

# People's Tendency of Watching Films Has Already Been Influenced the Development of Information Age

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## ABSTRACT

Film-related videos has been invented and developed in a rapid speed after the development of information age. This paper examines how the development of the information age has affected the trend of movie-watching. Here, in order to understand the film-watching habits of the public, I obtained quantitative and qualitative data through questionnaire survey and in-depth interview. From this study, it can be concluded that the development of the information age, especially the increasing popularity of the Internet and mobile phones, has an impact on people's life pace and behavior pattern, such as the limit time for resting and the desire for more choices. This impact from the development of information age causes the trend of public movie-watching change and enables more people be willing to watch film related videos. This research has implications for the future of the film industry and the people behavior of using internet.

**Keywords:** *Film, Information age, Fast pace life, Behavior pattern*

## 1.INTRODUCTION

Film is a type of art form that has close relationship with technology. Film has developed from the original silent black and white film to today's film with advanced tools such as special effects. The way of film presentation is changing because of the change of technology. However, It is not only the way movies are made that has changed because of technology, but also the way people watch or learn about movies. In the early beginning of the film (1880-1904), the film were only be shown to a limited population of the people. After that time, the international expansion of film happened, increasing the population contacting with the film. For a long time, people had to go to the cinema to see a film because the film had to be shown through a projector. However, the invention of Digital Versatile Disc enables people to watch films not in the cinema. Now, the development of information age (from 1969—now), many new video media platforms have been created and developed rapidly, such as YouTube, Tik Tok, Bili-Bili and so on. On those video platforms, there are many videos and some of those videos have relation to the films. There are no clear academic name about this video and this essay named this video as Film related video. Actually Film-related videos also have different categories and have different ways of presenting the information about film. There is no clear classification

and name about these videos, but after the study (2000 videos, Appendix A), these videos can be mainly divided into the following categories:

1. *Film-review video (the video for reviewing the film and give the suggestion for the audience whether go to watch the film)*
2. *Film-interpreted video (the video for interpreting the film's story, the film's detail, the film's theme and so on)*
3. *Film-forecast video (the video for giving a preview of an upcoming film)*
4. *Film-recut video (the video for cutting the clips of some films together and producing as another film/the video for cutting some highlights of the film together)*

Some of these videos are made by official, some are unofficial. Those film related videos as the product of information age provide a new way for people to know a film, without going to the cinema for watching film and buying DVDs.

Recently, China Internet Network Information Center (CNNIC) released the 47th statistical Report on The Development of The Internet in China, which shows that by December 2020, the scale of China's Internet users reached 989 million, an increase of 85.4 million compared with March 2020, and the Internet penetration

rate reached 70.4%. Among them, the scale of short video users is 873 million, accounting for 88.3% of the total Internet users [1]. The increasing number of people watching short videos means that more people may have the chance to come into contact with the film-related short videos.

My study takes "film-related videos" as the specific research objects, based on Time-Space compression theory, exploring people tendency of watching films after the development of information age, revealing the reasons for having this phenomenon. The phenomenon will be analyzed in two parts: Reconstructing time, and Saving time.

## 2.THEORY BACKGROUND

This research takes the theory of "Time-Space compression" as the theoretical analysis framework, which was written by David Harvey in "*The Condition of Postmodernity: An Enquiry into The Origins of Cultural Change*". He analyzed the evolution of time and space from the perspective of the political and economic conditions of capitalist society [2]. Adhering to the thought of Marxist theory, the space-time compression theory is a further development of Marx's space-time view of using time to eliminate space [3]. David Harvey analyzed space-time compression from three aspects. First, he mentioned the decomposition and reconstruction of time under the evolution and development of new technologies [4]. Compared to the original film, the film-related videos, as a new technology product in the information age, decompose the film into short period and reconstruct to a video with shorter time. Second, he stated that the impact of time compression is the collision and integration of different cultures, enabling people's contact time to be shortened [5]. In some film-related videos, the cultural of the film is revealed, which help people know other cultural and be useful for people's social. Third, Harvey emphasizes the close relationship between time, and the acceleration of time rhythm constantly overcomes the limitation of space [6]. The watch of the film-related films enables people know a film in a shorter time without going to the cinema, overcoming the limitations of the space.

These phenomenon of Time-Space compression is also affected by the new technology. Jeremy Stein made a further development of Harvey's Time-Space compression theory. By discussing the relationship between technological progress and the phenomenon of "Time-space compression", he pointed out that space-time compression is an evolution rather than a revolution [7]. Now, the appearance of these electronic media has impact on people's lifestyle and behavior. Film-related videos on the new video platforms is a product of the development of the network medium. The film-related video is like an evolution of film, which keeps the main content and much more fit people's life style. The

tendency of watching those film-related videos have the feature of time compression or time changing.

## 3.RESEARCH METHOD

For better understanding the tendency of those film-related videos' audience, questionnaire survey with a 500 sample was used . For the sake of understanding the quantitative result, the interview data with ten representative short film video fans was also been exploited. Both quantitative and qualitative data were analyzed under time-space compression framework, with emphasis on the former.

### Measurements

The tendency of watching the film-related video will be revealed by the degree of agreement on some statements (such as the opinion of the film-related video, the reason of watching the film-related videos, the expectation of watching film and so on) that is obtained on a scale of 1 to 5 for agree/disagree questions.

### The research process

A questionnaire survey was created in this research by using the online survey website and spreading the link of the questionnaire online. I wait 3 days for collecting the data. During the three days, I interview with ten people and record their information.

### The composition of sampling

I used volunteer sampling and all the people for doing the survey are volunteered. Up to midnight on July 25, 2021, I have collected 411 questionnaires in total. (N=411) there are 230 females and 181 males in total, among the 411 respondents. All the people taking the questionnaire have already watched film-related videos, which means that watching film-related video is very common phenomenon. From the data of the questionnaire, all the people have the habit of watching short video. (Short video refers to videos on the new media of the Internet, while habit refers to periodic viewing)The study will analyze the reasons for having this phenomenon. There are two main reasons, reconstructing time, and saving time.

## 4.RECONSTRUCTING TIME

### 4.1.Reconstructing time for following contemporary life pace

According to the research of the film-related videos (Appendix A), all 2000 film-related videos are less than 40 minutes, which is shorter than the original film. And different kind of film-related videos have different common duration. Although these different kinds of film-related videos have different content and different audience they have one common feature, which is reconstructing time. But the way for reconstructing the

time is different in each kind of videos.

For Film-review short video: the producer of the video will use some scenes in the film (sometimes have logic with the content, but sometimes have no relationship with the content) and cut them together combined with the oral review by the producer.

For Film-interpreted short video: the producer will tell the story briefly and using the scene of the film which related to the content of presenting. Plus, the producer will also show the details of the film by presenting the film scene. This kind of video disassemble the film to a single clip and reconstruct to a new video by adding the interpretation of the film.

For Film-Forecast short video: the producer will make a film about an unreleased film and the highlight or some important clip of the film will be shown in the short video. The Film-forecast video often compress the film into a short time with the highlight or the attracting information, which attract the audiences.

For Film-Recut video: the producer will make a film by cutting all the highlights of the film together and follow by some music or the producer will use some clips to make a film with a different story. The film recut video will reconstruct the film and reconstruct in another film. From the research, the film recut videos are shorter than the original film, which is for attracting the audiences.

All of those videos will select some clips of the film and the films are broken down into some short parts. The short parts of the film will be reconstructed by the producers' intentions and produce a video that can express the same main story in a shorter time, compared with the whole film. Due to the reconstructing time, nearly two hours of film can be broken down into short duration video. The research of the film related video reveals that the duration is mainly less than 30 minutes. This duration also looks quite long, but compared with the original film, this duration is quite short.

The development of information age changes people's behavior pattern online [8]. Individuals will undoubtedly adapt their behavioral patterns to evolving technologies [9]. David M. Levy said that with email, mobile phones, social media and other electronic devices, the pace of work has become faster and more stressful. And in the industrial production and information industry upgrading, a large number of technical knowledge emerged [10]. The film-related short video is a product that is an evolution of a way of watching film. The film related video helps people to adapt the fast pace life, because people may need the film become shorter. The fast pace life results in that people do not have enough time for resting. If they want to watch a film, they may need to worry about the duration of the film, because they may not have enough time for watching the whole film. However, the film-related videos is the reconstruction of the film, which maintains the most important clip of the

film and shorten the duration. Because of the Main content integrity and short time, people who have fast pace life are willing to watch those film-related short film.

*"Film-related short video is a new form of network culture"*

290 of 411 agrees with the above statement (Appendix B). Above half of the people agrees that film-related video is a new form of network culture. Compares with the previous way of watching movies, the new form of network culture is much more suitable for the life style now which is fast pace. In brief, the film related videos reconstruct the film in a shorter time, which adapts the fast pace life and help people know a film in a shorter time.

#### ***4.2.Reconstructing time for explaining the film***

Film is an unique art form, which can exhibit the time and space. However, the time in the film is always different from the real life. Sometimes the time in film is shorter, sometimes the time in film is discontinuous. The concept "time" is various and changeable in the film. Sometimes the feature of changeable makes the film become hard to understand or boring. Take Christopher Nolan's film *Tenet* as an example. The whole film tells a story about reversing time. After watching the whole film, it is hard to understand the whole story, because the narrative structure is not a linear narrative. For making the film much more easier, the producer of the film-related short video watches *Tenet* for several times and decomposes the film into several parts. After decomposing, the producer will reconstruct the film into an easy narrative structure, or into a normal timeline and many useless or unimportant clips in the film may be cut. After having the video that can tell the story in an easy way, people can know the complicate *Tenet* under 30 minutes. The whole film use 2 hours to tell a story that people cannot understand easily, but the film-related short only uses under 30 minutes to tell a same story, which people can understand the whole story. Therefore, the reconstruction of the film is a way to reconstruct the timeline of the film and make the film much more easier to understand.

Now, people are still willing to go to the cinema for watching the movies, because the immerse enjoyment in the cinema. However, many factors will affect people's choice of going to the cinema. After interviewing with the film-related videos fans, the factors they given is the high price of the film, the lack of time, and the afraid of watching a poor quality film. The appearance of the film-related video provides the audiences the choices, because of the development of information age. Like Harvey's Time and Space compression theory said, with the development of new technologies, the time can be decomposed and reconstructed. This new video platform is a product of the development of the information age,

which is a new technologies. Due to the new technology, people have another choice for knowing a film. After interviewing with the film-related video fans, they were grateful for having the invention of film-related video, which give an easy and short way of knowing film. From the research, of the 431 respondents, 331 thought the main function of movies was entertainment.

Over all, the development of information age invents the video platform, which provides the audiences more options to know a film. The reconstruction of the film is one of the choices that the audiences can use for knowing a film in a short and easy way.

## **5.SAVING TIME**

### ***5.1.Saving Time for doing other things***

From the survey (Appendix B), 315 of 411 respondents agree that the reason for watching the film-related video is to save time. From the investigation, all the film-related videos are shorter than 40 minutes. Plus, this time is only the film duration, does not include the time for going to the cinema and leaving the cinema. However, if people choose to watch the film related short videos, they only need at most forty minutes to know a film story and even the film's knowledge. Therefore, if people watch a film-related short video, people can save at least forty minutes to do other things, compare to watch films.

From David M. Levy's research, the pace of work has become faster and more stressful.

Now people live a fast pace life, which means that people do not have enough time for resting. Therefore, if people choose to watch the film-related short video, they will have more time to do other things during the time for their resting. They do not need to spend time on leaving home to the cinema and going back to home.

After interviewing with the film-related video fans, 18 of 20 interviewers said that the main reason for them to watch the film-related short video is for saving time. They didn't tell the exactly thing to do with the time, but they told that they just want have this time. In brief, with the development of the information age, people live in a fast pace life and they do not have enough time for resting. Watching the film-related short videos can save their time for doing other things.

### ***5.2.Saving Time by learning a film in a shorter time***

From the questionnaire (Appendix B), for this "It's enough to watch the film-related short video and understand the general plot." statement, 281 of 411 people agree this statement for the Film interpreted video; 300 of 411 people agree this statement for the Film forecast video; 303 of 411 people agree this statement for

the Film recut video; 302 of 411 people agree this statement for the Film review video. Therefore, for most of the audiences, film is just a kind of entertainment and the most important part of a movie is the story, which causes they do not have to go to the cinema. The film-related video will brief summarize and interpret the film in a shorter time, which complete their purpose of knowing film. Therefore, for knowing the story of the film, watching the film-related video is an relatively short way of knowing a film, compared with watching the whole film.

From Harvey's Time-Space compression theory, Harvey emphasizes the close relationship between time, and the acceleration of time rhythm constantly overcomes the limitation of space. The behavior of watching film-related videos is caused by the fast pace life. The behavior of watching film-related videos can save the time and know a film without going to the cinema. After having the film-related video, the behavior of knowing film will not be limited in the cinema and can be in everywhere and every time with the devices. Therefore, the limitation of space can be overcame and save time for going to the cinema.

In brief, people can save the time, which is from the time difference between original film and film-related short video, and the time for going to the cinema. In the premise of saving time, they also achieved the original purpose of knowing the film's main story. Therefore, with the development of the information age, people have less and less time to rest. In order to learn about a movie and save the time simultaneously, watching film-related video is a good choice for people. This is the reason for more and more people watching the film-related videos.

## **6.CONCLUSION**

Now, more and more people watch the film-related video on the video platform. The tendency of watching film has changed, because of the rapid development of the new technology, the video platform. My study mainly studies the tendency of watching film after the development of information age impact and the reasons for happening of this tendency. My conclusion is that the development of information age has great impact on the tendency of watching film and the tendency changed from people know the film by watching film in cinema to people choose to watch film-related videos on the online video platforms for knowing a film.

The main reason of this tendency is the people's fast pace life that is caused by the rapid development of the information age. The information age has led to increase competition in schools and companies, and lead the people's study and work efficiency requirements gradually increased. In order to accomplish this increased efficiency requirement, people's life pace will

be accelerated. For adopting people's fast pace life, the film-related video has been invented, which decomposes the film into short clips and reconstructs the film into a shorter film-related videos. The reconstruction reduces many shots and details of the film and only maintains some essential or excellent shots, which shortens the time and presents the key information in an easy, attracting, and interesting way. The film-related video gives people another option for people to know film and people can choose their way of learning the film. Besides, The film-related videos use less time for the audiences to know the film, which save time for the audiences to do other things. For having more time to relax or doing other things, people are more willing to watch film-related videos rather than the whole film.

## **7. REFLECTION**

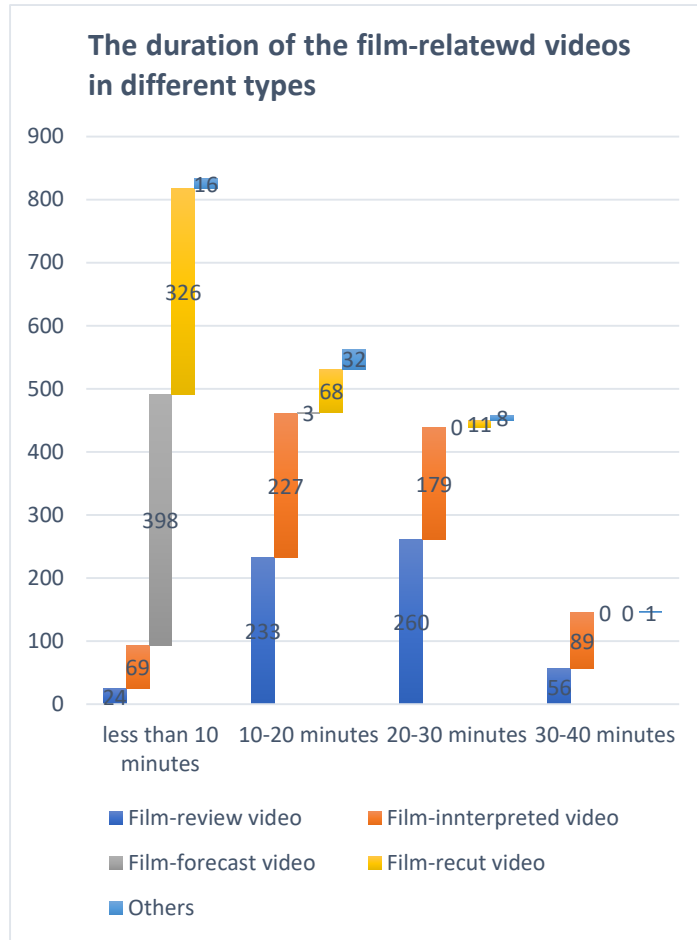
My conclusion is that the development of information age have great impact on the change of tendency of watching film. However, there are still many factors will affect the change of tendency.

The first factors is the increasing popularity of mobile phones and computers. In the past, not many people have the computers and mobile phones, which means they cannot have the access to the video platform. From China 2020 Statistical Communique on National Economic and Social Development, China has more than one mobile phone per person. Now, the increasing number of people

have their smart phones, which means the increasing number of people have the chance for watching film-related short videos, which influences the tendency of watching film-related video turn into more people watch film-related short video.

Moreover, those video platforms have already have a great system of algorithm. From the questionnaire (Appendix B), for this "I watched whatever the platform recommended, only occasionally seeing short movies." statement, 329 of 411 people agree this statement. Therefore, the reason of those people watching the film-related short video is just the recommendation of algorithm and they do not have intention for watching film-related short videos. This system of algorithm will precisely recommend the appropriate film-related short videos for people. Because of this improving algorithm, people always can see the film-related short films with their favor film. And they will continue to watch film-related videos. Therefore, the system of algorithm encourage the people to watch the film related videos.

Indeed, the development of the information age has impact on the tendency of watching film, but there are still many potential factors that affect this tendency. For having a more comprehensive conclusion about this tendency, the research should be designed to measure more factors. My essay mainly apply Harvey's Time and Space Compression, but the research is mainly focus on the time, rather than the space. Space is also another worth-study factor.



**Figure 1.**

**Table 1.**

Statement	1 Strongly Disagree	2 Disagree	3 Neither Agree or Disagree	4 Agree	5 Strongly Agree	Average	Median	Total
It's enough to watch the film-related short video and understand the general plot. ( Film interpreted video )	35	34	61	121	160	3.82	4	411
It's enough to watch the film-related short video and understand the general plot. (Film Forecast video)	29	30	52	146	154	3.89	4	
It's enough to watch the film-related short video and understand the general plot. (Film Recut video)	28	35	45	139	164	3.91	4	
It's enough to watch the film-related short video and understand	34	34	41	146	156	3.87	4	

the general plot. (Film Review video)								
Watching the film-related short video saved the trouble of searching for the whole film. ( Film interpreted video )	29	36	42	175	129	3.82	4	411
Watching the film-related short video saved the trouble of searching for the whole film. (Film Forecast video)	34	22	43	159	153	3.91	4	
Watching the film-related short video saved the trouble of searching for the whole film. (Film Recut video)	31	30	46	156	148	3.88	4	
Watching the film-related short video saved the trouble of searching for the whole film. (Film Review video)	28	33	39	159	152	3.91	4	
I watched whatever the platform recommended, only occasionally seeing short movies.	29	30	23	186	143	3.93	4	411

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