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IS448-001
Research Question Assignment

Research Question

Does the usage of video applications (Hulu, Netflix, YouTube, etc.) have an impact on people when deciding to go to the movies?

Independent Variable

Usage of video applications

Dependent Variable

Movie theater attendance

Hypothesis

Usage of video applications is negatively related to going to movie theater

Measurements

- Nominal
 - What kind of movies do you watch?
 - Animation
 - Action
 - Horror
 - Romance
- Ordinal
 - How often do you go to the movie theater?
 - Never
 - Somewhat
 - Frequently
- Interval
 - When was the last time you went to a movie theater
 - This month
 - Last month
 - Two months ago
 - Three months ago