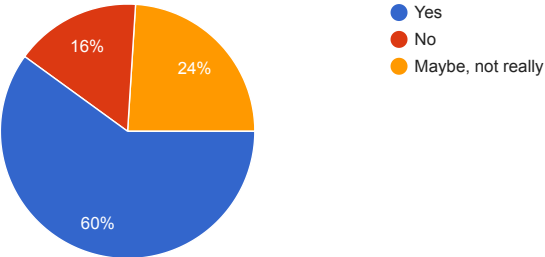# Film platform survey for TU059 master graduation project

50 条回复
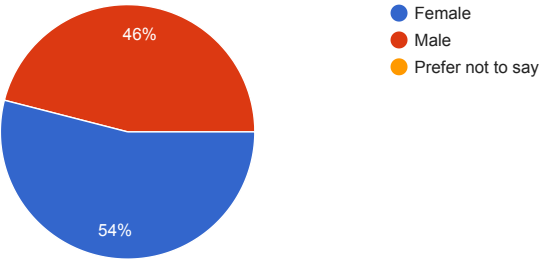
After the lockdown of COVID-19, did your indoor entertainment activities become more than before?
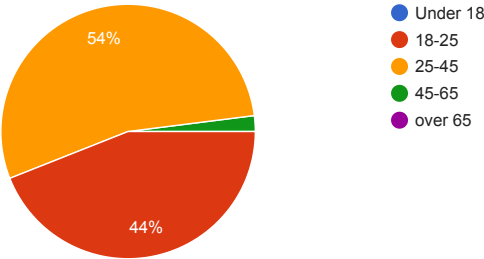
（50 条回复）

- Yes
- No
- Maybe, not really
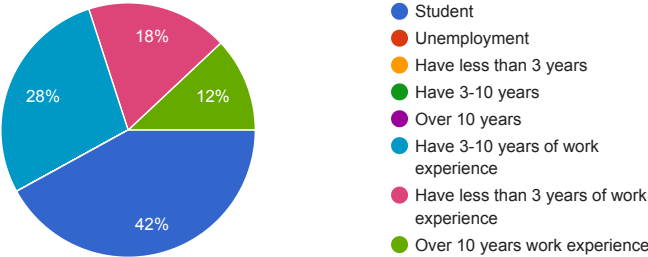
60%
16%
24%

What is your gender?

（50 条回复）

- Female
- Male
- Prefer not to say

54%
46%

What is your age group?

（50 条回复）

- Under 18
- 18-25
- 25-45
- 45-65
- over 65

54%
44%

What about your work experience?

（50 条回复）

- Student
- Unemployment
- Have less than 3 years
- Have 3-10 years
- Over 10 years
- Have 3-10 years of work experience
- Have less than 3 years of work experience
- Over 10 years work experience

18%
12%
28%
42%

Which is your favourite indoor entertainment?

（50 条回复）

- Watching movies — 38 (76%)
- Playing the computer game — 26 (52%)
- Reading — 20 (40%)
- Listening the music — 23 (46%)
- Partys — 1 (2%)
- Surfing the internet 🎉 — 1 (2%)
- mediation，keep，yoga — 1 (2%)
- Youtube — 1 (2%)
- football — 1 (2%)
- board games — 1 (2%)
- Amazon shopping — 1 (2%)

0   10   20   30   40
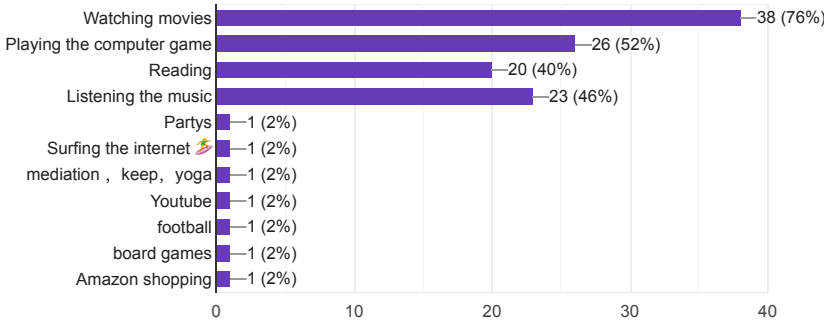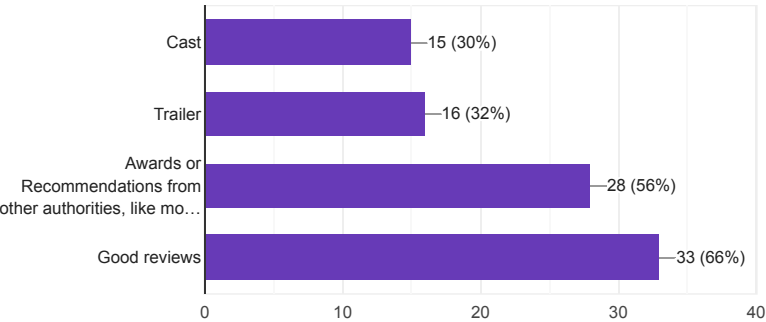
What factors will affect you watching a certain movie?

Which factor influence you most to choose to watch a movie

（50 条回复）

- Cast — 15 (30%)
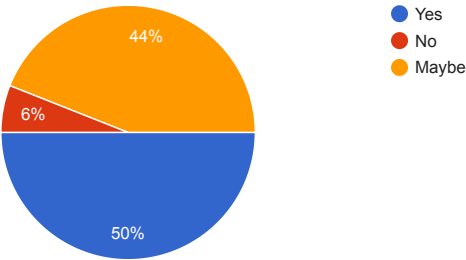- Trailer — 16 (32%)
- Awards or Recommendations from other authorities, like mo… — 28 (56%)
- Good reviews — 33 (66%)

Do you read film reviews before watching a movie?

（50 条回复）

- Yes — 50%
- No — 6%
- Sometimes — 44%
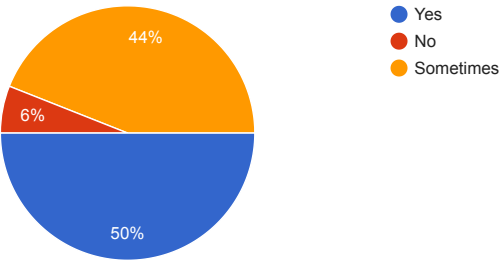
Do bad film reviews make you decide to give up watching this movie?

（50 条回复）

- Yes — 50%
- No — 6%
- Maybe — 44%

Where do you usually browse movie reviews most?

（48 条回复）

- Rotten Tomatoes — 27.1%
- IMDb (Internet Movie Database) — 27.1%
- Twitter
- INS (IG)
- Facebook — 8.3%
- 豆瓣
- youtube
- Douban

△ 1/3 ▼
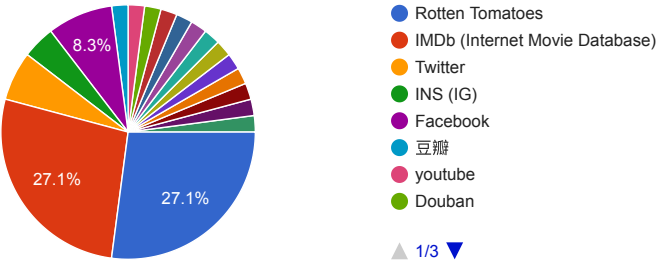
Do you think there are many cases of deliberately creating bad movie reviews

（50 条回复）

- Yes — 36%
- No — 14%
- Maybe — 50%
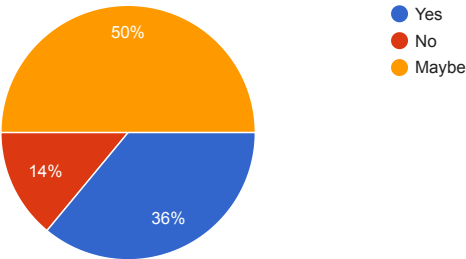
Do you think most of the movies recommended by these film review platforms are your interest?

（49 条回复）

- 🔵 Most
- 🔴 Half
- 🟠 Less than half
- 🟢 Not in the least

49% · 14.3% · 34.7%
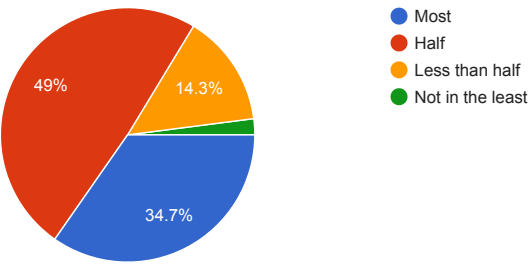
Your film review preference

Do you like to share your film reviews online?

（50 条回复）

- 🔵 Yes
- 🔴 No
- 🟠 Sometimes

42% · 44% · 14%
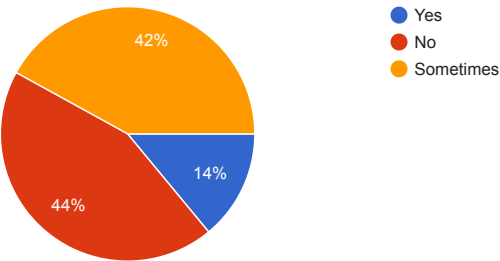
If you don't want to share your film reviews, why?

（43 条回复）

- 🔵 Too many trolls
- 🔴 Not getting likes/share from ot…
- 🟠 Too much effort
- 🟢 Don't have time
- 🟣 n/a
- 🔵 Assume others don't value m…
- 🔴 I mostly share through word-o…
- 🟢 I leave that to the experts!

34.9% · 46.5%

△ 1/2 ▽
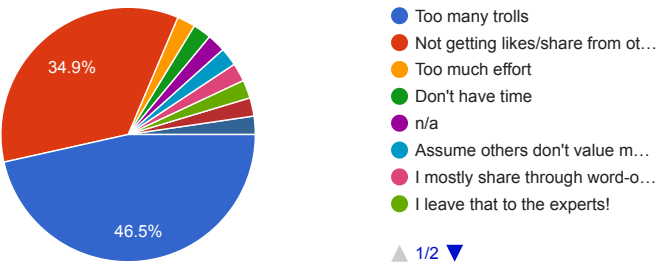
Do you find that some film reviews focused on criticising the of actors appearance bother you? If so, why?

（50 条回复）

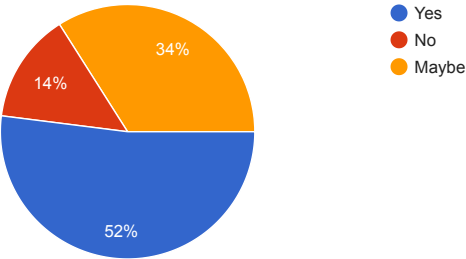|	
Yes	14 (28%)
No	13 (26%)
Maybe	24 (48%)
Should be about the acting and plot. Unless the acto…	1 (2%)
I haven't experienced this but I wouldn't like to see it.	1 (2%)
People like to show off	1 (2%)

0 · 10 · 20 · 30
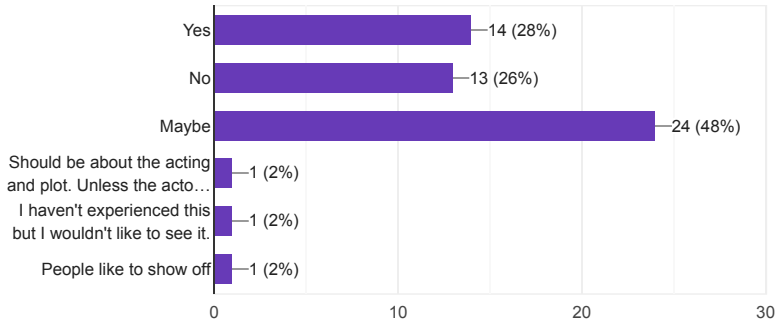
If the film review website can filter out the film reviews according to the user's personal needs, like clear some comments which attack others, it will help users to get more authentic film reviews, will you use this function all the times?

（49 条回复）

- Yes
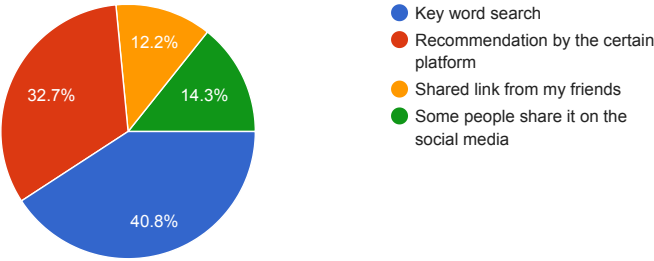- No
- Maybe

34.7%
22.4%
42.9%
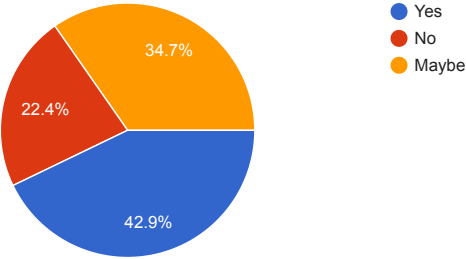
If the toxic review filtering limit user share their comments which is toxic. Would you take the initiative to use that, even it would limit your (toxic) comment, but everyone will get a fair and authentic environment.
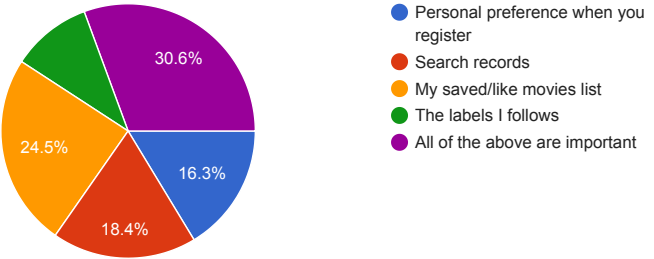
（50 条回复）

- Yes
- No
- Maybe

34%
14%
52%

How do you get the movie you may interest online?

（49 条回复）

- Key word search
- Recommendation by the certain platform
- Shared link from my friends
- Some people share it on the social media

12.2%
14.3%
32.7%
40.8%

When the platform's recommendation system to recommend movies to you, which basis do you want most?

（49 条回复）

- Personal preference when you register
- Search records
- My saved/like movies list
- The labels I follows
- All of the above are important

30.6%
16.3%
18.4%
24.5%

Which aspect of the movie is most valued for you?

（50 条回复）

- Story plot
- Movie theme
- Cast
- Movie effect
- All the above are equally important!

40%
52%

Film platform survey for TU059 master graduation project

Google 表单