

CHILDREN AS AUDIENCE

Film consumption and preferences

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OBJECTIVES & METHOD

European children's

I. Media usage
in relation to film
consumption

II. Film preferences

Age: 6 to 12 years

Setting: in school

Funding: TMBWK

Sample

**I. Questionnaire with
293 children**

- SE: 36
- UK: 41
- IT: 41
- DE: 175

**I. Colouring task with
157 children**

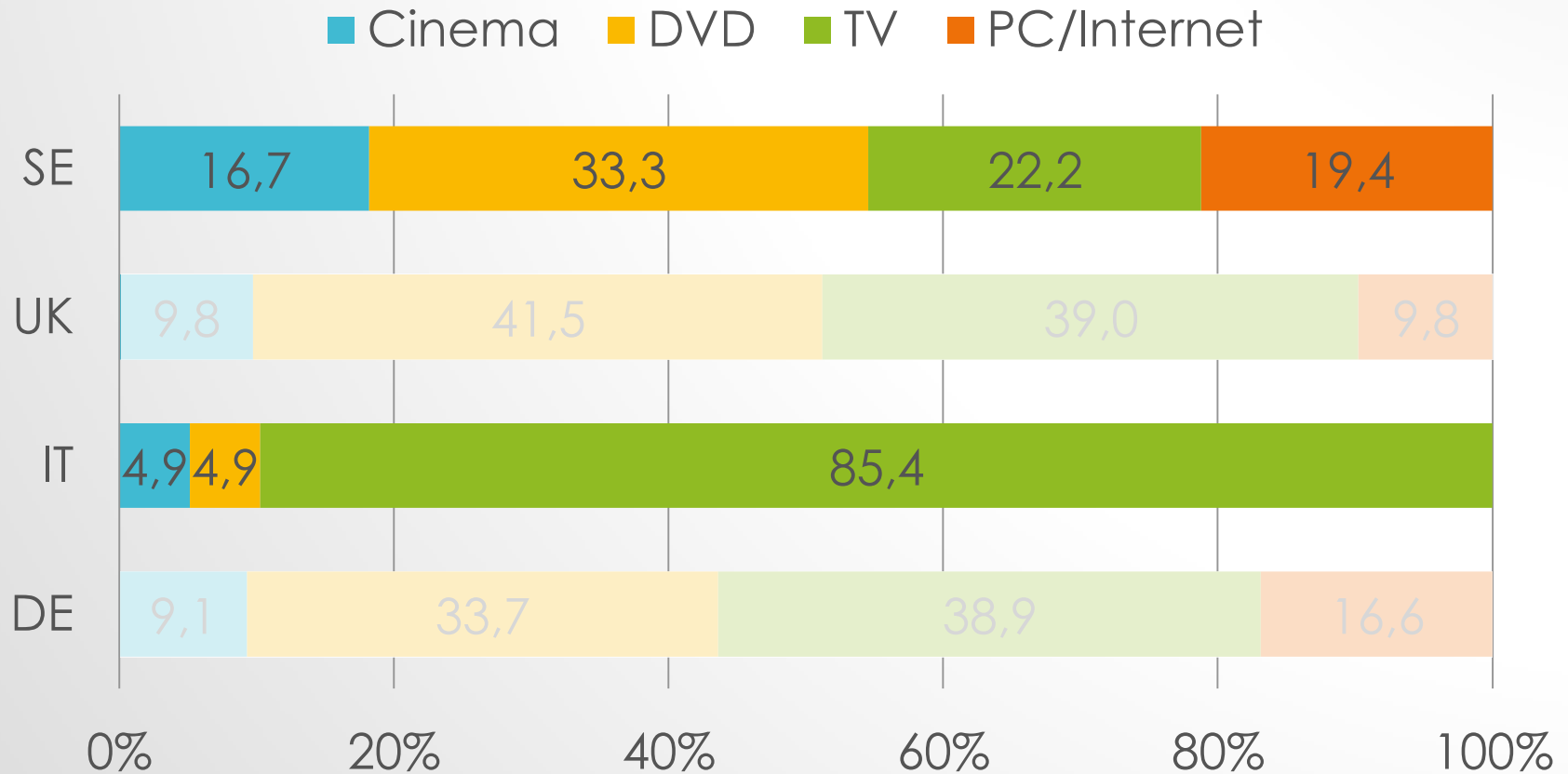
- SE: 30
- UK: 39
- IT: 23
- DE: 65

Which device have you already used to watch a film?

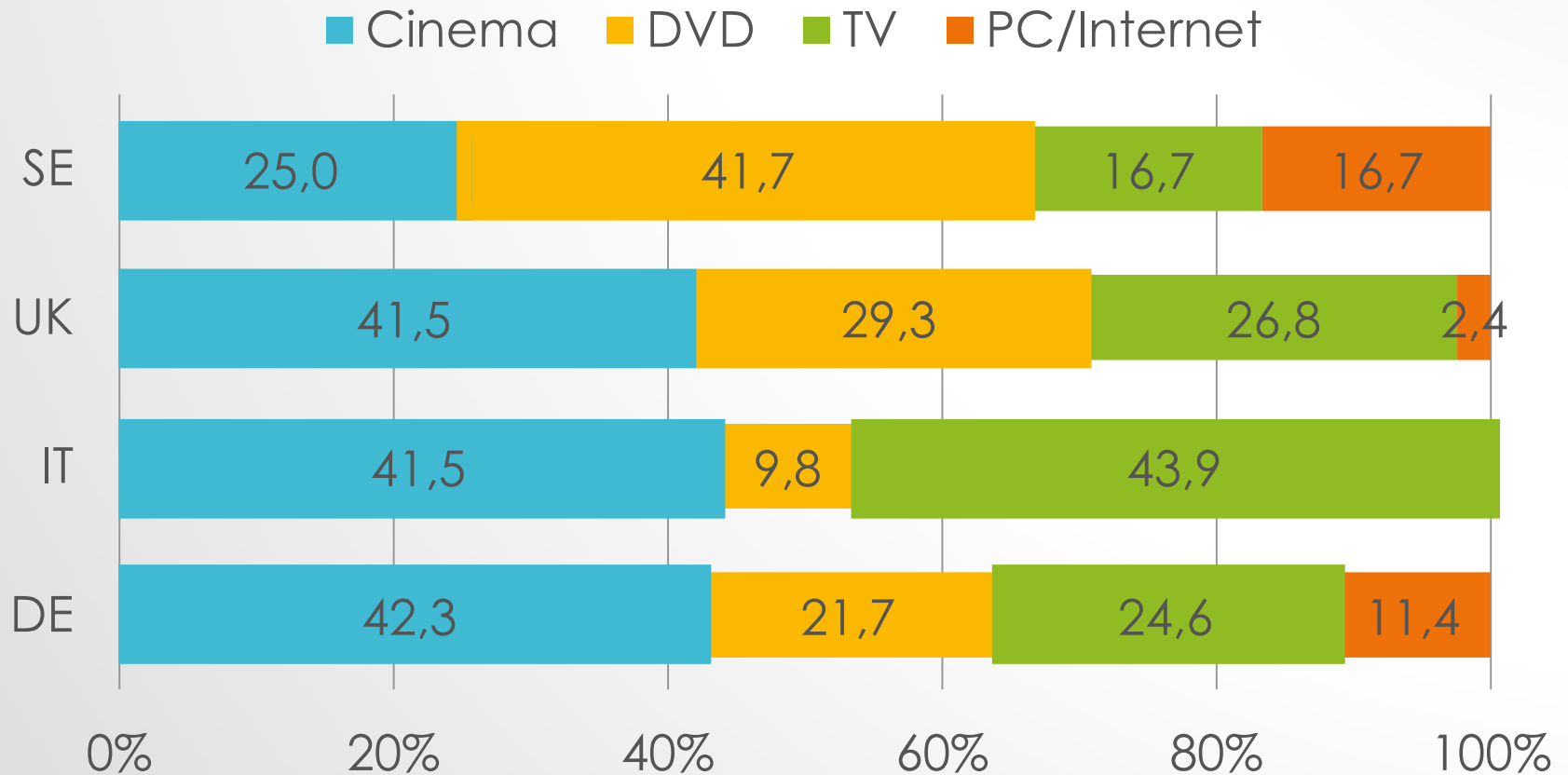
Proportion of children who answered with **NO**:

	Cinema	TV	DVD	Computer or Internet	n
SE	22,2%	25,0%	19,4%	41,7%	36
UK	22,0%	4,9%	17,1%	51,2%	41
IT	53,7%	4,9%	39,0%	70,7%	41
DE	12,6%	17,1%	14,9%	48,0%	175

Which device do you mainly use to watch a film?



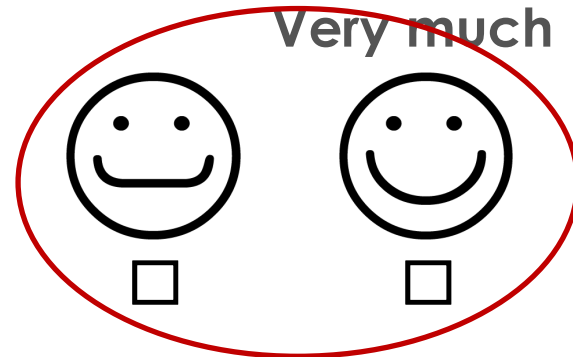
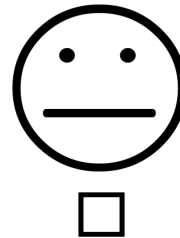
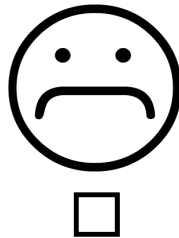
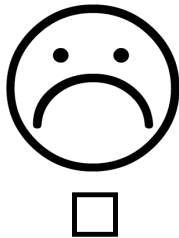
Which device do you prefer to watch a film?



RESULTS: CINEMA & CO.

How much do you like...Cinema...DVD...TV...PC/Internet?

Not at all



RESULTS: FILM GENRES

Comedy
Adventure
Fantasy
Drama
Romance
Music
Action
Creepy films
Science fiction
Biographical films
Sport
Crime
Nature
Western

**Do you like to watch
films**
...with funny characters

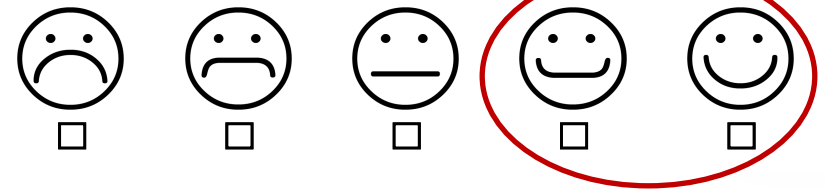
*...fabulous creatures
such as wizards,
dragons, princes and
princesses*

*...in which the
characters fall in love for
the first time*

RESULTS: FILM GENRES

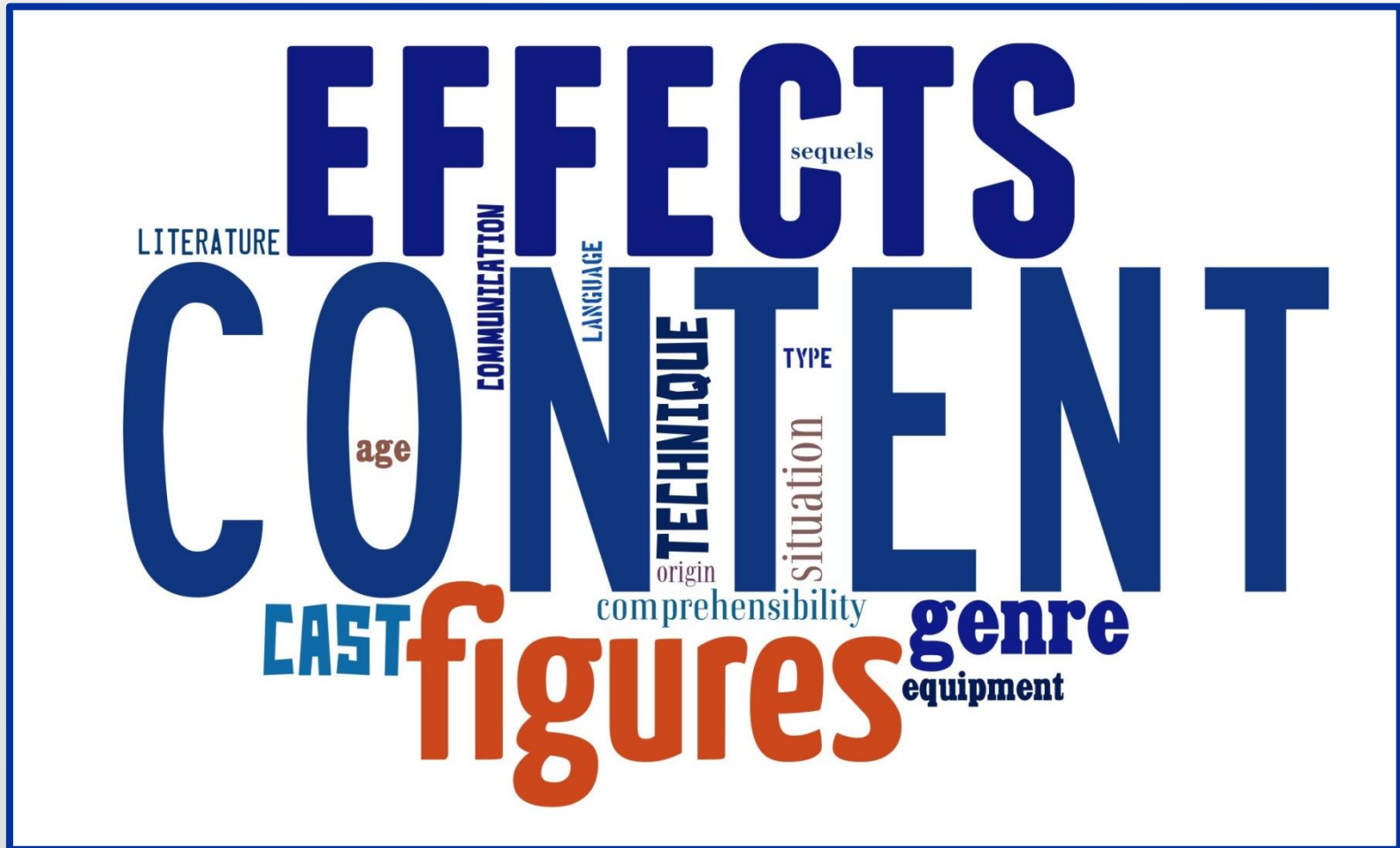
Comedy
Adventure
Fantasy
Drama
Romance
Music
Action
Creepy films
Science fiction
Biographical films
Sport
Crime
Nature
Western

**Mean squares in all
countries:**



RESULTS: CHILDREN'S FAVORITE FILMS

What do you like about your favorite film? – Coloring task



RESULTS: CHILDREN'S FAVORITE FILMS

What do you like about your favorite film? - FIGURES

"She's an expert of shooting with bow and arrow"

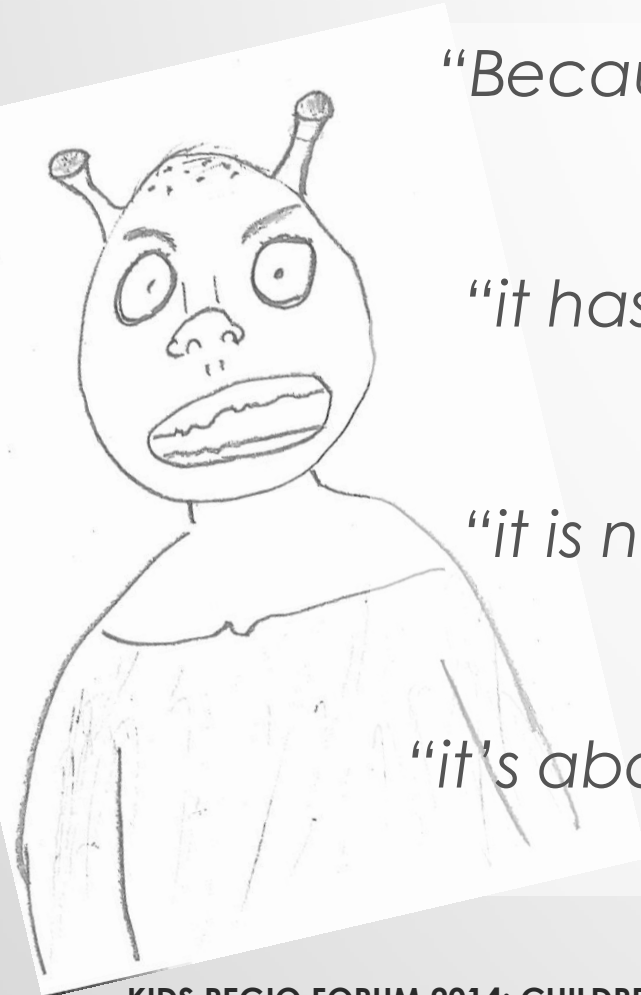
"the pig is self-confident and has good friends"

"but my favorite thing about Coraline is because the main character is just like me!"



RESULTS: CHILDREN'S FAVORITE FILMS

What do you like about your favorite film? - Content



"Because the squirrel tries to get the nut but it rolls away every time."

"it has a really good story and everything is related to each other"

"it is not too long or too short, it has a good beginning and end"

"it's about horses and I like horses and I have a horse, too"

RESULTS: CHILDREN'S FAVORITE FILMS

What do you like about your favorite film? - Content

"you can learn something: One should not find oneself more beautiful than others"

"I like the movie because it shows you how to get joined in with singing and dancing also it shows you that everybody has got a talent of their own even if it is drama somebody has got a talent."

"I'm a street dancer and their dancing really inspires me! I look up to the dancers in that film to be a professional dancer is my life dream and street dancing the film tells me ways to achieve what I want to achieve."



RESULTS: CHILDREN'S FAVORITE FILMS

What do you like about your favorite film? - Effects

"It was a great laugh"

"it is hilarious when he does silly things"

"I like the film because it's creepy"

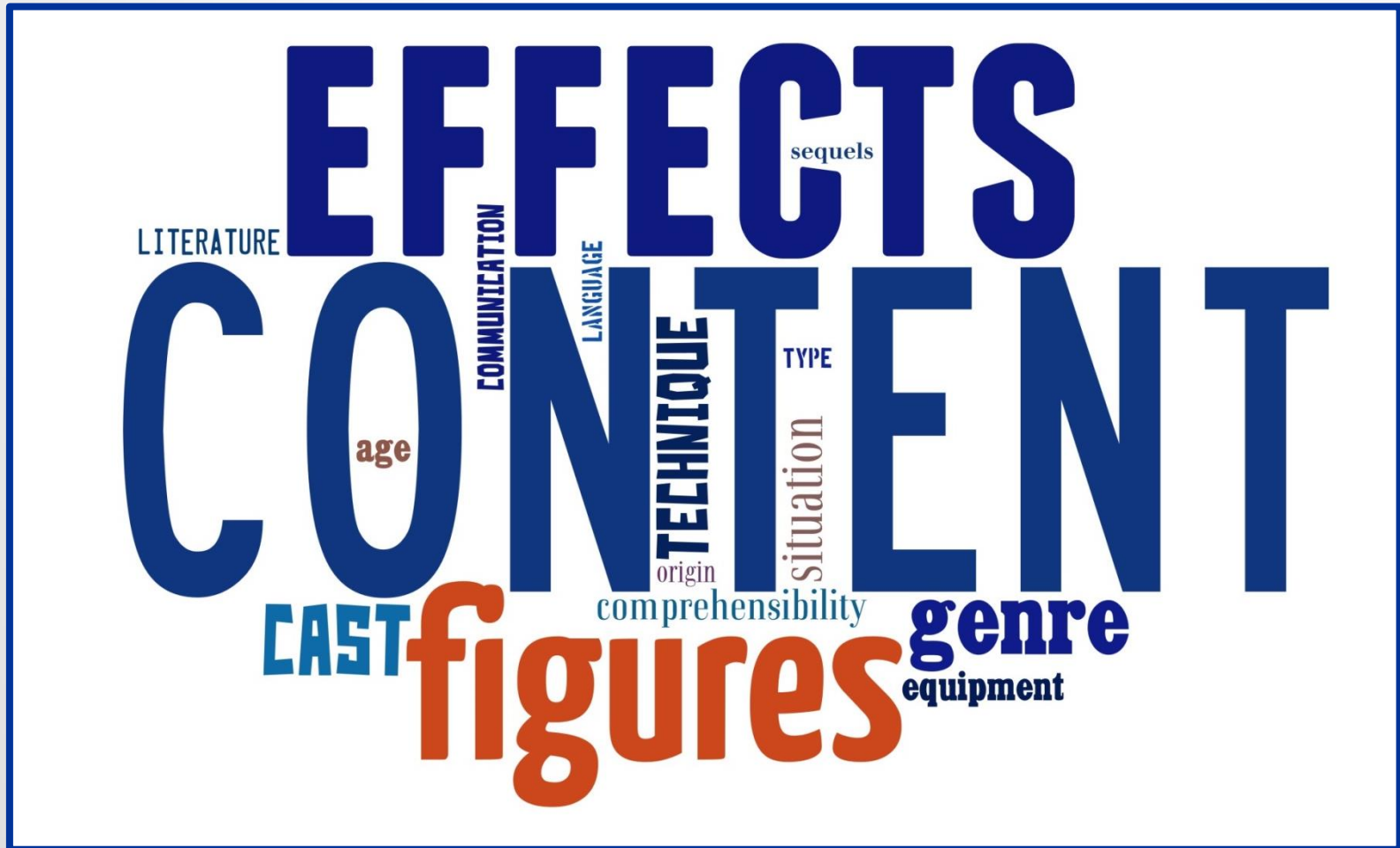
"it is horrible"

"and how it leaves you in suspense when the zombies come to get him"



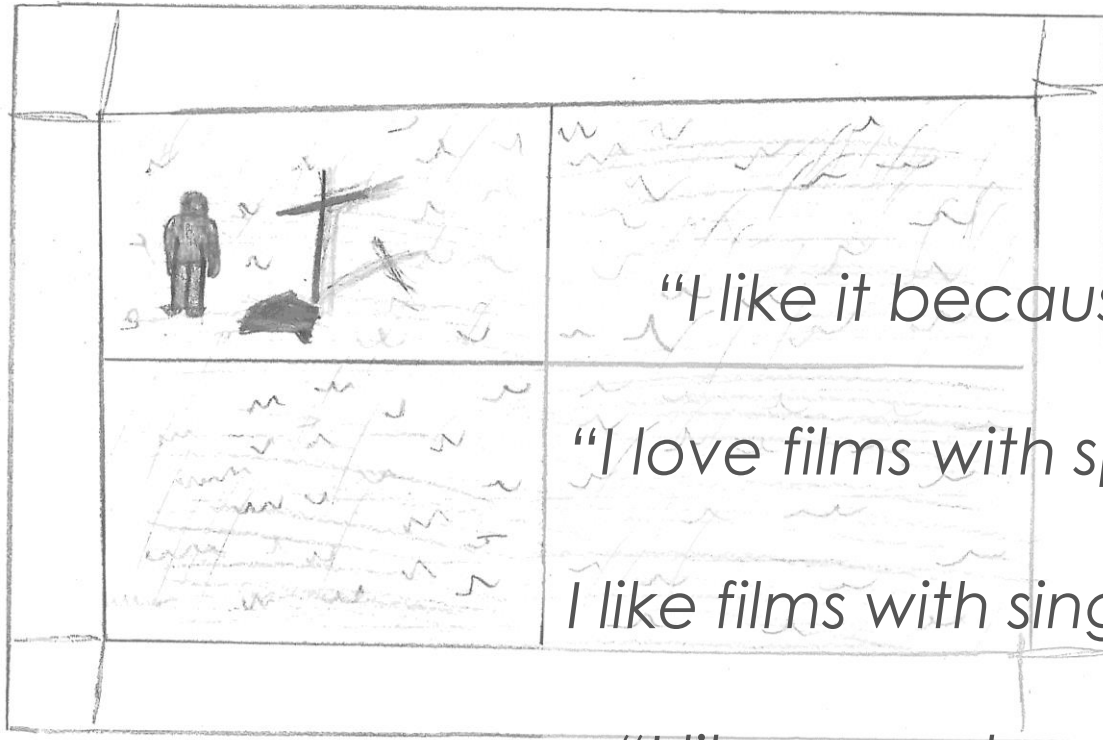
RESULTS: CHILDREN'S FAVORITE FILMS

What do you like about your favorite film? – Coloring task



RESULTS: CHILDREN'S FAVORITE FILMS

What do you like about your favorite film? - Genre



"I like it because it's a horror film"

"I love films with spying and agents"

I like films with singing and dancing"

"I like super heroes and adventure movies"

RESULTS: CHILDREN'S FAVORITE FILMS

What do you like about your favorite film? – Technique

“Everything looks realistic. The spreading of the magic wand...everything”

“The creation of the Dinosaurs is amazing”

“the films has cool special effects”



RESULTS: CHILDREN'S FAVORITE FILMS

What do you like about your favorite film? – Cast

“a film with very good actors and well filmed”

“my favorite actor has played the main role”



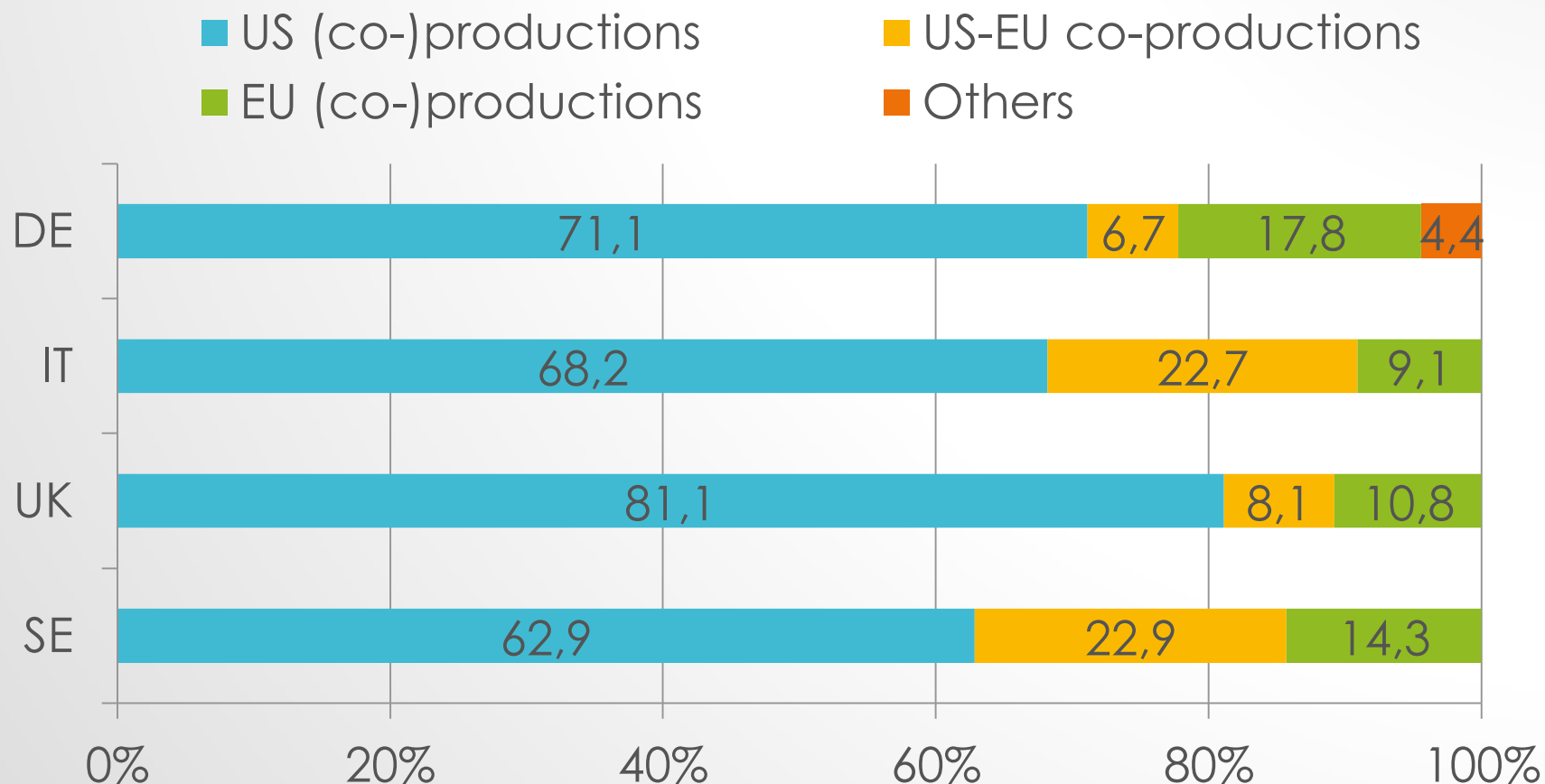
RESULTS: CHILDREN'S FAVORITE FILMS

What do you like about your favorite film? – Coloring task



RESULTS: CHILDREN'S FAVORITE FILMS

Favorite films: US or European films – who cares?



What can we learn from the results?

- I. Multi platforms: Cinema – TV – Home Entertainment offline & online
- II. Children as heterogeneous audiences
- III. Take them seriously and get in touch with them
- IV. Increase diversity of film genre...
- V. Be creative to convince them



THANK YOU!