Interview Question Sheet

Overall goal of this interview: How do users interact with movies? For example, do they tweet about them? Do they buy them as DVDs/Blurays? Do they have a favourite \_\_\_ (actor, genre, etc…)? Etc…

1. Do you like to watch movies? How often do you watch a movie?
2. Where do you watch movies?(e.g. Home, Cinema, online)
   1. If at home:
      1. What medium do you use? DVD, Bluray, torrent, etc…
      2. Where and how you find those resource?
      3. Have you ever used a service such as Netflix  
         If yes:
         1. Which one?
         2. What features of that service did you like?
         3. What features did you not like?
         4. Are there features you wish were implemented?
   2. If at cinema:
      1. Which cinema? Why?(How do you decide what cinema)
   3. Other:
3. If you go watch a movie, where did you get the movie information? (magazine, some group, website, friends….)
4. What genre of movie do you prefer (action, comedy, etc…)?
   1. Did you try to search for them? How?
   2. Are there genres you don’t like?
      1. Are you willing to watch these genres?
      2. If you were recommended a movie that was a genre you don’t like, would you watch it? If not, can you be convinced to do so? If so, how?
5. Do you like any movie stars?
   1. Do you follow his/her movies?
   2. Do you follow other actors/actresses with similar styles?
   3. Do you know any information about this actor?
6. Do you like any movie director? Do you follow his movie?
   1. Same sub-questions as 5)
7. What movtivates you to watch a specific movie?(Story, movie type, director, movie stars, recommendation)
   1. If a movie does NOT have this information will you still watch it?
8. Do you watch TV shows?  
   If yes:
   1. Ask similar questions as above
9. Tell me about a movie you watch last time. (get information from a real life example)
   1. How do you know it
   2. Do you like it
   3. Does it meet your expectation?
   4. If no, why?
   5. Where did you watch it?
   6. Did you watch your friends? Families? Or other….
   7. Did you recommend to your friends?