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?

Yes. If I have spare time, everyday.

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

Online and cinema

* 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)

Central of the city. Close to the shoppingmall

* 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, website

* 1. Are there genres you don’t like?

Historical film

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

If I feel boring, yes.

* + 1. 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?

Yes.

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? Do you follow his movie?

Shunji Iwai. Japanese director. Yes

* 1. Same sub-questions as 5)

Yes yes no

1. What movtivates 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. Do you watch TV shows?  
   If yes:
   1. Ask similar questions as above
2. Tell me about a movie you watch last time. (get information from a real life example)
   1. How do you know it

This is a classical movie.

* 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?
  2. Yes. If they like literary film.

Loveletter. A Japanese movie, from Shunji Iwai.