

## Informed Consent



# Cleveland State University

### FILM AND TV USAGE SURVEY Informed Consent Statement

Thank you for taking the time to participate in this study. Faculty members Dr. Leo Jeffres and Dr. Kim Neuendorf of the School of Communication at Cleveland State University are collecting data on ways in which individuals select film and TV content. This questionnaire will ask you a series of general questions about your background, your typical media habits, and your outlook on life. Your responses will be saved electronically.

Please answer all questions to the best of your ability. You are not being judged in any way by your answers; and as your responses are confidential, please be as truthful and honest as possible. Your participation is voluntary, and you may choose not to participate, decline to answer any question, or exit this questionnaire at any time without penalty. The study should take about 45 minutes to complete. There are no foreseeable risks in participating in this study beyond those of daily living. Should you experience any discomfort while completing the study, you may contact the Cleveland State University Counseling Center at (216) 687-2277.

If you have any questions about the study, feel free to contact Prof. Leo Jeffres at (216) 687-5088 or Prof. Kim Neuendorf at (216) 687-3994.

Thank you.

If you have any questions about your rights as a research subject, you can contact Cleveland State University's Institutional Review Board at (216) 687-3630.

**\*1. Clicking the box below will confirm that you are 18 years or older and have read and understood this consent statement. Clicking will constitute your informed consent to participate in the study as outlined above.**

I agree to continue.

# Film & TV Usage 2014

## Media Exposure

The past couple decades have seen significant changes due to new technologies that have changed people's use of media in general as well as their communication patterns. To get a more up to date picture of audiences today, this survey examines media use patterns, with particular attention to film genres.

### \*2. First, what are some of the things you like to do when you have leisure time?

### \*3. Please indicate how often you do each the following by selecting the appropriate category:

	Several times each day	Once a day	Several times each week	About once a week	Every couple weeks	Less often than that	Almost never	Never
Watch television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Listen to the radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read a magazine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read a book	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read a newspaper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go out to see a film in a theater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watch a film NOT at a theater (e.g., on TV/tablet/phone)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Surf" the Internet "for pleasure," not work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Check my email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go on Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Play video games on some device	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go to see live musical concerts/events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go to see live plays performed in a theater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watch videos on a smart phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text family or friends rather than call them on the phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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**\*4. When you go out to see a film in a theater, what types of films are you most likely to see? Name up to 5 types of films, starting with your most preferred genre to see in a theater.**

1.

2.

3.

4.

5.

**\*5. When you watch a film at home—on cable, on DVD or Blu-ray, or streaming--what types of films are you most likely to see? Name up to 5 types of films, starting with your most preferred genre to see at home.**

1.

2.

3.

4.

5.

**\*6. Now we'd like you to indicate the last three films you watched, and indicate how you watched.**

**First, what is the film/movie you watched most recently?**

**\*7. How did you watch this movie?**

- In theater
- On TV/cable
- Via DVD or BluRay
- Online

**\*8. What is the name of the film/movie you watched second most recently?**

**\*9. How did you watch this movie?**

- In theater
- On TV/cable
- Via DVD or BluRay
- Online

# Film & TV Usage 2014

**\*10. And what is the name of the film/movie you watched third most recently?**

**\*11. How did you watch this movie?**

- In theater
- On TV/cable
- Via DVD or BluRay
- Online

**\*12. What are your three favorite films or movies of all time?**

1.
2.
3.

**\*13. Please indicate how important the following reasons are for deciding to go out to see a film in a theater:**

	Often very important	Sometimes important	Seldom important	Almost never important
I just want to be entertained.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I've read a review and the film sounds interesting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm going with someone who picks the film.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I just want to waste time, have nothing to do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm feeling down and need cheering up.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to see a particular actor in the film.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to see a particular type of film.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A friend recommended the film.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be with friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Film & TV Usage 2014

## Viewing Expectations

**\*14. Following are different types of films, and a few TV formats. Indicate a couple THINGS THAT YOU WOULD EXPECT if you decided to watch each one, either in a theater or on television/laptop/tablet.**

a. musicals:	<input type="text"/>
b. westerns:	<input type="text"/>
c. horror films:	<input type="text"/>
d. science fiction films:	<input type="text"/>
e. detective films:	<input type="text"/>
f. comedy films:	<input type="text"/>
g. film noir films:	<input type="text"/>
h. documentary films:	<input type="text"/>
i. action films:	<input type="text"/>
j. animated films:	<input type="text"/>
k. mystery/suspense films:	<input type="text"/>
l. dark comedy films:	<input type="text"/>
m. biographical films:	<input type="text"/>
n. film parodies/film "spoofs":	<input type="text"/>
o. slasher films:	<input type="text"/>
p. mockumentaries:	<input type="text"/>
q. chick flicks:	<input type="text"/>
r. slapstick films:	<input type="text"/>
s. drama films:	<input type="text"/>
t. fantasy films:	<input type="text"/>
u. adventure films:	<input type="text"/>
v. foreign films:	<input type="text"/>
w. romantic dramas:	<input type="text"/>
x. romantic comedies:	<input type="text"/>
y. gangster films:	<input type="text"/>
z. samurai films:	<input type="text"/>
aa. epic films:	<input type="text"/>
bb. sports films:	<input type="text"/>
cc. historical films:	<input type="text"/>
dd. super hero films:	<input type="text"/>

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ee. war films:

ff. TV situation comedies:

gg. TV dramas:

hh. TV soap operas:

ii. TV detective/crime shows:

jj. TV news magazine shows:

kk. TV musical or talent competition shows:

ll. TV reality shows:

mm. Late night TV talk shows:

nn. Children's programs on TV:

oo. TV Animal/Nature documentaries:

pp. TV supernatural, Scifi shows:

**\* 15. Can you think of any important film genres that you haven't been asked about?**

**\* 16. When you watch a film and it does not meet your expectations for the genre it is supposed to represent, how do you feel? And how do you respond?**

**\* 17. Can you give an example of when this has happened?**

## Viewing Patterns

**\*18. Indicate how often you watch each of the following film genre or TV formats.**

	Never	Almost never	Once in a while	Often	Very often	All the time
Musicals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Westerns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horror films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Science fiction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Detective films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comedy films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Film noir films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Documentary films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Action films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animated films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mystery/suspense films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dark comedy films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Biographical films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Film parodies/film "spoofs"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Slasher films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mockumentaries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chick flicks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Slapstick films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drama films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fantasy films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Film & TV Usage 2014

**\*19. Indicate how often you watch each of the following film genre or TV formats.**

	Never	Almost never	Once in a while	Often	Very often	All the time
Adventure films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foreign films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Romantic dramas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Romantic comedies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gangster films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Samurai films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Epic films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historical films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Super Hero films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
War films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV situation comedies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV dramas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV soap operas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV detective/crime shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV news magazine shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV music or talent competitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV reality shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Late night TV talk shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children's programs on TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV Animal/Nature documentaries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV supernatural, Scifi shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



# Film & TV Usage 2014

**\*20. Please indicate how likely you are to watch each of these only at home on TV, only at a movie theater, on a mobile device such as a smart phone, laptop or tablet, at any of these or none of them.**

	Only in a theater	Only at home on TV	Only on a mobile device	Makes no difference, will watch anywhere	Won't watch anywhere
Musicals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Westerns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horror films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Science fiction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Detective films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comedy films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Film noir films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Documentary films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Action films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animated films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mystery/suspense films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dark comedy films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Biographical films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Film parodies/film "spoofs"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Slasher films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mockumentaries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chick flicks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Slapstick films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drama films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fantasy films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Film & TV Usage 2014

**\*21. Please indicate how likely you are to watch each of these only at home on TV, only at a movie theater, on a mobile device such as a smart phone, laptop or tablet, at any of these or none of them.**

	Only in a theater	Only at home on TV	Only on a mobile device	Makes no difference, will watch anywhere	Won't watch anywhere
Adventure films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foreign films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Romantic dramas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Romantic comedies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gangster films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Samurai films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Epic films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historical films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Super Hero films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
War films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**\*22. How important is each of the following to you in making a decision on whether to watch a film or not?**

	1 -- Not important at all	2	3	4	5	6	7 -- Extremely important
The genre of the film.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The director of the film.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The star(s) of the film.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The recency of the film's release/how new the film is.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The country the film is from.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Film & TV Usage 2014

## Repeat Viewing

**\*23. People have favorite films and TV programs, sometimes watching them again and again. Indicate to what extent each applies to you by selecting a number between the two poles, where 1 means it doesn't describe you at all and 7 means it fits you almost perfectly. Pick any number between 1 and 7.**

	1 – Not like me at all	2	3	4	5	6	7 -- Very much like me
I often watch a favorite film again and again.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sometimes I buy films I've seen in the theater so I can watch the movie again later.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When summer reruns start on TV I find myself watching programs I've seen before.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't like to watch films at home that I've seen before in a theater.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't like to watch TV shows I've seen before.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I watch TV programs with my kids that we've seen before, often several times.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I like a TV show, sometimes I buy the complete season on DVD or other media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I've seen some films so often that I know much of the dialogue.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a library of DVDs and/or BluRays.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Often we watch movies in the car on trips, short or long.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often talk about films or TV programs I've seen with friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**\*24. Are there any films you watch repeatedly with others?**

- No
- Yes

**\* 25. IF YES, which films do you watch repeatedly with others?**

.

.

.

**\* 26. If YES, WHY do you watch films repeatedly with others?**

## Viewing Technologies

**\*27. Do you have a laptop, tablet or smart phone on which you can watch videos, take pictures, access the Internet and share items with others?**

- No
- Yes

**\*28. Please indicate to what extent each of the following statements applies to you by selecting a number between the two poles, where 1 means it doesn't describe you at all and 7 means it fits you almost perfectly. Pick any number between 1 and 7.**

	1 -- Not at all like me	2	3	4	5	6	7 -- Very much like me
I often watch videos on my cell phone.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often search for videos on YouTube to watch.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often share videos via Facebook.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often share videos on Instagram.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to watch TV shows on a laptop/tablet/phone when I'm stuck somewhere and have to pass the time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to make short videos that I can share with others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Film & TV Usage 2014

**\*29. Now, just a few statements about how you feel about how things are going, your opinions and aspirations about the future. Select a number that indicates how strongly you agree or disagree with each item, where 1 means you completely disagree and 7 means you completely agree and 4 is the midpoint. You may pick any number between 1 and 7.**

	1 -- Completely disagree	2	3	4	5	6	7 -- Completely agree
I love the options at my finger tips today, watching videos on my phone, texting in a car, streaming films.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm more a traditionalist, preferring to read physical copies of books, magazines and newspapers rather than digital versions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the variety of entertainment available today but sometimes feel it's too much.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think that the new technologies have begun to dominate our lives, occupying too much of our time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can hardly wait to see what technology comes next.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think I'm getting less patient and am glad I have a smart phone or other digital options to fill the time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'd still rather talk to people over the phone than text.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am a person who loves variety, watches new shows on TV and sees a lot of different films in theaters.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the quality of films today is higher than ever.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prime time TV shows today are better than they've been in years.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Television portrays the world pretty much as it really is.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Television reflects the moral values of our culture.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the fictional stories told on TV today are more realistic than they used to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rate the quality of life in my community very high.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I generally think of myself as a happy person.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel strongly attached to my community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rate the quality of life in my community very high.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the country is headed in the wrong direction.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to see films and TV programs from other countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I see myself as a citizen of the world.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Demographics

**\* 30. Finally, just a few items about yourself for categorizing.**

**First, please indicate your gender:**

- Male
- Female

**\* 31. Please indicate your age in years:**

AGE:

**\* 32. How much formal education have you completed?**

- some high school or less
- high school graduate
- some college
- college graduate
- advanced college degree
- other occupational/vocational training

**\* 33. What is your ethnic or racial background?**

- Black/African American
- White/Caucasian
- Hispanic
- Asian
- American Indian
- Arab
- Mixed
- Would rather not say
- Other (please specify)



**34. Please indicate the annual income category that your household falls into:**

- \$15,000 or less
- \$15,001 to \$20,000
- \$20,001 to \$30,000
- \$30,001 to \$40,000
- \$40,001 to \$50,000
- \$50,001 to \$75,000
- \$75,001 to \$100,000
- \$100,001 to \$125,000
- \$125,001 to \$150,000
- \$150,001 or more

**\*35. What is your zip code?**

ZIP CODE:

## Receiving Credit for Participating

Thank you for participating in this survey!

Please return to the Amazon MTurk site, and enter the following code in order to receive credit for participation: ?c=%SURVEY\_CODE%