

Online Table 8.5. Relationships between Popularity of Film and TV Genres and the three Roles—Audience processor, Sender/Creator and Consumer Roles (2021 Users Survey)

Audience role, as processor of messages	Sender role, as creator of messages	Consumer role, of using new, online technologies for consumer needs
Film Genres		
Musicals (.34***) Westerns (.24***) Horror films (.38***) Detective films (.30***) Comedy films (.35***) Documentary films (.22**) Action films (.33***) Animated films (.21**) Mystery/suspense (.34***) Dark comedy (.22**) Biographical films (.26***) Film parodies (.22**) Slapstick films (.16*) Drama films (.31***) Fantasy films (.32***) Adventure films (.44***) Foreign films (.17*) Romantic dramas (.21**) Romantic comedies (.18*) Gangster films (.28***) Samurai films (.22**) Epic films (.28***) Sports films (.27***) Historical films (.26***) Super hero films (.27***) War films (.27***)	Musicals (.50***) Westerns (.44***) Horror films (.44***) Science fiction (.14*) Detective films (.32***) Comedy films (.33***) Film noir (.37***) Documentary films (.22**) Action films (.29***) Animated films (.30***) Mystery/suspense (.26***) Dark comedy (.26***) Biographical films (.43***) Film parodies (.46***) Slasher films (.38***) Mockumentaries (.38***) Chick flicks (.36***) Slapstick films (.39***) Drama films (.32***) Fantasy films (.33***) Adventure films (.32***) Foreign films (.35***) Romantic dramas (.46***) Romantic comedies (.44***) Gangster films (.49***) Samurai films (.46***) Epic films (.35***) Sports films (.39***) Historical films (.32***) Super hero films (.33***) War films (.42***)	Musicals (.21**) Horror films (.23***) Science fiction (.21**) Detective films (.19**) Comedy films (.24***) Documentary films (.22**) Action films (.23***) Mystery/suspense (.18*) Dark comedy (.18**) Biographical films (.32***) Film parodies (.18*) Slasher films (.22**) Mockumentaries (.20**) Chick flicks (.16*) Slapstick films (.17*) Drama films (.28***) Fantasy films (.24***) Adventure films (.27***) Romantic dramas (.19**) Gangster films (.16*) Samurai films (.19**) Epic films (.31***) Sports films (.30***) Historical films (.27***) War films (.18*)
Television Genres		
Situation comedies (.19**)	Situation comedies (.29***)	Situation comedies (.17*)

<p>TV dramas (.27***) Soap operas (.18*) TV detective/crime shows (.37***) News magazine shows (.17*) Music or talent competitions (.28***) TV reality shows (.29***) Late night talk shows (.25***) Childrens' programs (.26***) Animal/nature documentaries (30***) Supernatural/SciFi shows (.23***)</p>	<p>TV dramas (.33***) Soap operas (.47***) TV detective/crime shows (.42***) News magazine shows (.43***) Music or talent competitions (.57***) TV reality shows (.51***) Late night talk shows (.47***) Childrens' programs (.38***) Animal/nature documentaries (.36***) Supernatural/SciFi shows (.26***)</p>	<p>TV dramas (.28***) Soap operas (.22***) TV detective/crime shows (.32***) Music or talent competitions (.26***) TV reality shows (.23***) Late night talk shows (.18*) Childrens' programs (.23***) Animal/nature documentaries (.19***)</p>
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