The Psychological Analysis of Preferences to Film and Television for Contemporary University Students

Chuanbo Sun

Faculty of Education, Qufu Normal University, Qufu 273165, China

Hui Hu

Faculty of Education, Huazhong University of Science and Technology, Wuhan 430074, China

Ying Jia

Faculty of Education, Qufu Normal University, Qufu 273165, China

E-mail: sdsg.jy@163.com

Abstract

This study focused on exploring the university students' sense on the film and television by questionnaire method. As a result, we found that the affectional works are the undergraduates` most favorite type of the film and television. The students are generally fond of the leading actor among a number of roles. The preferences of the film and television by category in terms of gender, grade, major three variables on the difference was not significant. The preferred orientation of movies and teleplay has a significant difference on the gender. The results of the content analysis indicated that the undergraduates like the male actors who have a sense of responsibility, value ties of friendship and endure the humiliation etc, which are in line with the traditional concept of Man image; and enjoy the female roles who not only are gentle, kind virtuous wife and good loving mother, but also are strong, independent, self-confident modern woman.

Keywords: Film and television preferences, The category of the film and television, Movies, Teleplay, Gender roles

1. Brought up of Problems

With the expansion of social cultural space, people has regarded the information environment created by mass media as an important way to know about social reality, seeking for help, enriching their knowledge and entertaining themselves. Film and television, as a timely reflection on the development of modern society, have played a role of guidance in people's life, which make them rather popular among people and how they are an indispensible part of people's daily entertainment.

University students have special preference for movies and TV serials. Students in university, being at a stage of growing from would-be adults to mature adults, are experiencing changes in cognition, emotion and personal relationship, then frequently feel unease and unguish. In order to get rid of this anxiousness, they will try actively to come to understand and evaluate themselves. During this process, they will frequently find that "ego" always lays behind "superego", and the gap between both makes them feel unsatisfied with reality. To achieve self-identity and ego orientation (Shen Hongming, 2004), they will magnify themselves and set themselves in movies and TV serials to refract their aspirations and wishes, which will give them infinite enthusiasm and fantasy toward life.

Generally, "film and television" mean the production and propagation of films and televisions. In view of the similarity of their forms, "film and television" can be put together in description, and be regarded as a comprehensive art combining watching and listening. An audiovisual art with both sound and pictures can bring people the most vivid and most direct information and mental feeling. Hegel once said, vision (including audition) is different from other feelings, are cognitive senses. The so-called cognitive senses mean man can master the world and its laws through vision. Long emerged in a film-video world controlled by mass media,

people's pattern of recognition and perception of the world have gradually turned from abstract and rational thinking to concrete and sensational thinking (Hegel, 1996). Therefore, the authors define the term "film and television" appeared in this thesis as a combination of movies and teleplay.

Traditionally, movies and teleplay differ from each other not only from physics but also from substance, namely psychological difference in audiences' acceptant process and there are three main aspects. The first aspect is their sense of illusion and reality sense. "Pictures in a movie are so life-like and fascinating that watchers tend to forget about the fact that movies are merely moving lights and images instead of reality." (Dai Jinhua, 2004) The illusion caused by a movie, mainly resulted from the particular surroundings while watching them; Watching a teleplay, however, people sit in bright rooms, individual or being companied, which make them aware that they are just bystanders. Secondly, the sense of distance and intimacy are different. This derives from the former issue, that illusion produces distance, while reality bring about closeness. The third point lies in their formality and casualness. It is platitude. It is customary to dress formal and sit upright while watching movies. While watching TV serials, things are more casual; People can wear pajamas, walk around and talk casually (Zhao Xing, 2008). Therefore the main difference of movies and TV serials comes from the surroundings. Despite the confluence of that film again with the film that has long been separated, the paper will not explore more here. Based on the features of life on campus (most high schools are not equipped with real cinemas ,and more students are using Internet),authors hold that there is no distinguishable difference in university students' psychological acceptance, and therefore put the classification of movies and TV serials together, naming them "the category of the film and television".

University students belong to a highly cultivated group, with a rather higher level of knowledge and appreciation, and at the same time, they have the typical herd mentality. Then what state of their attitude toward videos will show? With open questionnaires, this research aims at the analysis of university students' preference toward different film-videos works, try to find out their psychological features through favored in film-videos works.

2. Research Method

2.1 Subjects

Qufu Normal University on a random sample of college students, based on the principle of voluntary cooperation,200 questionnaires, 182 were recovered, retained after removing the invalid questionnaires, 167 valid questionnaires (response rate 83.5%).Boys were 57 and girls were 110; which, freshman, sophomore, junior, senior, respectively 81, 17, 45, 24; Arts 21, Science 146.

2.2 Research Tool

Self questionnaires of Student Film and Television Preferences, which compiled the following steps:

First, using interviews, ask university students favorite videos (including movies, TV series) type, the reference tube of Xiaoliu Guan about the video data classification (Guan Xiaoliu, 2006) and Youku online movie drama category index to determine the 13 television categories, on this basis, the preparation of the relevant university students about Film and Television Preferences pre-test questionnaire (see Appendix 1). The subjects were asked: 1) Select your favorite television category (optional number); 2) Write the name of an impressive film and television works; 3) select the favorite characters (select only one); 4) qualified to write a conditional love the role of reasons (reasons must relate to the roles' personality, who's described on the appearance, are regarded as invalid). 55 university students on the questionnaires, based on the statistics, the effective sample is 47. Pre-test questionnaires on film and television categories were compiled and summarized, 14 categories were selected to prepare a formal questionnaire on Student Film preferences (see Appendix 2).

2.3 Data Processing

The basic information of subjects and items collected were entered to SPSS for windows 15.0 software. Re-encode the roles: the female lead, female II, and other roles women can be identified as female, coded as female role; the male lead, Male II, and other roles can be identified as male, coded as male roles . Layered by the category of the film and television respectively, of which the character of gender roles content analysis and frequency statistics.

Content analysis requires first simplified the project, on a longer sentence or phrase to the key words instead. Such as, "She is very kind," simplified to "kind." And then merge those synonymous (less the amount of those into more persons) to reduce the item. Such as "funny"," humored"," amusing" can be classified as "humored". Run frequency statistics to identify the high frequency words of various types of popular character of the men and women . After all the statistics, using SPSS for windows 15.0 for processing.

3. Outcome Analysis

3.1 The most favorite categories of the film and television of university students

From the 14 categories in the study, the Love-Type (12.2%) ranked first, followed after the order are youth in the inspirational type (12.1%), cartoon-type (11%), comedy-type (10.8%), military-type (8.7 %), costume-type (8.3%) action-type(7.9%) and so on.

Insert Figure 1 Here

3.2 Preferred characters of university students

Students tend to like the Man image (52.8%), nearly 27 percentage points ahead of other characters.

Insert Figure 2 Here

3.3 The sex difference in film and television preferences of students

On film, television favorite significant gender differences tend to be tested and found very significant ($x^2=25.535$, $p<0.01$): boys more than girls like to watch movies, while girls more than boys like to watch TV.

Insert Table 1 Here

3.4 The sex difference in the category of film and television preferences of students

Television categories for 14 significant gender differences in preference tests and found no significant difference ($\chi^2= 14.122$, $p> 0.05$).

Insert Table 2 Here

3.5 The grade difference in the category of film and television preferences of students

Television categories for 14 significant year differences in preference tests and found no significant difference ($\chi^2= 32.89$, $p> 0.05$).

Insert Table 3 Here

3.6 The major difference in the category of film and television preferences of students

To test 14 kinds of television categories by professional difference test and found no significant difference ($\chi^2= 6.915$, $p> 0.05$).

Insert Table 4 Here

3.7 Character analysis of students favorite characters

Students for the most popular film and television before the six categories (from the survey, more than one favorite cartoon characters, in order to facilitate the statistics, the cartoon-type is removed), respectively, analysis the reasons of liking male and female characters, removing characters appearance and items of the story, only to retain the items about the characters, 90 items effectively were gotten. **Insert Table 5 Here**

4. Discussion

4.1 Love is the eternal theme of university campus life

Eriksson believes that personality development can be divided into eight stages, each stage has a pair of conflict or polar opposites. 18-25 years old is in the sixth stage, belonging to early adulthood, the development task of this stage is to get a sense of intimacy in order to avoid loneliness, to experience the realization of love. Eriksson's view is that developing the sense of intimacy plays an important role in that whether one man can enter into society satisfactorily or not. In this survey, the rate of being in favorite of the television of love-type is 12.2% love is the eternal theme of university campus life. University students, in the stage of youth, with the psychological needs growing fast, will watch love stories with a special view of psychological experience. Love stories reflect the sincere love, no sex, no violence. Romance, passion, purity are basic tones of such television. They just adapted to the tastes of university students with causing emotional resonances. So, university students cannot resist the temptation of these touching and true love stories naturally.

Motivation is an internal psychological process or internal power, which is to create and maintain individual activities and to make activities toward a target. It is one of the most basic mental activity of human beings. The total motivation for university students is closely related to their aesthetic standards and values, such as "in the psychological needs" accounted for 53.2%, "to want to learn to follow" accounted for 20.6%, "pure entertainment" accounted for 14.1%, "to enhance their grades," accounted for 7%," pure literary appreciation, "was 5.1% (Ye Qingsong, 1998).

4.2 Man image is the favorite character for university students

In the survey, the university students who like the male lead account for 52.8%. Explore the reasons, for female, they may image the perfect male lead role as an ideal partner. Boys selected male lead, on the one hand, they regard the main images as role models and imitate the words and deeds. On the other hand, they subject to the value of gender roles. The so-called value of gender roles, is the overall view of gender roles of men and women. Or, it can also be said to be a kind of out value about gender roles. The value of Gender roles shapes the individual's self-concept and attitudes of life, and regulate the behaviors of individuals. In addition, though because of different cultures, it can show some commonalities. For example, in Eastern and Western culture, courage and the sense of responsibility are seen as the value of male characters.

4.3 The gender differences in preferred orientation of movies and televisions

Boys like to watch movies better, while TV shows are girls preference. This difference can be analyzed from the character traits of men and women and the characteristics of film and television drama. Thanks to the rich plots, TV drama programs display the intricate and numerous social life and character to audiences, so that inducing audiences to analysis the history and society. Girls are sensual, emotional and delicate, so filling the TV content can give them a profound emotional experience. For movie, the plot is complete, though being not meticulous as drama generally, the highlights with the impact consistent with the taste of boys who love stimulating and thus attracting their attention.

4.4 Analysis the personality differences of television roles of men and women with gender roles

Gender roles, is meaning that an individual who belonging to a particular gender group in the certain societies and groups occupies the appropriate position, and the behavior patterns which are provided by the certain societies and groups. It determines the individual's social orientation. In traditional values, a man's social orientation is to seek success and status in the community, while women act as wife and mother in the family. Looking at the results from the content analysis, the character of film and television roles not only meet the traditional gender role(male, "fortitude", "heavy-brotherhood", "responsible" and other masculine atmosphere; female "gentle", "kind" "loyal," "considerate ", etc.),for the female role, they performance obviously in the character of " strong, "" intelligent, "" reckless "and other modern women atmosphere. This shows that the female liberation movement has long been and the pursuit of gender equality has received encouraging results.

4.5 Establish a correct video view

The cultural awareness, aesthetic psychology, taste and value of university students determine their film and television orientation. We should treat their choice with the attitude of respect, tolerance and understanding. In the same time, we also should acknowledge that although being in a higher cultural level and with the independent thinking, university students are fantastic, impulsive and impacted by external things easily, along with their lack of social experience, the knowledge is limited and they can not distinguish fantasy and reality. So, they often find themselves unable to indulge in the virtual world, what's more, some neglect their studies. As a result, we should help students cultivate rational thinking so that they can evaluate the content displayed by film and television with a more objective manner and understand it is important to live in the moment, in the present.

5. Conclusion

1) The affectional works are the undergraduates` most favorite type of the film and television.

2) The students are generally fond of the leading actor among a number of roles.

3) The preferred orientation of movies and teleplay has a significant difference on the gender.

4) The results of the content analysis indicated that the undergraduates like the male actors who have a sense of responsibility, value ties of friendship and endure the humiliation etc, which are in line with the traditional concept of Man image; and enjoy the female roles who not only are gentle, kind virtuous wife and good loving mother, but also are strong, independent, self-confident modern woman.

References

Dai, Jinhua. (2004). *Mirror and Secular Culture (Preface)*. Beijing: China Renmin University Press 1-3.

Guan, Xiaoliu. (2006). Video Data Indexing of MARC Issues. *Library and Information Forum*, 4 (72):21-23.

Hegel. (1996). *Esthetics*. Beijing: Commercial Press, 331.

Shen, Hongming. (2004). Perspective of Idolatry Psychology for University Students. *Urumqi Adult Education,* 12 (3):6-7.

Ye, Qingsong. (1998). View of Film and Television for Contemporary Students. *Youth to Explore*, (1):39-40.

Zhao, Xing. (2008). Psychological Similarities and Differences between Film and TV Analysis. *Preface*, (3):199.

Appendix 1:

Hello!

Thank you for your participation in this survey. The author intended to analysis the film and television contemporary of contemporary university students from the psychological point of view. Your answer is only used for statistical analysis of the researchers, and it is no right or wrong .In addition, this survey is anonymous. Therefore, please eliminate concerns and be sure to carefully, accurately and independently (please don't communicate with others during the process) to answer. Thank you!

Gender (male, female)

Grade (freshman, sophomore, junior, senior)

Professional (arts, science)

Family (urban, rural)

Watch (movies, TV) more in spare time

Please recall the impressive film and television works (film or TV series), and write the name in the table below, and mark the favorite characters with a "√",and explain the reasons for preference with simple words or sentences. For example:

The category of the film and television	film and television works	Characters					Reasons of preference for the role
		Female lade	Female II	Male lade	Male II	Other roles	
Military -type	Sword			√			Yunlong Li gratitudes graciously and grudges against revenge. What's more, he is heroic, wise and brave.

Please note: You can select one or more video categories, but must choose one character that you like most.

If the type of you like is not listed in the following table, please point out in the last line of the "other" on the back of that underscore.

The Category of the Film and Television (Multiple Choice)	Film and Television Works	Characters(Individual Choice)					Reasons of Preference for the Role
		Female lade	Female II	Male lade	Male II	Other roles	
Comedy -type							
Love-type							
Suspense-type							
Military -type							
Story-type							
Action -type							
Costume-type							

Family -type						
Criminal -type						
Thriller-type						
Science Fiction-type						
Animation- type						
Others ------						

Appendix 2:

Hello!

Thank you for your participation in this survey. Your answer is only used for statistical analysis of the researchers. Therefore, please eliminate concerns and be sure to carefully, accurately and independently (please don't communicate with others during the process) to answer. Thank you!

Gender (male, female)

Grade (freshman, sophomore, junior, senior)

Professional (arts, science)

Family (urban, rural)

Watch (movies, TV) more in spare time

Please recall the impressive film and television works (film or TV series), and write the name in the table below, and mark the favorite characters with a "√",and explain the reasons for preference with simple words or sentences. For example:

The Category of the Film and Television	Representative Works	Characters					Reasons of Preference for the Role
		Female lade	Female II	Male lade	Male II	Other roles	
Costume-type	Fair Princess	√					Xiao Yanzi is optimistic, passionate and daring do things

Please note: You can select one or more video categories, but must choose one most favorite character.

If the type of you like is not listed in the following table, please point out in the last line of the "others" on the back of that underscore.

The Category of the Film and Television (Multiple Choice)	Representative Works	Characters(Individual Choice)					Reasons of Preference for the Role
		Female lade	Female II	Male lade	Male II	Other roles	
Comedy -type							
Love-type							
Inspirational Youth-type							
Military -type							

Action -type						
Costume-type						
Family -type						
Criminal -type						
Thriller-type						
Story-type						
Animation- type						
Disaster -type						
Science Fiction-type						
Others ------						

Table 1. Gender Differences in film and television preferences

	Male	Female	Total
Film	41	34	75
TV	16	76	92
Total	57	110	167

Table 2. Gender Differences in the film categories

	Male	Female	Total
Comedy -type	33	51	84
Love-type	21	74	95
Inspirational Youth -type	24	70	94
Military -type	19	49	68
Action -type	21	41	62
Costume-type	17	48	65
Family -type	10	40	50
Criminal -type	10	33	43
Thriller-type	7	18	25
Story-type	7	24	31
Animation- type	28	58	86
Disaster -type	14	25	39
Science Fiction-type	10	18	28
Others	3	7	10
Total	224	556	780

Table 3. The grade difference in film and television categories

	freshman	sophomore	junior	senior	Total
Comedy -type	34	7	29	14	84
Love-type	43	8	27	17	95
Inspirational Youth -type	36	12	33	13	94
Military -type	26	5	24	13	68
Action -type	24	4	25	9	62
Costume-type	22	6	22	15	65

Family -type	18	3	18	11	50
Criminal -type	13	2	18	10	43
Thriller-type	5	2	10	8	25
Story-type	8	2	12	9	31
Animation- type	36	8	25	17	86
Disaster -type	7	5	17	10	39
Science Fiction-type	12	2	8	6	28
Others	1	0	6	3	10
Total	285	66	274	155	780

Table 4. The difference between film and television categories of professional

	Arts	Science	Total
Comedy -type	11	73	84
Love-type	16	79	95
Inspirational youth –type	13	81	94
Military -type	11	57	68
Action -type	9	53	62
Costume-type	14	51	65
Family -type	9	41	50
Criminal -type	9	34	43
Thriller-type	7	18	25
Story-type	7	24	31
Animation- type	13	73	86
Disaster -type	8	31	39
Science fiction-type	4	24	28
Others	2	8	10
Total	133	647	780

Table 5. The content themes frequency table of the favorite movie actors and actresses

Coding	the Category of the Film and Television	Gender Roles	Content Items	Frequency
1	Love-type	Female	kind,strong,innocent,persistent,loyal,romantic,lovely,optimistic,tolerant, brave, lively, smart, enthusiastic	113
		Male	lovesick, persistent, brave, kind, sincere, mature, insist, cheerful, funny, loyal, romantic, heavy-brotherhood	77
2	Inspirational youth -type	Female	cheerful, insist, independent, be willing to love and hate, intelligent, kind, brave, strong, confident, heavy brotherhood, hard-working, lovely, lively, sincere, talented, gentle, free and easy ,tough	164
		Male	persistent,heavy-brotherhood,fighting,humored,brave,persistent,smart,confident,responsible, ambitious, talented, free and easy, enthusiastic, straightforward, persevering, considerate	70
3	Comedy -type	Female	brave, kind, optimistic, tough, talented, honored, caring	27
		Male	hunored,brave,upright,witty,optimistic,responsible,enthusiastic,innocent,persistent,empathic,lively, kind, sincere	127
4	Military -type	Female	valiant, witty, gentle, brave, free and easy	12

|		Male	both military and ambitious, courage, wisdom, never abandon and never give up, plain, dare to do something, heavy-brotherhood, resolute, stubborn, strong, sharp, forthright, loyal, responsible, reliable, optimistic, hard-working	106
5	Costume-type	Female	be willing to love and hate, intelligent, smart, tough, kind, sincere, honest, innocent, lively, optimistic, brave	62
		Male	wise, humored, ambitious, brave, sincere, heavy-brotherhood, compromised, benevolent, dare to do something, lovesick, reliable, kind	65
6	Action -type	Female	gentle, confident, smart, straightforward, cardinal	7
		Male	heroic, patriotic, brave, integrity, responsibility, justice, heavy-brotherhood, witty, tough, proud, lovesick, cool, generous, considerate, chic, humored, content, persistent, kind	83
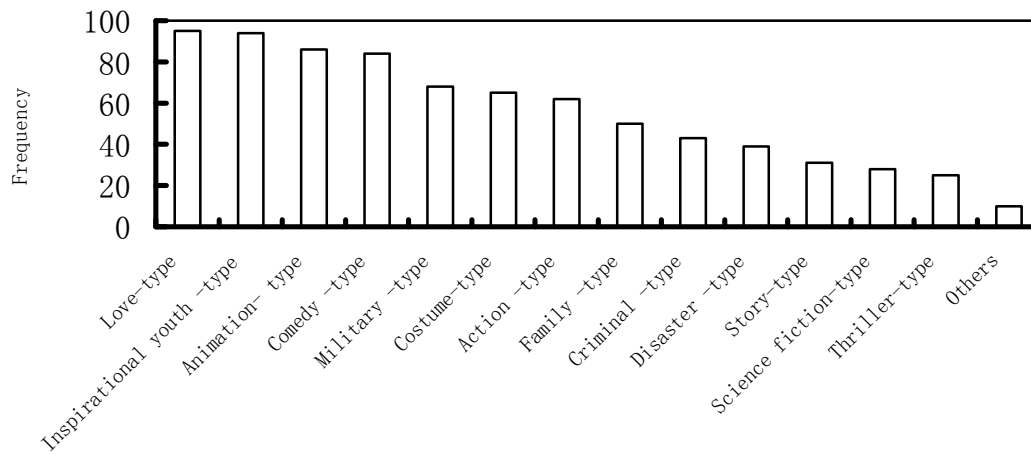
Figure 1. The Preference of Film Categories
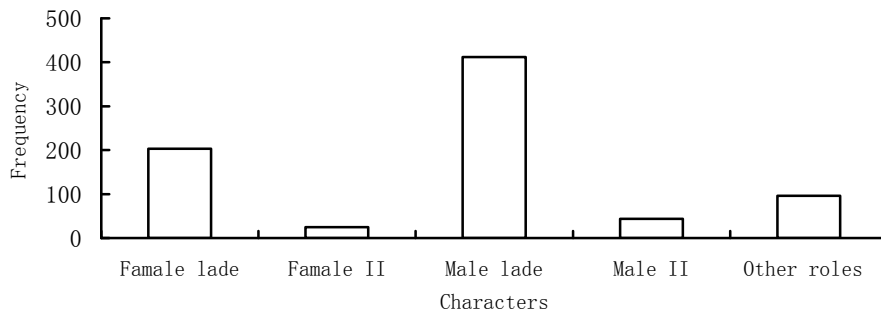
Figure 2. The Preferences of Characters