

AAD 630 Research Methods

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## **PRELIMINARY RESEARCH METHODS PROPOSAL**

### **I. Introduction**

In this paper I would like to address the issue of how to advertise and effect the ticket sales of a performing arts organization or movie theatre. The research question will be how to advertise and effect the ticket sales of the performing arts organization or movie theatre?

Given that movie attendance has been dropping significantly in recent years, movie theaters have been struggling to find additional sources of revenue. And with movie studios trying alternative release strategies—particularly by shortening the window from theatrical release to release in DVD and through video-on-demand—theater owners are now facing even more competitors for potential moviegoers' dollars than ever. In order to combat these challenges, an increasing amount of movie theaters are trying out new business strategies. Some chains have been getting into the restaurant business, packaging films with extensive menus and bar fare to create more of a feeling of an entire evening out.

Advertisement is the motive of promoting products by making them known to clients and potential clients. The telecommunication industries sponsoring some programs and running adverts between the programs. The Bacylacy Bank sponsoring the football league in England in order to convince potential subscribers and members to join them.

Why should we advertise?

Who are the best people to employ in advertisement?

Where should we advertise? What can we do to improve on advertisement?

These among many questions should help as in my research to understand how to advertise and effect the ticket sales of the performing arts organization or movie theatre. This topic is of great concern since good advertisement has shown to be the paramount source of increased ticket sales in the art industry. The good and appropriate adverts have led to the increase of theatre tickets, for instance the Hollywood movies are heavily advertised leading to the most watched and most tickets bought by people around the globe. The Italian arts are advertised globally leading to the increase in tickets bought to art shows. This includes the photos, cars among many other Italian rich cultural arts.

## **II. literature review**

The first journal article I searched in International Journal of Design. It was same with my assignment 3, maned: Impact of Product Pictures and Brand Names on Memory of Chinese Metaphorical Advertisements(2010). Written by two person: Pinchang Lin and

Chaoming Yan. Researchers hypotheses are based on the associative network model of memory proposed. Three kinds of metaphors and two types of message cues were used as the independent variables. About the research method, they used the participants, researcher according to a criteria to selected which require that all the participants received professional training in design.

The results of the study indicate that the type of metaphorical rhetoric in Chinese- language print advertisements, as well as the differences in message cues, will influence a customer's memory of those advertisements. Particularly, advertisements used symbol- resembling metaphors and appearance-resembling metaphors, along with message cues consisting primarily of product pictures, yield relatively good advertisement memory. In addition to these findings, this study also shows that advertisements containing both relation-resembling metaphors and message cues consisting primarily of brand names yield relatively good advertisement memory(p.60).

Second peer-reviewed source is the new source I find when I decided my preliminary research topic. It is a journal article Come Early and Enjoy the (Pre-)Show: Screenvision and the Growth of Cinema Advertising. (2014). Written by Kimberly A. Owczarski. The author states the cinema advertising has become an important aspect of the marketing equation. For advertisers, the moviegoing audience differs significantly from the broadcast and cable television audience in a number of key ways. Three-quarters of the moviegoing audience attends the theater Friday through Sunday, while the moviegoing audience peaks during the summer months, both trends which contrast sharply with how people typically watch television ("Screenvision Fact Sheet"). Frequent moviegoers have a younger median age than any of the four broadcast networks, and they tend to exhibit a higher income level as well ("Benefits of the Cinema Audience"). These moviegoers also watch 15% less television than those who infrequently go to movie theaters.

### **III. Methodological design and discussion**

Newspapers have been used to advertise products and shows in order to reach the many widely spread readers and inform them of any art work in progress, the venue and the many advantages of joining such activities. To address these research problem I will use the following methods:

- 1) Case study.
- 2) Data collection.
- 3) Data analysis.

Case study is a research method involving an up-close, in-depth, and detailed examination of a subject of study (the case). The Case studies will be analysis of the improved ticket sales when advertisement commence. The case which is the subject of the inquiry is an instance of a class of phenomena that provides an analytical frame within which the study is conducted and which the case illuminates and explicates. The case in study which in this case is the advertisement to improve ticket sales of an art organization.

I searched a case study of Screenvision, one of only two major companies currently engaging in the cinema advertising market in the United States. Currently, Screenvision's theatrical network rivals several of the top-rated cable television networks in terms of its overall reach. According to Nielsen's Fourth Screen research, which measures out of the home exposure to content on video screens, Screenvision has the fourth largest ad exposure rate among all businesses in the field, with an average of 26.3 million monthly gross impressions (Fuchs, "Stronger

Attachments”). Screenvision's monthly gross impressions are similar to the reach of popular cable networks FX and TNT.

There are steps in formulation of a research problem which include:

Step 1. Identify a broad field or subject area of interest for me which in this case is the effect of advert to ticket sales.

Step 2 dividing the broad area into sub areas or the sub questions above.

Step 3 Selecting what is of most interest for me. Which is the improvement of ticket sales.

Step 4 Raise research questions. Such as how can we effect the sales of tickets by advertising?

Step 5 Formulate objectives. This is the main idea which is sales.

Step 6 Assess your objectives.

Step 7 Double check.

Working through these steps presupposes a reasonable level of knowledge in the broad

Subject area within which the study is to be undertaken. Without such knowledge it is

Difficult to clearly and adequately ‘dissect’ a subject area.

Case study has the advantage of acquiring new information and are up to date one of the best methods of collecting data but one has to be creative as setting the right case requires creativity.

Case study adds little information to the current and may be of little influence to the research.

Case study may be new and hence acquiring information may be of great difficult.

The second method I would use is data collection which is the process of systematically applying statistical and logical techniques in order to describe and illustrate, reduce, and evaluate data.

Direct data collection contains surveying and interviewing. Surveying is the process of collecting data by asking a range of individuals the same questions related to their characteristics, attributes, how they live, or their opinions through a questionnaire(O'Leary. Z,2010, p.181).

Interviewing is a method a data collection that involves researches seeking open-ended answers related to a number of questions, topic areas, or themes(O'Leary. Z,2010, p.194)

In this case I obtain data about the use the advertisement effect on ticket sales then manipulate it to come up with advantageous output of adverts. Having formulated the advert research problem, developed a study design, constructed a research instrument and selected a sample, you then have to collect the data from which you will draw inferences and conclusions for your study. Depending upon your arrangements, you might initialize interviews, mail and questionnaire, conduct experiments or conduct observations.

Same article I analysis which named: Come Early and Enjoy the (Pre-)Show: Screenvision and the Growth of Cinema Advertising(2014). Written by Kimberly A. Owczarski. In this study, the author used the The Arbitron Cinema Advertising Study 2007 as the main data collection.

Moreover, author used the calendar year data to show the cinema advertising revenues.

In 2010, cinema advertising revenues for this same group had reached \$658 million, an amount up 13% from 2009 (Bond). On-screen cinema advertising accounts for 93% of these revenues, with pre-show entertainment in the form of trivia slides, extended and 30-second commercials like The Black Mamba and "Wonder-full," and behind-the-scenes footage among the most prevalent forms ("CAC Report"). On average, a quarter of moviegoers are seated sixteen minutes

before show time, while that number climbs to 50% ten minutes prior to the start, thus providing a relatively large captive audience for these advertisements (Barnes). But cinema advertising extends past pre-show entertainment and includes images on popcorn bags and soda cups, videos played on digital screens above the concession stands, and posters and interactive displays promoting products throughout theater lobbies. In fact, as an industry-sponsored study concluded, “[F]rom the moment consumers approach the lobby, advertising becomes part of [their] experience” (“The Arbitron Cinema Advertising Study 2007”).

Collecting data through any of the methods may prove some difficulties in relation to the participants and the researcher: - Those from whom information is collected such as actors or viewers become participants of the study. - Anyone who collects information for a specific purpose, adhering to the accepted code of conduct, is a researcher.

a) Ethical issues concerning research participants: There are many problems associated

With participants of a research activity.

i) Collecting information: Your request for information may put pressure or create anxiety on a respondent. This influences the quality and quantity of information acquired.

ii) Seeking consent: In every discipline it is considered unethical to collect information without the knowledge of the participant, it should be willingly and informed consent.

Subjects should be made adequately aware of the type of data being collected from them.

iii) Providing incentives: Although people may not participate in a study to get incentives, it is ethical to provide them.

iv) Seeking sensitive information: During the acquiring of advertisement information from experienced people, one should avoid personal questions.

v) Maintaining confidentiality: Sharing information about a respondent with others for purposes other than research is unethical.

b) Ethical issues relating to the researcher:

I) avoiding bias.

ii) Provide or deprivation of a treatment.

iii) Using inappropriate research methodology.

IV) Incorrect reporting.

v) Inappropriate use of the information.

After collecting the data I would move to analyzing this data. Processing and analyzing data involves a number of related operations performed with the purpose of summarizing the collected data and organizing it in a manner that it answers the research questions . Data analysis conclude analyzing quantitative data and analyzing qualitative data.

The Data Processing operations are:

1. Editing- a process of examining the collected raw data to detect errors and

Omissions and to correct these.

2. Classification- a process of arranging classes on the basis of

Common characteristics.



a) Classification according to attributes: data is analyzed on the basis of common characteristics such as: descriptive such as literacy, : numerical such as weight, height, income etc.

b) Classification according to class –intervals: is done with data relating to income, age, weight, tariff, production, occupancy etc.

3. Tabulation-Tabulation is the process of summarizing raw data and displaying

The same in compact form for further analysis

We may have qualitative data analysis or quantitative data analysis.

#### **IV. Tools for the method**

Case study-With this method one may consult journals, books or conduct study of the market or movie fans. With the proposed answers. This tool is difficult to design as getting the appropriate questions for the case requires research conduction in books and the internet. Preparing questionnaires also takes much time and getting the right question may be time consuming and involving.

The methods I have discussed above have various data collection tools. With data collection one may use interview scripts, take notes which may be destructing and one will not be able to capture all the details or sifter the appropriate answers instead it may lead to capturing of unnecessary data, tape the interview-which may be very accurate and lead to capturing of more

data but this is time consuming and may also prove costly. One may also write on their memory but this is barbaric and it will lead to loss of information apart from jeopardizing the accuracy of the data to a human mind. With mail survey one uses tools such as survey mails which are to answered and sent back by respondents.

With such survey mails one can be able to gather information from a variety of people in a large geographical area. With the large coverage of these tools one is able to get quantity data, while with the large variety of information one is able together quality information after studying and concluding the collected data. With the emergent research methods such as Email one can communicate with the many email users and politely ask for their contribution to his or her research. Internet research can also be used to add to the research although it may have greater bad influence to the research. Therefore before a researcher resolves to the Email and Internet research he or she must consider this effect to the final finding. Other tools that can be used include survey mails which are send to respondents and they send back the data. It is effective and of large coverage.

The above methods will ensure good research and appropriate conclusion to counter the problem of a corrupt and to use the worst rotten governance. The outcome of this research will help reduce corruption and change the world.

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