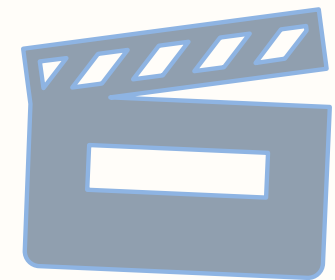
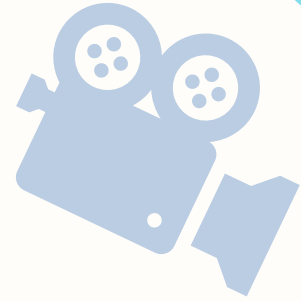


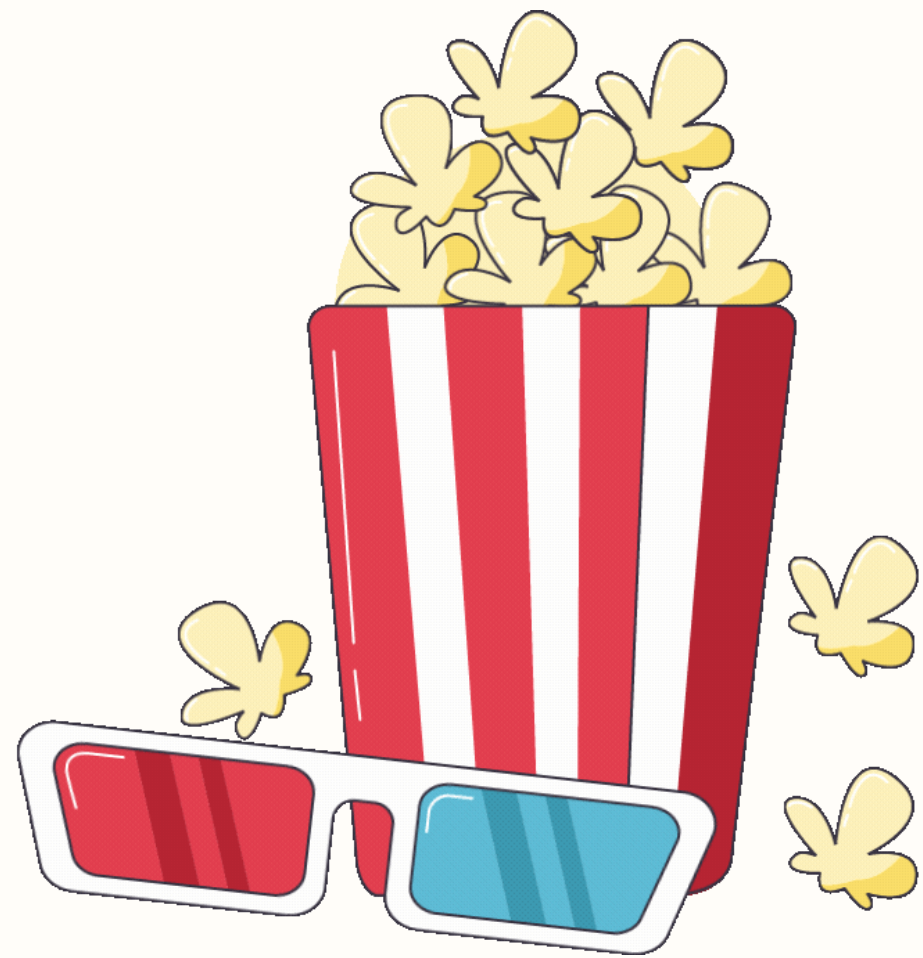
EXPLORING DIVERSITY IN MOVIE PREFERENCES AND VIEWING HABITS AMONG UNIVERSITY STUDENTS



Presented by IAT GROUP 27



Introduction to the Study

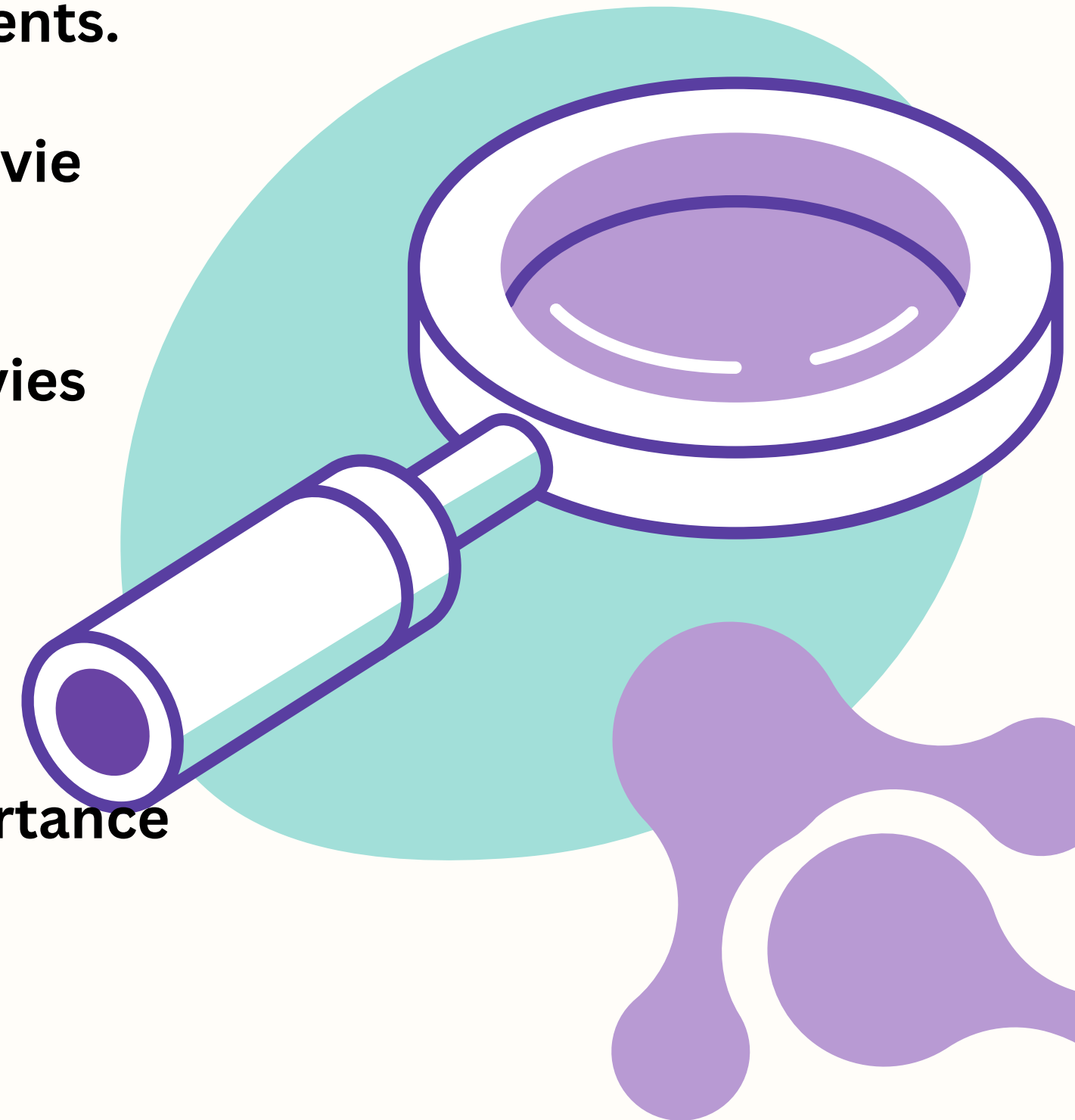


Movies are significant in popular culture, offering entertainment, education, and social insights. This study focuses on university students to explore their movie preferences, aiming to uncover trends and factors influencing their choices.



Objectives

- 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



Literature Review

Theoretical Framework :

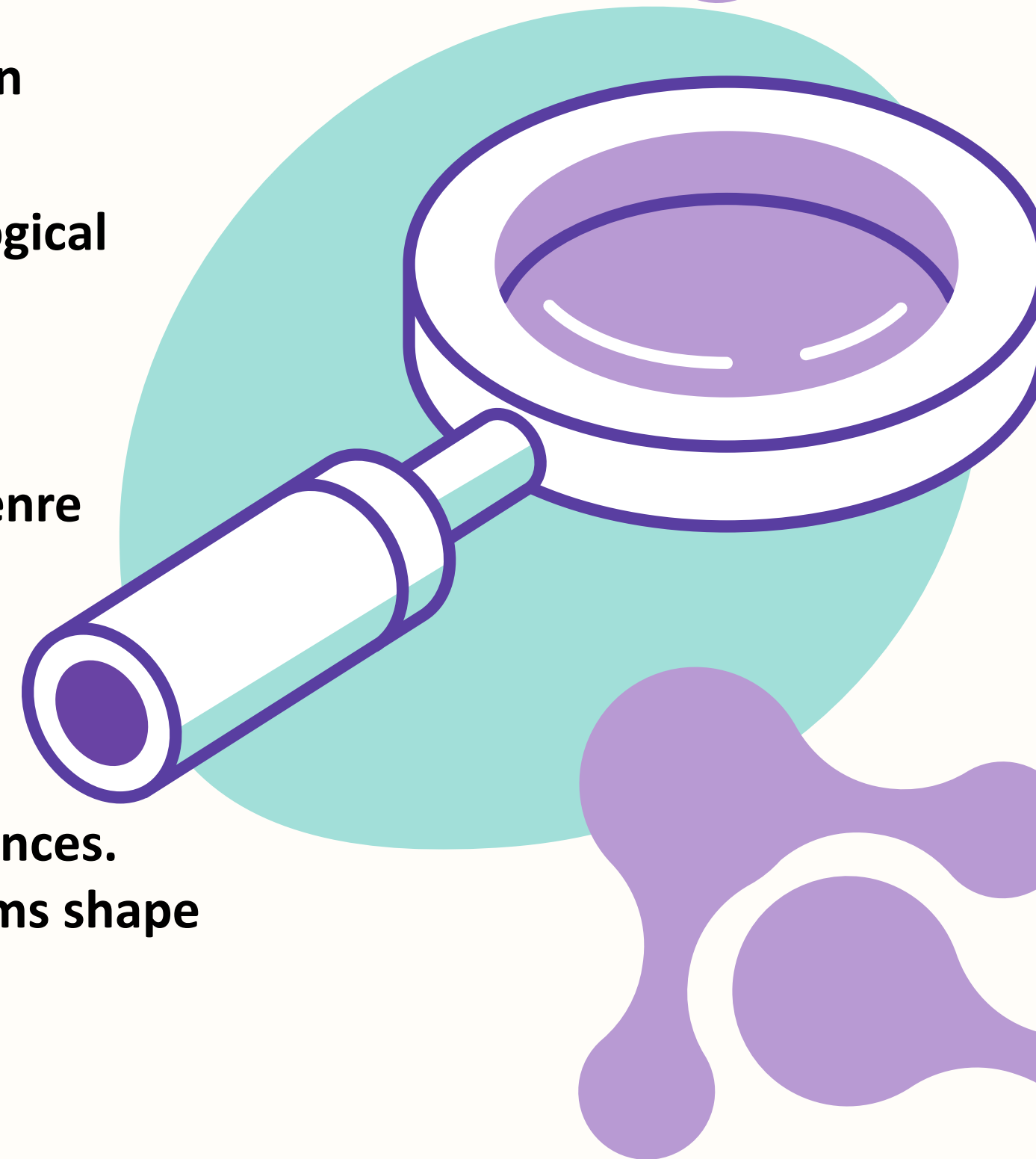
- Zillmann's Mood Management Theory for Movie selection based on emotional states.
- Gratiifications Theory for Choosing media content to fulfill psychological needs.

Gender Differences:

- Hoffner & Buchanan (2005), Oliver et al. (2000): Gender-based genre preferences.
- Smith & Taylor (2018): Evolving gender stereotypes in movies.

Social Influences:

- Bandura (1977): Social learning theory influencing movie preferences.
- Brown & Bobkowski (2011): Peer interactions and online platforms shape movie consumption.



Hypothesis

(01)

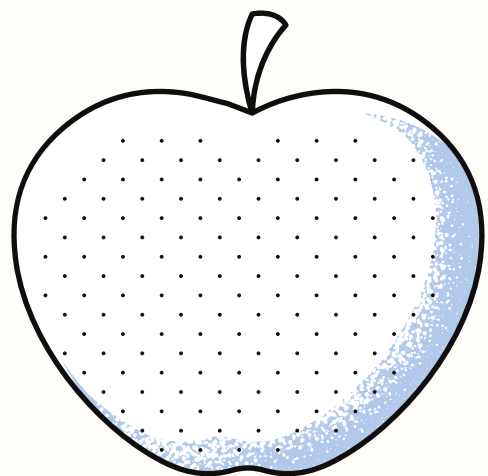
There is a significant correlation between movie preferences and viewing habits and attitudes towards movie length.

(02)

Movie preferences and viewing habits are significantly correlated with the frequency of rewatching movies.

(03)

Individuals who love CGI (computer-generated imagery) in movies have significantly different movie preferences and viewing habits compared to those who don't like it.



Hypothesis

(04)

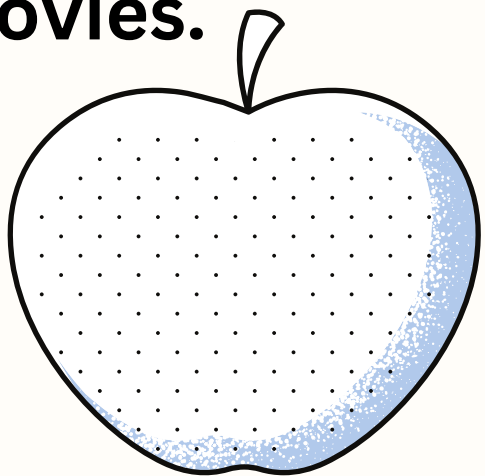
Individuals who watch movies several times a week have significantly different movie preferences and viewing habits compared to those who rarely watch movies.

(05)

Gender is significantly associated with preferences for rewatching movies and soundtrack preference.

(06)

Preferences for rewatching movies and soundtrack preference are significantly associated with the importance of having a happy ending in movies



Methodology

Main Data Categories

- demographic information
- movie preferences
- movie-watching behaviors
- preferences for movie elements

Design & Instruments

- Research Design: Quantitative approach.
- Data Collection: Structured questionnaire.
- Sample: University students.

Data Analysis

Software Utilized: SPSS software.

Analytical Techniques:

- Frequency Distributions
- Correlation Analysis
- Independent Samples t-tests
- Chi-square Tests

Data Presentation & Analysis

Reliability of Data		
	N	%
Valid	197	97.0
Excluded	6	3.0
Total	203	100.0

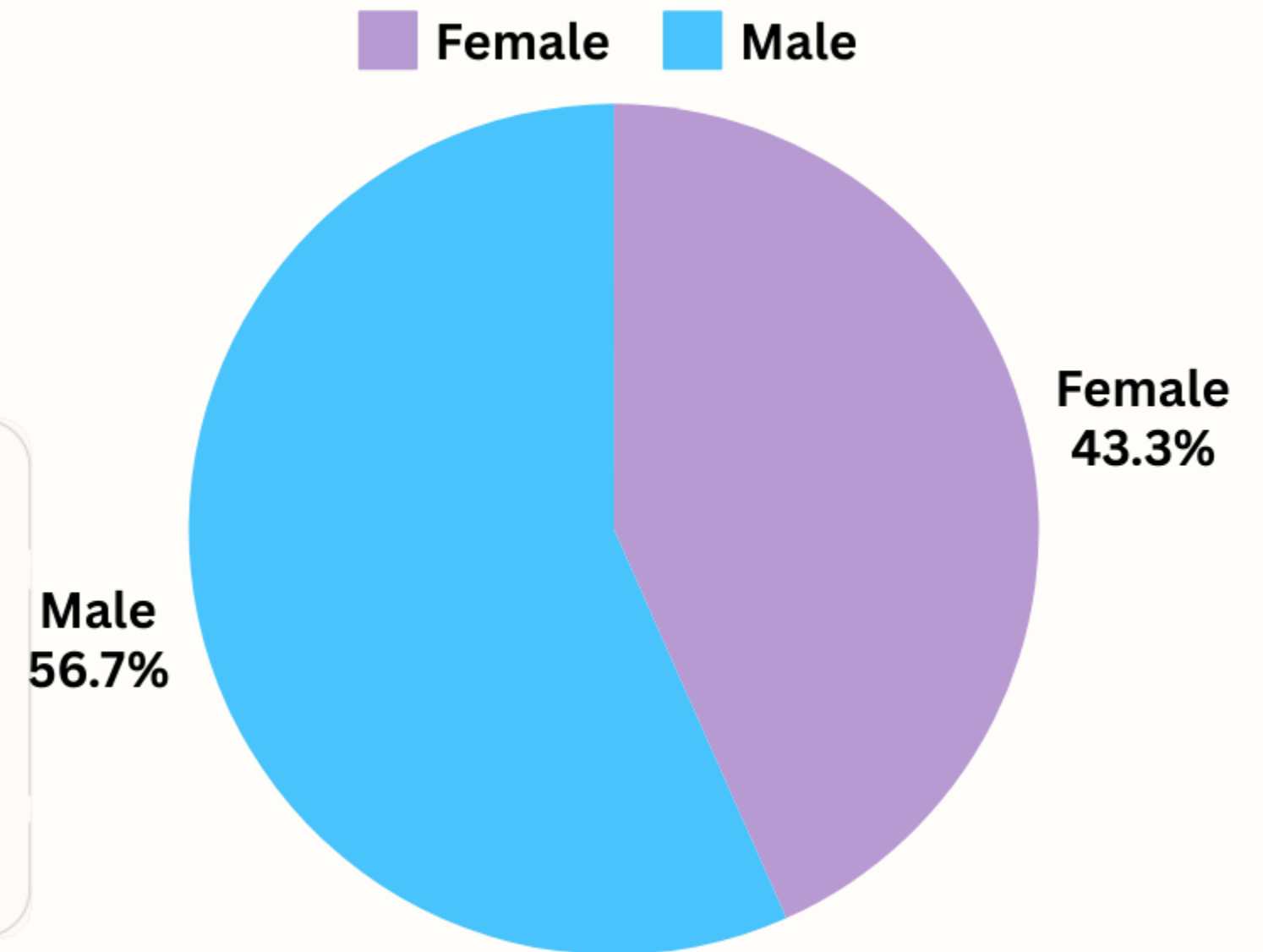
We gathered a total of 203 responses from participants for our study.

However, our analysis was based on 197 responses for specific analyses, as we excluded 6 responses due to incomplete data and imbalances.

Understanding sample of dataset

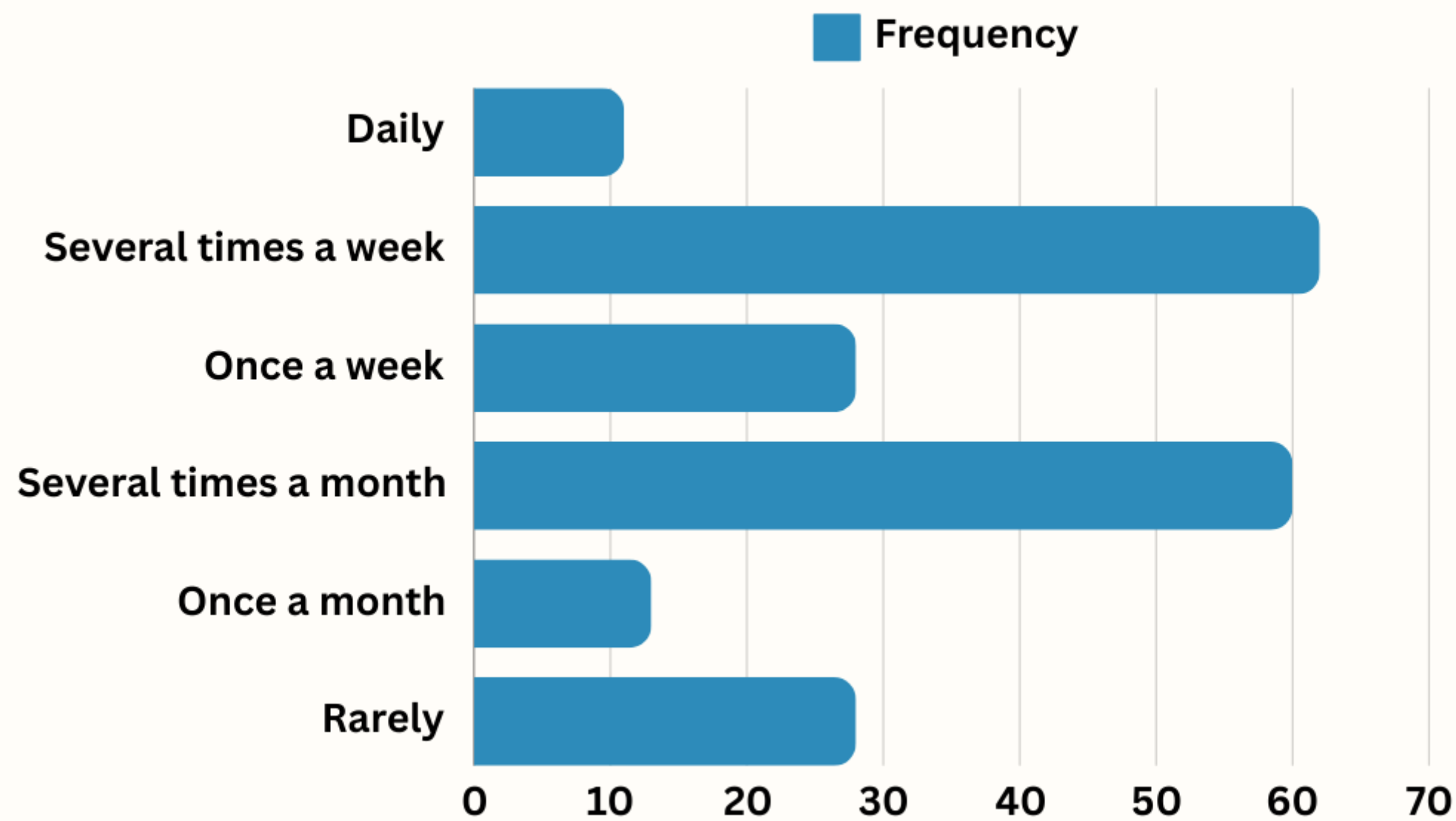
[01]What is your gender?

We asked participants about their gender. Out of 203 respondents, 115 identified as male, which accounts for 56.7% of the total, while 88 identified as female, representing 43.3% of the total.



Understanding sample of dataset

[02] How often do you watch movies in a typical month?



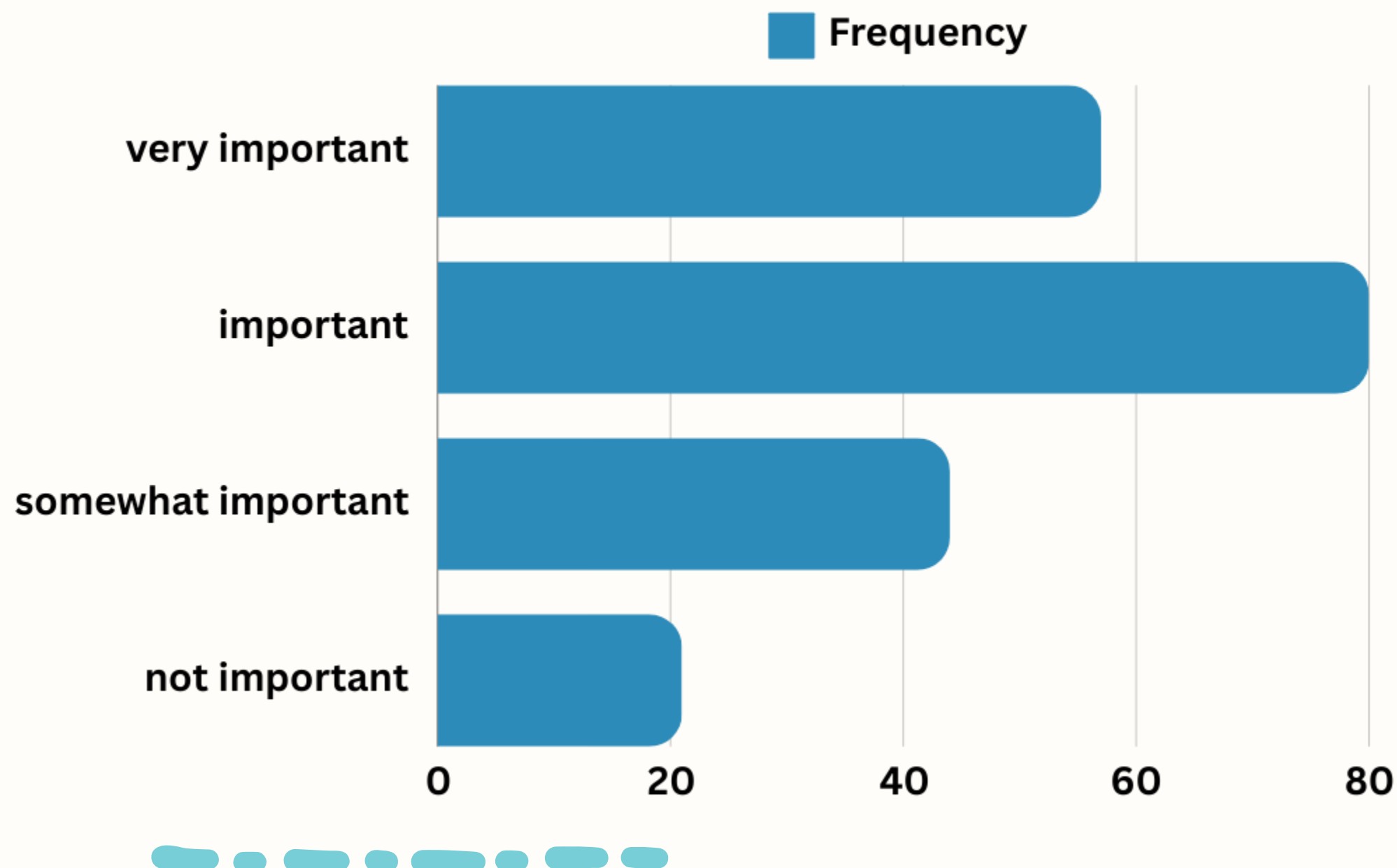
We asked participants how often they watch movies in a typical month. Out of 202 valid responses, the majority watch movies

- Several times a week: 62 respondents (30.7%)
- Several times a month: 60 respondents (29.7%)
- Once a week: 28 respondents (13.9%)
- Rarely: 28 respondents (13.9%)
- Once a month: 13 respondents (6.4%)
- Daily: 11 respondents (5.4%)

One response was missing.

Understanding sample of dataset

[03] How important is it for you to have a happy ending in a movie?



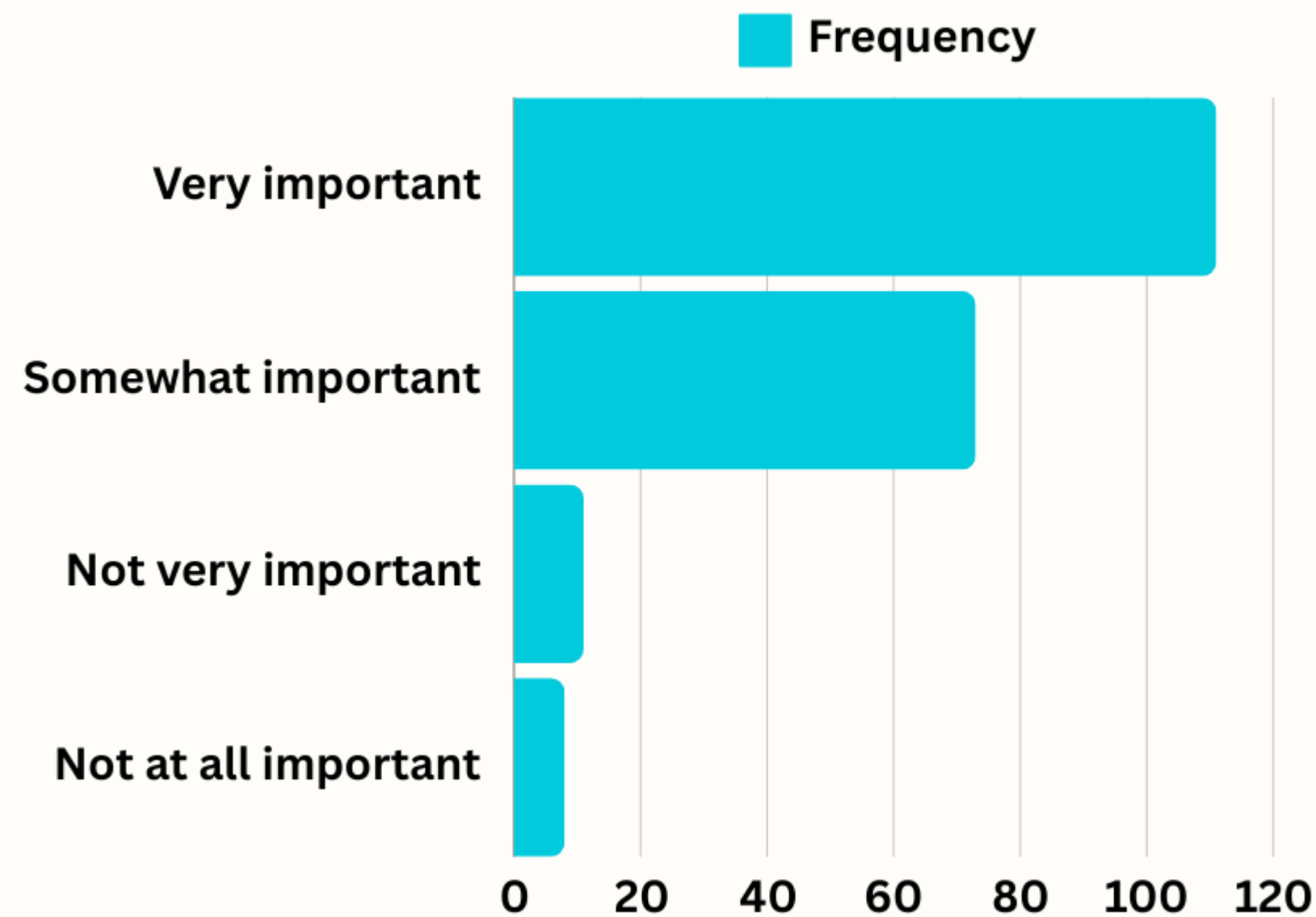
We asked participants how important it is for them to have a happy ending in a movie. Out of 202 valid responses:

- 28.2% rated it as very important
- 39.6% rated it as important
- 21.8% rated it as somewhat important
- 10.4% rated it as not important

One response was missing.

Understanding sample of dataset

[04] What role do movie soundtracks or scores play in your enjoyment of a film[Action]



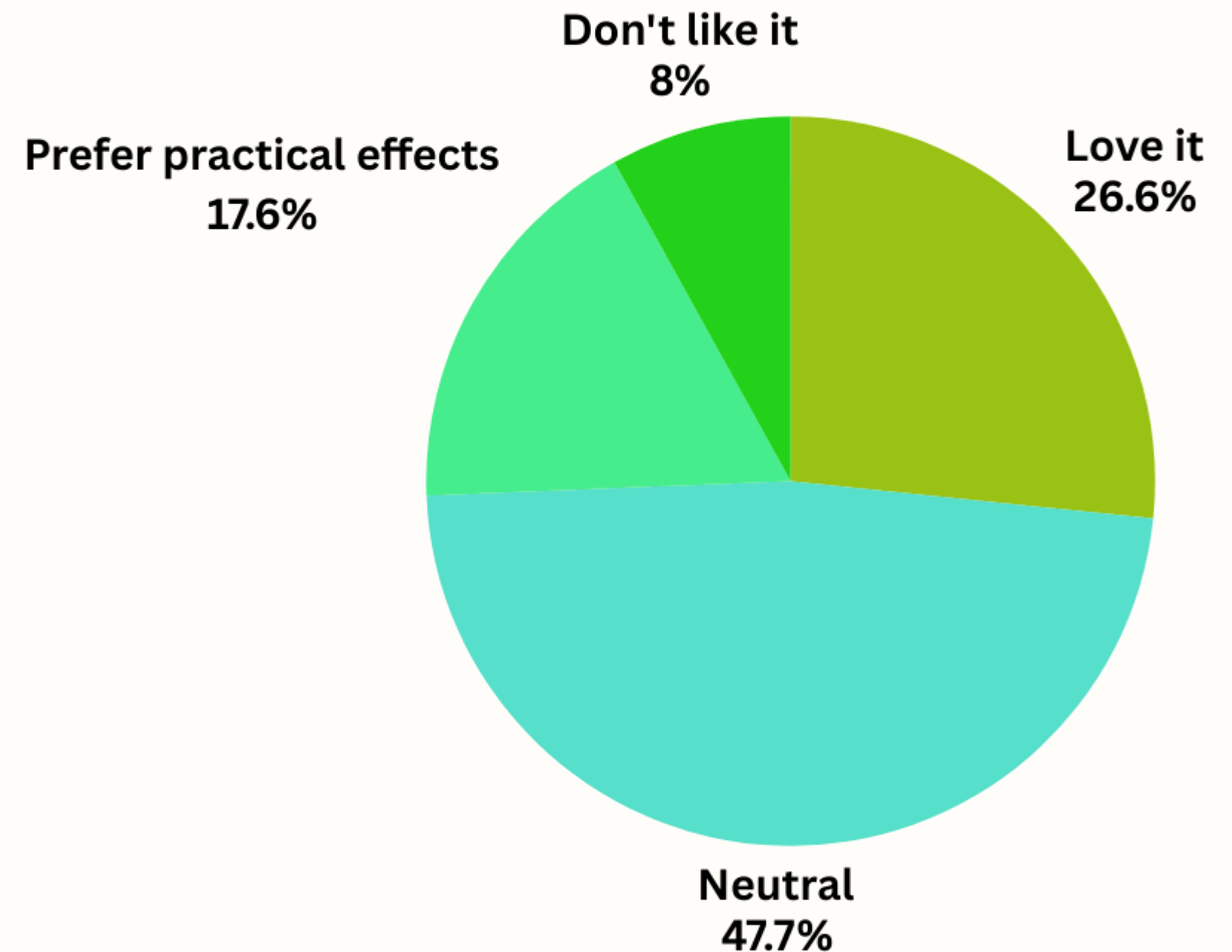
We inquired about the role of movie soundtracks or scores in participants' enjoyment of a film. Out of 203 responses:

- 54.7% considered them very important.
- 36.0% found them somewhat important.
- 5.4% felt they were not very important.
- 3.9% indicated they were not at all important.

Understanding sample of dataset

[05] How do you feel about the use of CGI [computer-generated imagery] in movies?

We asked participants about their
opinions on the use of CGI (computer-
generated imagery) in movies.
There were 4 missing responses.



Correlation Analysis

01. Analyzing the Relationship Between Attitudes Towards Movie Length and Movie Preferences and Viewing Habits

- **Null Hypothesis (H0):**

There is no significant correlation between movie preferences and viewing habits and attitudes towards movie length.

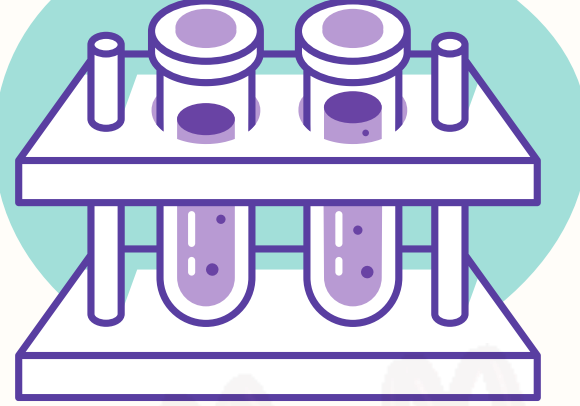
- **Alternative Hypothesis (H1):**

There is a significant correlation between movie preferences and viewing habits and attitudes towards movie length.

Correlation Analysis:

- Pearson correlation coefficient: $r = 0.196$, $p = 0.035$.
- **Significance:** $p\text{-value} < 0.05$, indicating a statistically significant positive correlation.
- **Conclusion:** Rejecting the null hypothesis, suggesting a relationship between movie preferences, viewing habits, and attitudes towards movie length.





Discussion

01. Analyzing the Relationship Between Attitudes Towards Movie Length and Movie Preferences and Viewing Habits

- Key Finding: Significant positive correlation between movie preferences and viewing habits and attitudes towards movie length ($r = 0.196$, $p = 0.035$).
- Interpretation: Viewers' preferences and habits are slightly influenced by their attitudes towards the length of movies, suggesting that movie duration may play a role in shaping viewing behaviors.



Correlation Analysis

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

- **Null Hypothesis (H0):**

There is no significant correlation between movie preferences and viewing habits and the frequency of rewatching movies.

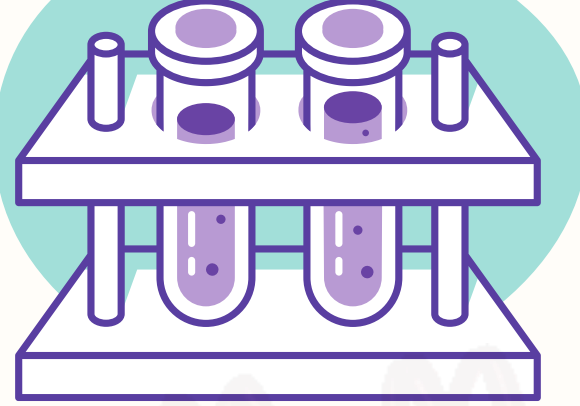
- **Alternative Hypothesis (H1):**

Movie preferences and viewing habits are significantly correlated with the frequency of rewatching movies

Correlation Analysis:

- Pearson correlation coefficient: $r = 0.539$, $p = 0.000$.
- **Significance:** $p\text{-value} < 0.01$, indicating a strong positive correlation.
- **Conclusion:** Rejecting the null hypothesis, suggesting a significant relationship between movie preferences, viewing habits, and frequency of rewatching movies.





Discussion

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

- Key Finding: Strong positive correlation between movie preferences and viewing habits and the frequency of rewatching movies ($r = 0.539$, $p = 0.000$).
- Interpretation: Individuals with well-defined movie preferences and habits are more likely to rewatch movies, indicating that engagement with movies influences rewatch behavior.



Hypothesis Testing (t Test)

03. Investigating the Relationship Between Movie Preferences and Viewing Habits and the Attitude Towards CGI 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.

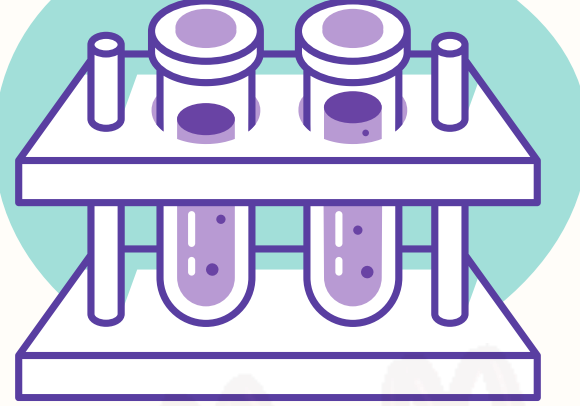
T-test Analysis:

- Equal Variances Assumed: $t = -2.98$, $df = 40$, $p = 0.005$
- Equal Variances Not Assumed: $t = -2.34$, $df = 11.293$, $p = 0.038$
- Interpretation: Significant difference in movie preferences and viewing habits between the two groups, with p-values < 0.05 .

Conclusion:

- Strong evidence against the null hypothesis, suggesting that attitudes towards CGI in movies influence movie preferences and viewing habits





Discussion

03. Investigating the Relationship Between Movie Preferences and Viewing Habits and the Attitude Towards CGI in Movies

- Key Finding: Significant difference in movie preferences and viewing habits between those who love CGI and those who don't ($p = 0.005$, $p = 0.038$).
- Interpretation: CGI preference affects viewing habits and movie choices, with those favoring CGI showing distinct patterns in their movie consumption.



Hypothesis Testing (t Test)

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

- **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.

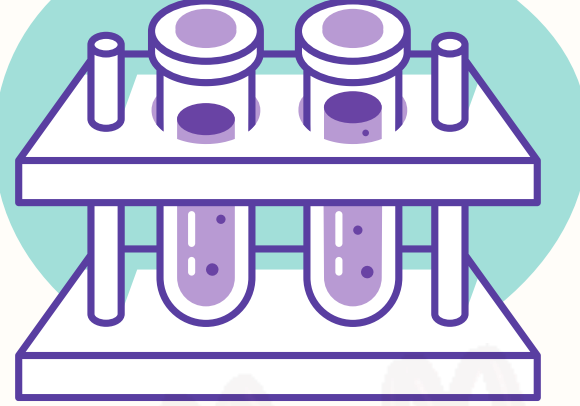
T-test Analysis:

- Equal Variances Assumed: $t = -4.968$, $df = 54$, $p < 0.001$, Mean Difference = -18.23186
- Equal Variances Not Assumed: $t = -4.968$, $df = 5$, $p < 0.001$, Mean Difference = -18.23186
- Interpretation: Strong evidence to reject the null hypothesis, indicating a significant difference in movie preferences and viewing habits between the two groups.

Conclusion:

Individuals who watch movies several times a week exhibit distinct movie preferences and viewing habits compared to those who rarely watch movies.





Discussion

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

- Key Finding: Significant difference in preferences and habits between frequent watchers and rare watchers ($p < 0.001$).
- Interpretation: Frequent movie watchers develop specific preferences and viewing habits, distinguishing them from infrequent viewers.



Chi Square Test

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

- **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.

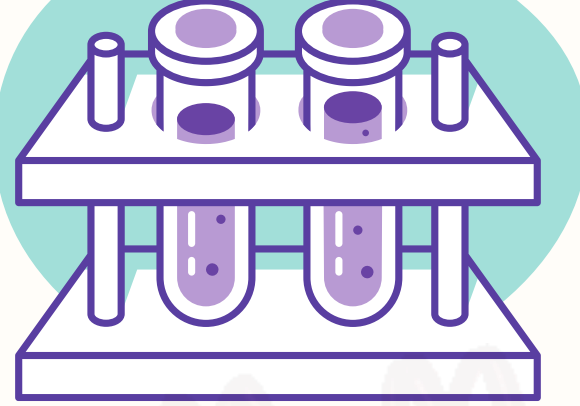
Chi-Square Tests:

- Pearson Chi-Square: $\chi^2 = 27.934$, $df = 34$, $p = 0.759$
- Likelihood Ratio: $\chi^2 = 33.603$, $df = 34$, $p = 0.487$
- Linear-by-Linear Association: $\chi^2 = 0.002$, $df = 1$, $p = 0.961$.
- Both Pearson chi-square test and likelihood ratio test yield p-values > 0.05 also same linear association, indicating no significant association between gender and preferences for rewatching movies and soundtrack preference.

Conclusion:

There is no significant association between gender and preferences for rewatching movies and soundtrack preference. suggesting no evidence to reject the null hypothesis.





Discussion

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

- Key Finding: No significant association between gender and preferences for rewatching movies and soundtrack preference ($p > 0.05$).
- Interpretation: Gender does not play a significant role in rewatch preferences or soundtrack importance, indicating similar valuation across genders.



Chi Square Test

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

- **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

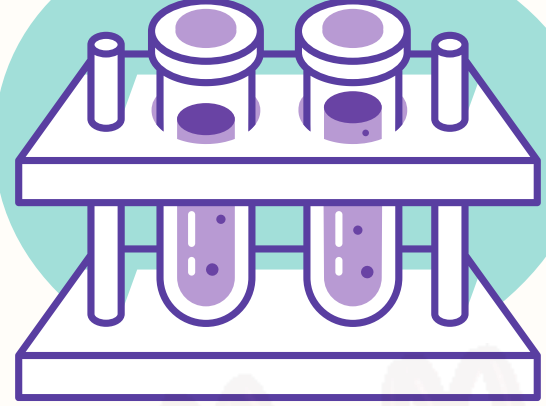
Chi-Square Tests:

- Pearson Chi-Square: $\chi^2 = 101.174$, $df = 102$, $p = 0.505$
- Likelihood Ratio: $\chi^2 = 111.388$, $df = 102$, $p = 0.247$
- Linear-by-Linear Association: $\chi^2 = 0.608$, $df = 1$, $p = 0.436$
- Both Pearson chi-square test and likelihood ratio test yield p-values > 0.05 also same linear association, indicating no significant association between preferences for rewatching movies and soundtrack preference and the importance of having a happy ending in movies.

Conclusion:

There is no significant association between preferences for rewatching movies and soundtrack preference and the importance of having a happy ending in movies. suggesting no evidence to reject the null hypothesis.





Discussion

06. Happy Endings and Preferences for Rewatching Movies and Soundtrack Preference

- Key Finding: No significant association between the importance of a happy ending and preferences for rewatching movies and soundtrack preference ($p > 0.05$).
- Interpretation: The desire for a happy ending does not significantly impact rewatch or soundtrack preferences, suggesting other factors are more influential in these areas.



Conclusion

Movie Length: Slight correlation with viewing habits, indicating some influence on preferences.

Rewatch Frequency: Strong correlation with defined movie preferences and habits.

CGI Preference: Significant impact on viewing habits, highlighting distinct consumption patterns

Viewing Frequency: Frequent watchers exhibit distinct preferences and habits.

Gender: No significant impact on rewatch or soundtrack preferences.

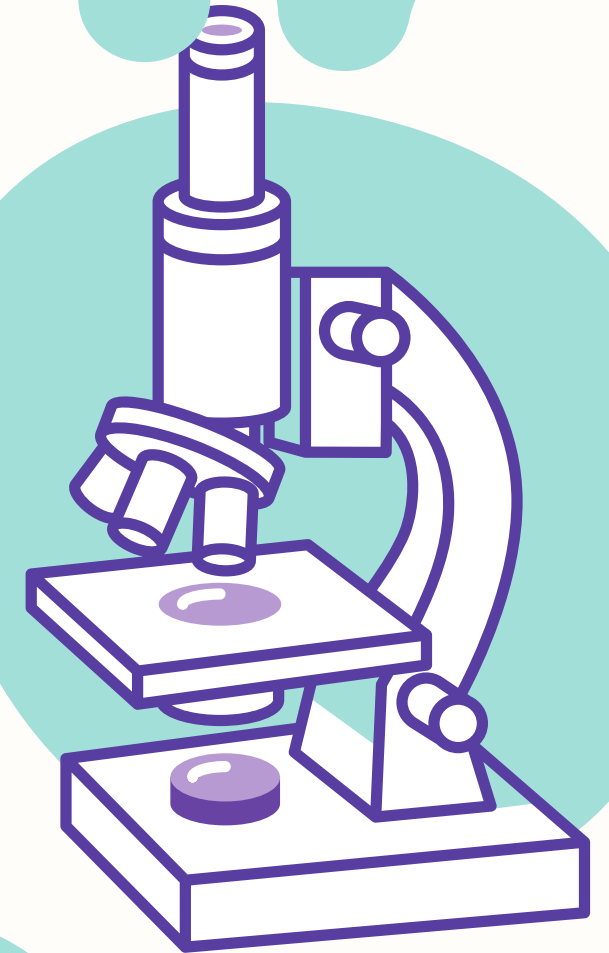
Happy Endings: No significant impact on rewatch or soundtrack preferences.

Future Research

(01) 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.

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

(03) 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.



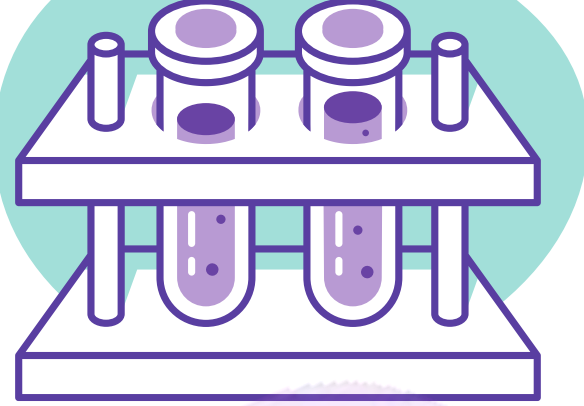
This is Our Group



Nipuna Sandaruwan
2021T01189



Harsha Wijesinghe
2021T01187



Thank you