

**I: When you think about contemporary cinema, what are the first three aspects—positive or negative—that come to mind?**

P1: "The first positive aspect is the high audiovisual quality. The second, more critical, aspect is that many students experience cinema as something passive, very similar to watching content at home on streaming platforms, and they tend to lose focus easily. The third aspect is the ticket price, which represents a real limitation for many students and often discourages them from going to the cinema."

P3 responds by highlighting technical aspects: "comfortable seating—a viewing experience that is decidedly different from what you have at home with a small screen. The second point, which is unfortunately a negative one due to my profession, is the difficulty of balancing the cinema with family and work life, especially during the week. The third aspect is that current cinema has become a standard experience: you go, you watch the movie, and you go home without any real added value. You go just to do something different, but in the end, you don't really take home a great, unforgettable experience."

P4 intervenes, adding: "Honestly, since the children arrived, Giuseppe and I have been less motivated to go to the cinema, unless it's just the two of us. On one hand, it's nice to go out and share something all together, but on the other, it becomes stressful: the children have to sit still, stay quiet, and if the movie doesn't grab them, they get bored immediately and become difficult to manage. In the end, nobody relaxes, and we risk annoying other people who are actually interested in the screening".

P2: When reflecting on contemporary cinema, one of the first aspects that comes to mind is the technical spectacle, which represents a clear strength. The audio-visual quality offered by cinema technologies such as IMAX and Dolby Atmos remains difficult to replicate in a domestic setting, even though the gap between home viewing and theatrical projection is gradually narrowing. The impact of a large screen, combined with enhanced sound systems and amenities such as deluxe seating, continues to make the cinema experience distinctive and appealing. At the same time, the issue of cost emerges as a significant drawback. Ticket prices have increased considerably, particularly when weighed against the artistic value of certain film productions. In this regard, it is not entirely clear whether the adoption of smart glasses or alternative viewing technologies would actually lead to a reduction in costs for the audience. Finally, the social dimension of cinema represents an ambivalent aspect. On the one hand, watching a film together can be an enjoyable and enriching experience; on the other hand, this collective setting is sometimes undermined by discourteous behaviors, such as the use of smartphones or conversations during the screening, which can negatively affect the overall atmosphere—although such situations do not occur consistently.

P7: "The first thing I think about is comfort—or rather, the lack of it in many cases. Uncomfortable seats, people talking or using their phones, and general distractions often take away from the enjoyment. Despite this, I still associate cinema with a more engaging experience than watching a film at home. There's a certain sense of anticipation when entering the theater: the smell of popcorn, the lights dimming, the collective silence just before the movie starts. It's a ritual that makes the experience feel different from streaming. Still, I can't ignore the practical issues: cramped seating, disruptive audience members, and sometimes poor visibility in certain areas. These negative aspects coexist with the excitement and immersive nature of cinema, making it an ambivalent experience for me—both engaging and occasionally frustrating."

P8: "When I think about going to the cinema nowadays, the first things that come to mind are definitely the technical aspects, like the large screen and high-quality sound. These elements still make a big difference compared to watching a movie at home, because they create a kind of immersion that you simply can't get from a TV or laptop. It's that feeling of being surrounded by the story, both visually and audibly, that I find very compelling. On the negative side, however, I often think about the high ticket prices, which can be discouraging, especially if you want to go regularly. Another aspect that bothers me is how crowded theaters can be, particularly during premieres or weekends. This can make the experience less comfortable and sometimes even

stressful, because you're constantly aware of people around you, noises, and distractions. So while I value the immersive quality of cinema, the cost and lack of personal space are recurring concerns."

P9: "For me, cinema is first and foremost a social experience. It's something you do with friends or family, which makes it different from just watching a movie alone at home. I really appreciate that aspect because it creates shared memories and conversation afterwards. However, when I think about it critically, I realize there are several limitations. One is the rigid scheduling—you have to fit the movie into fixed time slots, which is less flexible than streaming at home. Another is that cinema doesn't always feel special anymore; the overall environment can feel very uniform, with identical seating, lighting, and even snack options across different venues. Because of that, sometimes the emotional impact of the film is slightly reduced. So, while it's socially engaging, cinema can feel standardized and predictable, lacking surprises or unique touches.