

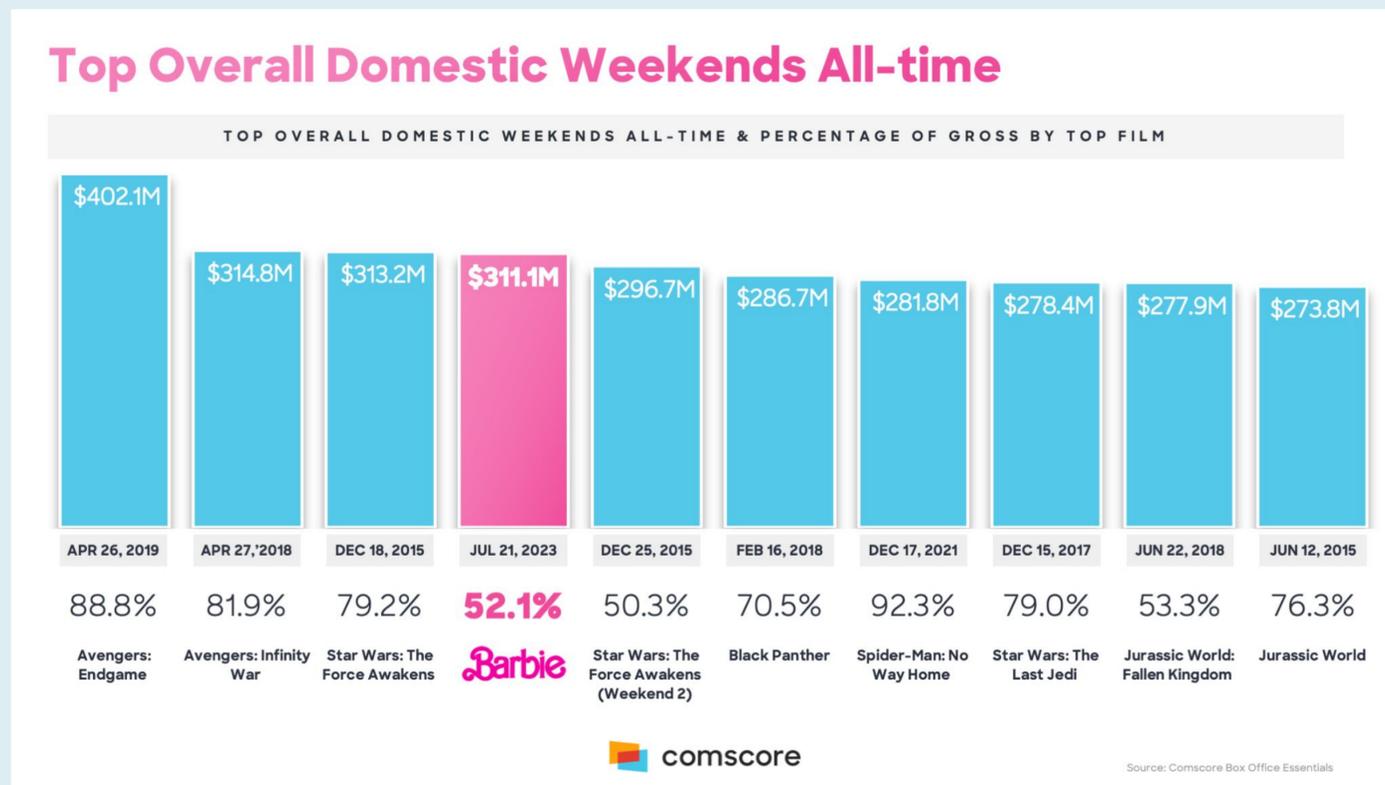
# How has Social media changed how films are marketed and consumed?

## ● Importance

This research is important because social media has transformed how audiences interact and discover films. By exploring these changes helps reveal new marketing strategies that begin trends, and shape audience's view towards the movie which impact a film's success.

## ● How my research will be different

My research is different because it will focus on current social media platforms and how they directly connect to viewers and studios today. My research will be more relevant to how films are promoted today.



## Qualitative Data

- Comments or fan reactions
- Movie reviews
- Hashtags and trends

## Quantitative Data

- Number of viewers (on videos and profile visits)
- Like and follower count
- Number of movie tickets bought
- Watch time