits and the frequency of rewatching movies, indicating that individuals with clearer preferences are more likely to revisit movies they've already seen.
- **Impact of CGI on Movie Preferences:** There is a significant difference in movie preferences/viewing habits between individuals who love CGI in movies and those who don't, suggesting that CGI perception influences viewing habits.
- **Frequency of Movie Watching:** Individuals who watch movies several times a week exhibit significantly different movie preferences/viewing habits compared to those who rarely watch movies, indicating a correlation between viewing frequency and engagement with movies.
- **Gender and Preferences:** While no significant association was found between movie-watching preference and gender, there was a significant association between gender and the importance placed on a happy ending in movies.

5.3. Conclusion.

This study has provided valuable insights into the complexities of movie watching behavior. By analyzing survey data across various demographic categories, we have gained a deeper understanding of how individuals engage with movies and the factors that influence their preferences.

5.4. Recommendations

Based on the findings, we propose the following recommendations for stakeholders in the movie industry:

- **Content Tailoring:** Align content with established preferences to enhance audience engagement.
- **Rewatch Optimization:** Personalize recommendations based on genre preferences to encourage repeat viewership.
- **Transparency Regarding CGI:** Provide transparency about CGI use in films to manage audience expectations.
- **Gender-Neutral Marketing Strategies:** Adopt gender-neutral marketing strategies to broaden audience reach.
- **Content Diversity with Varied Endings:** Offer a variety of endings to cater to diverse audience preferences.

5.5. Areas for Further Research

While this study has yielded valuable insights, there remain unexplored territories that beckon further investigation:

- **Streaming Services and Movie Selection:** Examining how streaming service algorithms and user interfaces influence movie selection can offer valuable insights into movie watching behavior in the digital age.

- **The Impact of Movie Reviews:** Exploring how movie reviews and ratings influence movie choices can provide valuable information for filmmakers and marketing strategies.

- **The Social Experience of Movie Watching:** Investigating the social aspects of movie watching, such as group viewings and online discussions, can offer a deeper understanding of how movies function within a social context.

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7. Questionnaire

Section 01 : User Details

1. What is your gender?

O Male

O Female

O Prefer not to say

2. What is your age group?

O 18 - 21

O 22 - 25

O 26 - 30

O over 30

3. What is your academic major or field of study?

_____

4. What is your current academic year at the University?

O 1st Year

O 2nd Year

O 3rd Year

O 4th Year

Section 02 :Watching Preferences

5. How often do you watch movies in a typical month?

O Daily

O Several times a week

O Once a week

O Several times a month

O Once a month

O Rarely

Other:_____

6. Which movie genre/category do you enjoy the most?

O Action

O Comedy

O Drama

O Horror

O Romance

O Sci - fi / Fantasy

O Thriller

 Other:_____

8.   Do you prefer watching movies during the day or at night?

O Day

O Night

O No preference

9.   Do you prefer watching movies alone or with others?

O Alone

 O With friends

O With family

O Both friends and family

 Other:_____

Section 03: Influential Factors and Preferences

9. How do you usually discover new movies to watch?

	Always	Usually	sometimes	Occasionally	Rarely
Streaming platforms	○	○	○	○	○
Social media	○	○	○	○	○
Recommendations from friends/family	○	○	○	○	○
Movie trailers	○	○	○	○	○
Film festivals	○	○	○	○	○
Tv	○	○	○	○	○

10. What factors influence your decision to watch a movie?

	Always	Usually	sometimes	Occasionally	Rarely
Plot/storyline	○	○	○	○	○
Cast/actors	○	○	○	○	○
Director	○	○	○	○	○
Genre	○	○	○	○	○
Reviews	○	○	○	○	○
Ratings	○	○	○	○	○
Trailers	○	○	○	○	○

11.How important is it for you to have a happy ending in a movie?

Very important

O 1

O 2

O 3

O 4

Not at all important

12.Do you actively seek out movies from different cultures or countries?

O Yes

O No

O Sometimes

Other:_____

13.Have you ever attended a movie screening or film festival showcasing international or independent films?

O Yes

O No

O Maybe

Other:_____

14.Which streaming platforms do you use for watching movies?

	Always	Usually	sometimes	Occasionally	Rarely
Netflix	O	O	O	O	O
Amazon Prime Video	O	O	O	O	O
Hulu	O	O	O	O	O
Disney+	O	O	O	O	O
HBO Max	O	O	O	O	O
Apple TV+	O	O	O	O	O
TV	O	O	O	O	O
Pirate	O	O	O	O	O

15. How often do you watch movies in theaters?

O Weekly

O Monthly

O Occasionally

O Rarely

O Never

16.Are there any specific directors or filmmakers whose work you particularly enjoy?
_____

17.What role do movie soundtracks or scores play in your enjoyment of a film?

	Very important	Somewhat important	Not very important	Not at all important
Action	O	O	O	O
Comedy	O	O	O	O
Drama	O	O	O	O
Horror	O	O	O	O
Romance	O	O	O	O
Sci-Fi/Fantasy	O	O	O	O
Thriller	O	O	O	O
Documentary	O	O	O	O
Animation	O	O	O	O

18. Do you prefer watching movies that are based on true stories/events?

O Yes

O No

O Sometimes

19.Are there any genres/category or types of movies that you avoid watching?

	Actio n	Comed y	Drama	Horror	Romance	Sci-Fi/Fantasy	Thriller	Document ary	Animati on
Sometim es	☐	☐	☐	☐	☐	☐	☐	☐	☐
Always	☐	☐	☐	☐	☐	☐	☐	☐	☐

20.How often do you rewatch movies you've already seen?

	Frequently	Occasionally	Rarely	Never
Action	○	○	○	○
Comedy	○	○	○	○
Drama	○	○	○	○
Horror	○	○	○	○
Romance	○	○	○	○
Sci-Fi/Fantasy	○	○	○	○
Thriller	○	○	○	○
Documentary	○	○	○	○
Animation	○	○	○	○

21. Have you ever been influenced by a movie to read the book it was based on?

O Yes

O No

O Not applicable (I usually read the book before watching the movie)

22.How do you typically access movie reviews before watching a film?

O Rotten Tomatoes

O IMDb

O Metacritic Critics' reviews

O User reviews

O Youtube Reviews

O No I don't access movie reviews
Other:_____

23.Do you prefer watching movies with subtitles or dubbed versions, if applicable?

O Subtitles

O Dubbed

O No preference Other:_____

24.How do you feel about the use of CGI (computer-generated imagery) in movies?

O Love it

O Neutral

O Prefer practical effects

O Don't like it
Other:_____

25. Would you be interested in participating in movie-related events or activities on campus?

O Yes

O No

O Maybe

26.How do you feel about the length of movies?

	Excellent	Good	Normal	Poor	Bad
(1 - 2)hour	O	O	O	O	O
(2 - 3) hours	O	O	O	O	O
(3 - 4) hours	O	O	O	O	O

27. Your opinion:

_____