Interview Question Sheet

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

Yes. I watch movie once a week

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

Cinema and Online, decided by movie type and price

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

Website

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

I have a couple good movie websites.

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

I pick the cinema that is closest to home.

* 1. Other:

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

Magazine, Website, friends

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

No specific

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

No

* 1. Are there genres you don’t like?

Scary movie

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

No

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

No

1. Do you like any movie stars?

John Travolta

* 1. Do you follow his/her movies?

No

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

No

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

No

1. Do you like any movie director

Yes, I like Quentin Taramtino

* 1. Do you follow his movie?

Yes

* 1. Do you follow other director with similar style

No

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

Story, recommendation, friends suggestion and trailer

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

No

1. Will you watch some movies second times?

Yes, Star War

1. Do you follow any movie series?

Batman

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

Don’t remember the name

* 1. How do you know it

Browsing different movie and look at the intro and trailer

* 1. Do you like it

Yes

* 1. Does it meet your expectation?

Yes

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

at cinema

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

Yes

* 1. Did you recommend to your friends?

Yes

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

I watched this movie and I like its story. Tell them the introduction of the movie. Tell them my feeling