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Survey on the cinematographic practices of teenagers of 13-17 year olds and their practices related to screens and social media.

Analysis of the figures

This survey have been carried out with the help of the 3rd districts middle schools and high schools in Marseille and the mediators of the Friche la Belle de Mai on the Playground from July to September 2020.

Data collection and analysis using [Google Form](#).

60% of the teenagers surveyed live in the 3rd district other 40% are from close neighborhoods from the 2nd and 14th districts.

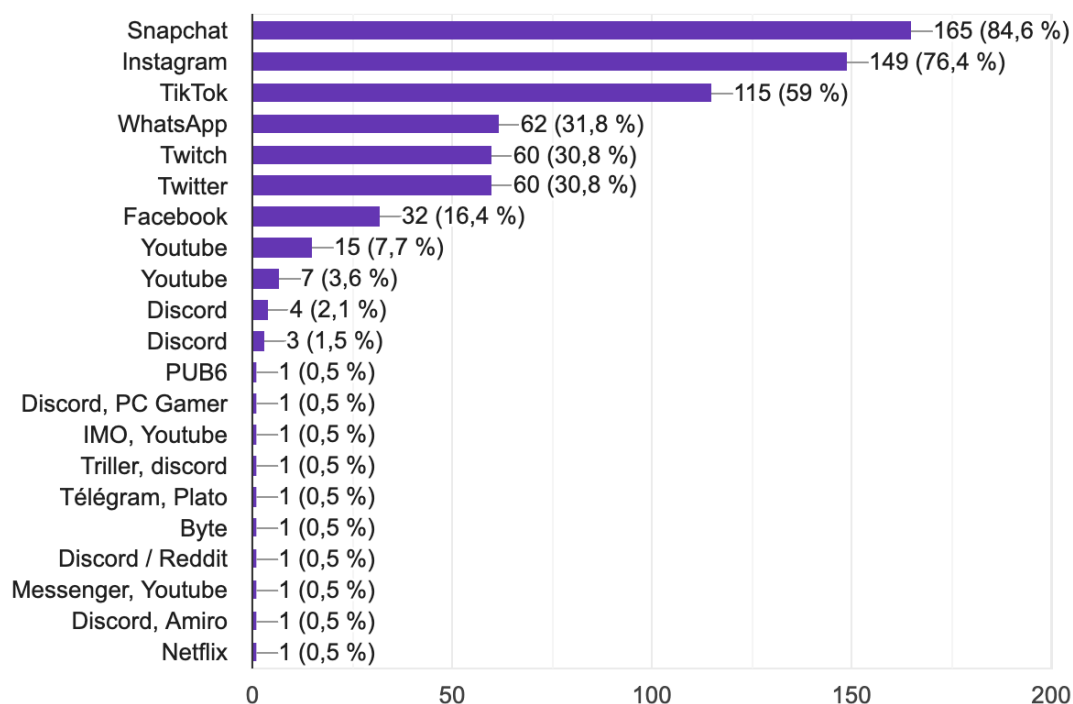
The age range is from 11 to 17 years old with a majority of teenagers of 13 and 14 years old.

92% of the respondents own a personnal smartphone.



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« On your smartphone, what are you looking at ? »



For our project, it will be essential to develop accounts related to the teenagers practices. We can already see the need to use the most popular platforms such as **Snapchat, Instagram or TikTok**. Instagram can be a good compromise since it allows to share content created with TikTok or shared privately on SnapChat. As we can see with the Kinograph's public survey, the range age of 18 to 23 years old are using also a lot Instagram but also Facebook that the teenagers are not using (CF : Kinograph's public survey).

The most added platforms by the respondents in the « others » line are Youtube and Discord. Youtube is a media that Generation Z project is planing to develop in order to create a common platforme for publics to share their contents. Our hypothesis have been confirmed. Discord instead, il a more complexe platforme for creating community, private discussions or sharing content. It can be an alternative to other Facebook or Whatsapp groups.



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On a device, the practices are varied but :

- 69% of teenagers use it to watch short videos;
- 43% to play online games;
- 54% watch films and series online with a paid subscription and 37% without a subscription;
- 64% of young people create videos and photos.

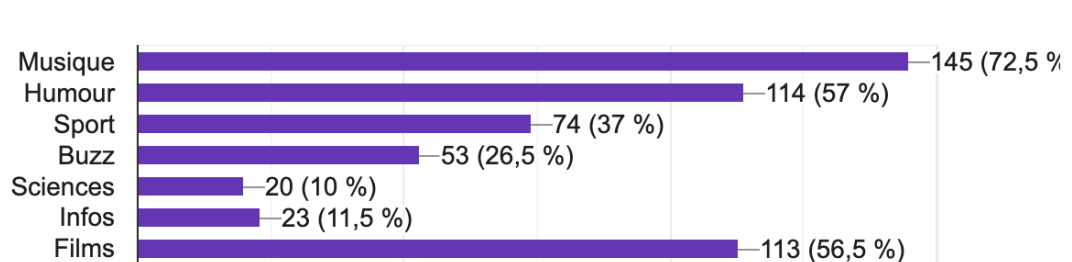
What is interesting to see is that **all the respondents cumulate these practices on a daily basis. None of the respondents use their smartphone for a single practice.**

The screens most commonly used are television and the smartphone. They are respectively used by 77 and 69% of the respondents **Against 30% on a tablet and 48% on a computer.**

62% of those questioned **watch films on television and 54% in streaming** (on television or smartphone). **39% of young people say they use a VOD platform and 21% download.**

A big part of the respondents are adding « Netflix » as a way to watch films or ADN platforms. These answers shows that some of them does not understand how these platforms works.

« What type of content are you watching the most ? »



Music videos (clips, compilations, concerts...) as well **as films** are the contents most watched by teenagers.

The respondents had the possibility to add which type of content they are watching. Around 10% of the teenagers are watching also **Animes and gaming videos** and at least 15% of them are also watching **series**

The interviewees were asked to say what cinema means to them.



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In the vast majority of cases, cinema is characterised by the notion of place. **The place to share, where to find friends**, but also the technical structure (screen, room and sound system) **allowing to watch a film in a comfortable way and "without being disturbed"**. It is therefore a privileged place. Some respondents connect the notion of cinema to actors, actresses and art, but these aspects are marginal regarding to the conviviality of the place. A big part of them notice the **exceptionnal character of a cinema** because they can watch new films which are not in platforms yet.

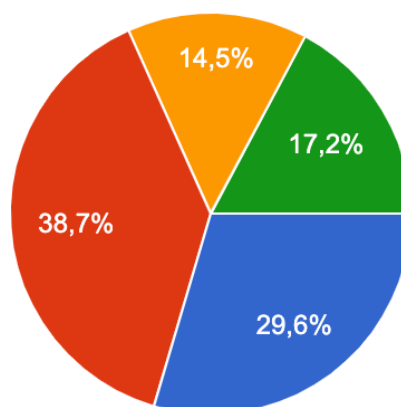
This is confirmed when we ask teenagers to tell us what the advantage of a cinema is:

- 83% come for the big screen and the sound quality;
- 44% say that the cinema allows several people to come and have fun together;
- 54% say that the cinema allows them to discover new films;
- For 14%, the cinema allows them to attend presentations with actors and directors.

Are you going to the cinema :

Translation : « are you going to cinema :

- *At least once a month*
- *More than once a year*
- *Once a year*
- *I do not go to cinema*



The panel of young people interviewed is heterogeneous in terms of the frequency of visits to the cinema and **at least 17% are never going to cinemas**.



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We asked the teenagers about their favourite films.

A large majority of them seem to be fond of horror films. For example, they repeatedly mention: *IT, Conjuring, Chucky, Friday the 13th, The White Lady, Hostel.*

Next are **action and superhero films:** *Fast & Furious, Mission Impossible, Taxi, Spiderman, Divergent, Percy Jacksons, Venom.*

Harry Potter is very frequently rated and then **the animated films** are cited with : *The Smurfs, Coco, The Croods, Caroline.*

We can therefore note that teenagers **mostly watch big North American and not very European productions.** The only European films, and especially French ones, cited in the margin several times are *Léon, Sherazade, Les Déguns or Taxi 5.*

When we ask young people to project themselves on **future activities which can be developed at the cinema :**

- 56% of them would like to see series;
- 52% would like to come and play video games;
- 45% would like to discover virtual reality;
- 30% would participate in workshops and 29% would seek advice on how to discover new films.

These last numbers can show us what kind of content teenagers expect to see in cinemas. Series are mostly rated and video game or virtual reality are interesting a lot. This is constituting our focus of attention to make link between programmation and their expectations and can help to develop futur proposals in cinemas.