

The Way College Students Watch Movies after the Epidemic

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Abstract

This paper is studying college students' favourite way to watch films, the student's viewing choices determine the future development direction of the film to a certain extent. Therefore, only by understanding the audience's viewing needs can we better plan the pattern of the film industry, allowing cinemas and streaming media platforms to form differentiated competition and create more Abundant film products open up new prospects for the development of the film industry.

Keywords

Film; Movie; Industries.

1. Introduction

Since 2020, the pneumonia epidemic caused by the new crown virus has spread all over the world, and many industries have been affected. China's film industry has also been hit hard. However, as the domestic epidemic is basically under control, various industries are now beginning to resume work and production. However, cinema viewing in the film industry is affected by factors such as the high concentration of people and the difficulty of epidemic prevention. It will take time for a full resumption of work.

In the difficult period of theater shutdowns, the streaming media viewing mode has been strengthened, and the increasing number of Chinese Internet users has once again proved that theaters are no longer the only channel for films to create influence and reputation, "big screen" and "small screen" "The situation of competition on the same stage will become a "new normal."

The audience's viewing choices determine the future development direction of the film to a certain extent. Therefore, only by understanding the audience's viewing needs can we better plan the pattern of the film industry, allowing cinemas and streaming media platforms to form differentiated competition and create more Abundant film products open up new prospects for the development of the film industry.

College students are the most active and dynamic force among the social forces, and they are also the main force in the consumption of the Chinese film market.

Understanding the changes in their viewing after the epidemic can provide ideas for the production and dissemination of films, and can also better serve Chinese films. Output cultural core values to provide direction.

So we start from the questionnaire survey on the viewing habits of college students, will the viewing habits of college students be fundamentally changed? Will movie fans be lost due to the shift of interest? In order to fully understand the audience's psychological state and changes in the willingness to watch movies in theaters, systematically assess the impact of the epidemic on the film screening market, discover the difficulties and opportunities in the development of the industry after the epidemic, and provide references and basis for the healthy development of the industry.

2. Research Methods

This survey adopted the method of online questionnaires, and the questionnaires were distributed by offline quota sampling.

3. Sample Composition

The number of samples issued in this survey was 502, and 502 questionnaires were returned. The effective rate of recovery was 100%. There are 177 boys, accounting for 35.26% of the total number, and 325 girls, accounting for 64.74% of the total number. The overall age distribution is in line with the age structure of college students. The average age is concentrated in the 18-24 years old. The students are born in more than 20 cities in China, and the cities in Zhejiang Province account for a relatively large proportion. Among them, undergraduates accounted for 69.52%, junior college students accounted for 27.89%, and postgraduate or above accounted for 2.59%. The subjects of the survey are mainly art, economics, literature and history, philosophy, law, management, education, science and engineering, media, Internet of Things, news, computer, network new media, advertising, international trade, business English, big data, accounting, etc. Among them, art students account for a larger proportion. The monthly living consumption is 2000-3000 yuan, which can better reflect the actual consumption ability of current college students.

4. Research Results

4.1. Changes in the Impact of the Epidemic on Movie Theater Viewing

The movie screening space has gone through many stages in the history of movie development. From the beginning of the film's cinematic space to the appearance of the cinema, the film was liberated from the temporary and subsidiary space, with a fixed and exclusive location for screening. The rapid development of the Internet and the widespread popularity of smart mobile devices have changed people's lifestyles and movie viewing habits. This change has already begun to subtly change the way people watch movies before the outbreak of the epidemic. The contradictions and conflicts between theaters and streaming media screening spaces have been intensified after the outbreak of the epidemic, and have a profound impact on the viewing behavior of college students.

Judging from the results of sample data, the resumption of work in theaters did not increase the willingness of college students to watch movies. After the epidemic, the overall proportion of college students going to the cinema to watch movies has dropped significantly, with 51.79% of all students decreasing, and nearly half of college students are slowly reducing the frequency of going to the cinema to watch movies; 33.27% of college students are basically the same; Only 8.17% of the students hardly went to the cinema to watch movies, and 6.77% of the students increased the number of times they went to the cinema after the epidemic.

Table 1. Changes in the frequency of watching movies of male and female college students after the epidemic

	male		female		total	
	number	frequency	number	frequency	number	frequency
increased	16	9.04%	18	5.54%	34	6.77%
decreased	91	51.41%	169	52%	260	51.79%
Basically the same	48	27.12%	119	36.62%	167	33.27%
Not going to the cinema to watch a movie	22	12.43%	19	5.85%	41	8.17%

Whether there will be gender differences in the changes of college students' viewing methods, if there are obvious differences, it is necessary to conduct a classification study on the viewing methods of male and female students; if the changes are convergent, classification research is not required. The collected data were divided into two groups of men and women, and chi-square test was performed on the two groups of data.

Set up the null hypothesis: there is no difference in the changes in the viewing habits of male and female college students.

Alternative hypothesis: There are differences in the changes in the viewing habits of male and female college students.

Divide the collected data into two groups of men and women, use the chi-square test for the two groups of data, and use the chi-square formula $\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$ to get the chi-square value of 11.306 and the p value of 0.01, so the p value Less than 0.05, accepting the null hypothesis, there is no difference between male and female college students in the changes in the way of watching movies.

Generally speaking, compared with before the epidemic, the number of times college students go to the cinema to watch movies has been significantly reduced, and this trend of change has not been affected by gender factors.

4.2. Factors Affecting College Students to Cinema Watching after the Epidemic

4.2.1. The Hobby of Watch Movie

After the cinema is completed, most students do not have a strong strengthening because they cannot enter the theater during the epidemic. This shows that the cinema watching movies is not the necessary options in college students' entertainment. Only by understanding the reasons for college students walk into the theater and don't enter the theater, they can maintain competitiveness for a long time.

Among the factors that college students don't choose to watch movies, 50.7% of students have shown that the cinema did not want to watch, 47.31% of the students were very busy to watch movies because they had no time to go to the cinema, and 32.93% of students were treated because of cinema tickets. The price is too high, don't choose to go to the cinema to watch movies. In the suggestion of the cinema, many college students have talked about the cause of the epidemic, and the main fare of the cinema after the epidemic is more expensive. After worried about the health and safety of the theater after the epidemic, there are not many.

4.2.2. Comparison of Domestic Film and Imported Film Viewing Rate

The new film of the cinema has certain appeal to college students, but the proportion is not high, but more than half of college students show that the cinema did not want to watch movies. At present, my country's cinema drain is highly concentrated, especially in the gold segment, which also leads to a comparison of college students' viewing.

In the domestic film released after the cinema completion of the cinema 2020 - 2021, there were more than half of the top 30 movies, and more than half of the students have seen the "Tang Dynasty Dragon Sample 3" and "Hello, Li Huanying". The third "send you a little red flower" although the total box office is far lower than the previous two movies, it is very popular with college students, 234 students have seen this movie. This year, the newly released "Changjin Lake" of the National Day is also very high, reaching 210 people. Through the discovery of some students, students who choose these two films are born to the movie theater, which can also see that the traffic star will play a role in the choice of college students' viewing.

After the epidemic, screening from the top 30 imported movies, compared with the view of domestic film, the visual number of imported pieces will decrease. The first thing to watch is "Speed and Passion 9", but only 113 people have seen this film, and the number of "Tang

Dynasty Drainbook 3", the number of "Tangren Street" 3, which is the first to watch the number of people. However, it is worth noting that the release time of these imported pieces is almost not placed in the golden file, which is the time for students to have a holiday, which may also cause the viewing rate to be significantly lower than the domestic film.

From all movies that have been seen from the epidemic, college students are most willing to recommend that three movies are "Changjin Lake", "I will send you a little red flower" "Hello, Li Huanying", among which "Changjin Lake" is the most recommended. More than 3 times more than "send you a little red flower" "Hello, Li Huanying". In the questionnaire, the vast majority of students who recommend "Changjin Lake" also recommend "send you a little red flower", and the recommended reason is mainly because of the starring Yiyang Qianlu. In imported pieces, the number of recommended people is the "uncontrolled player" "Letter" and "Trip Tour", but the proportion of the accounted is relatively low.

4.2.3. Type of View Films

From the selection of college students' viewing types, the selection of college students can be roughly seen by college students, but because the drain on the cinema is not determined by the audience, it is not reflected from the sample data. College students really love movie type. To this end, it is further investigated for this issue.

It has been found that college students like most of the three movie types in the cinema, the comedians are ranked first, which is basically consistent with their viewing after the epidemic. The second is the science fiction film, accounting for 51.59%, more than half of students hope to watch science fiction from the cinema, but the actual situation is very small after the epidemic, and the reputation of domestic science magic is not satisfactory (2019 release) The "Shanghai Fort" and "Animals" of the Douban score only 2.9 points and 3.6 points), and imported science fiction is also very limited, which is also in a dilemma that cannot be matched with the needs of movie movies and viewing needs. Rank 3rd love film, ranked fourth gun film and ranked fifth fantasy tablets / magic chips are quiet.

From the most recent view, more than half of the college students choose to go to the cinema to watch movies with friends, I like to rankings with my own boyfriend / girlfriend, I will go to the cinema to watch movies to 10.56%, of which Male college students went to the cinema to watch movies than women's college students. In all options, the number of people who want to watch with their parents to watch the minimum, especially the number of people who want to watch the movie in the cinema, accounted for 2.19% of the total number of people.

In viewing decisions, 66.53% of college students choose from themselves to decide to watch the type of video, and the number is far more than other options. However, if you make a distinction between men with women, you can see that most male students will choose to make girlfriends to make a shadow.

4.3. Choice of the Way College Students Watch Movies after the Epidemic

4.3.1. The Way of Watch Films

After the epidemic, the number of college students going to the cinema to watch movies has decreased, but more than 90% of college students said that although they cannot go to the cinema to watch movies, their willingness to watch movies is still strong.

After the epidemic, in the choice of movie viewing channels, college students prefer to choose to watch movies on computers, mobile phones, ipads and other smart devices. Online viewing accounts for 66.27% of the total, far exceeding 29.88% in movie theaters.

It can be seen that the in-depth popularity of the Internet and the further increase in the number of netizens have made the spread of movies on streaming media more effective. Coupled with the inconvenience of offline viewing caused by the repeated epidemics, the trend of streaming media viewing will be It will affect the way of watching movies for a long time and continuously.

Table 2. Changes in the frequency of Choice of the way college students watch movies after the epidemic

	male		female		total	
	number	frequency	number	number	frequency	number
Cinema	40	26.67%	83	31.44%	124	29.88%
cell phone	28	18.67%	53	20.08%	81	19.52%
Ipad	10	6.67%	41	15.53%	51	12.29%
computer	66	44%	77	29.17%	143	34.46%
television	5	3.33%	7	2.65%	12	2.89%
other	1	0.67%	3	1.14%	4	0.96%

Through further in-depth data mining, it can be seen that boys prefer online viewing methods than girls. Among all viewing channels, 44% of boys choose to use computers instead of offline viewing methods. Of boys accounted for only 26.67%. However, it can be seen from the questionnaires of girls that girls prefer the way of watching movies in cinemas, and then they choose computers.

After the epidemic, the number of college students who watched movies on online streaming media platforms has increased significantly compared with those who go to the cinema to watch movies. This can reflect that college students have more diverse ways and channels to watch movies, especially for college students who are accustomed to using computers to watch movies. In other words, when making movies, you should consider the changing factors of the silver screen, leaving room for computer screens and even mobile phone screens.

4.3.2. Watch the Movie Frequency Comparison Underline and Online

The change of college students' viewing times after the epidemic also can also reflect the changes in their viewing. After the epidemic, went to the cinema to see less than four times movies is more than half. This number is not ideal for the development of the film industry, this is basically consistent with the significant decline in the audience's viewing movie in the "2021 China Film Industry Research Report" (2,0201, the city's vaneshot movie number 548 million, the decline in the year-on-year 68.27%, the decline is equivalent to the box office).

Although the epidemic viewed on the Internet, the college students within 4 times were mostly 32.67%, but it was significantly reduced compared to 4 times (53.59%) to watch 4 times (53.59%) to the cinema. At the same time, the number of students who have seen more than 13 times on the line has an absolute advantage compared with the cinema, so it can be seen that students like to watch movies and like to watch movies online. In this respect, there is no significant difference in men and women.

5. Conclusion

First, the epidemic has had a huge impact on the changes in the way college students watch movies. This impact shows a continuous trend and may change the pattern of the entire film industry in the near future.

Second, the fierce competition between movie theaters and streaming media platforms will become more normal, and the threat of streaming media will also drive movie theaters to accelerate their transformation and upgrading, forming differentiated competition with streaming media platforms, making cinema viewing irreplaceable competition Advantages to prevent the loss of a large number of viewers.

Third, the cinema should constantly improve the quality of service, properly regulate the price of the tickets, attract more viewers into the cinema, cultivate the habit of cultural consumption of the audience.

Fourth, the theater should strengthen management in the management of drain and screening window, prevent the malignant competition of streaming media platforms, balance the distribution of origin and distribution parties.

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