Interview Question Sheet

1. Do you like to watch movies? How often do you watch a movie?

Yes. I watch movie when I have time.

1. Where do you watch movies?(e.g. Home, Cinema, online)

Cinema and online

* 1. If at home:
     1. What medium do you use?

Download MP4

* + 1. Where and how you find those resources?

Searching resource online

* 1. If at cinema:
     1. Which cinema? Why?(How do you decide what cinema)

I watch at the center of the city. Close to the shopping mall

* 1. Other:

1. If you go watch a movie, where did you get the movie information? (magazine, some group, website, friends….)

Friends and website

1. What genre of movie do you prefer (action, comedy, etc…)?

Romance, Action, Thriller

* 1. Did you try to search for them? How?

Yes, I search them from a specific website

* 1. Are there genres you don’t like?

Historical film

* + 1. Are you willing to watch these genres?

If I feel bored and have nothing else to do, yes.

* + 1. If you were recommended a movie that was a genre you don’t like, would you watch it?

Yes, if it has high rating or recommended by friends.

1. Do you like any movie stars?

Robert Pattinson, Jean Reno, Johnny Depp, Anne Hathaway

* 1. Do you follow his/her movies?

Yes

* 1. Do you follow other actors/actresses with similar styles?

Yes

* 1. Do you know any information about this actor?

Gossip and personal information

1. Do you like any movie director

Yes, I like Shunji Iwai, a Japanese director. I follow his movie

* 1. Do you follow his movie?

I follow his movie

* 1. Do you follow other director with similar style

Yes

1. What Lead you to watch a specific movie?(Story, movie type, director, movie stars, recommendation)

Story and movie stars

* 1. If a movie does NOT have this information will you still watch it?

No

1. Tell me about a movie you watch last time. (get information from a real life example)
   1. What’s the movie name?

Loveletter. A Japanese movie, from Shunji Iwai.

* 1. How do you know it

This is a classical movie. Many website recommend it

* 1. Do you like it

Yes

* 1. Does it meet your expectation?

Yes

* 1. If no, why?
  2. Where did you watch it?

online

* 1. Did you watch your friends? Families? Or other….

NO

* 1. Did you recommend to your friends?

No

* 1. How will you recommend it to your friend?