

THE IMPACT OF GENDER AND AGE BIAS IN THE LEVELS OF SATISFACTION SHOWED DURING WATCHING HORROR MOVIES

Arsen Klllogjri

PHD Candidate/ European University of Tirana

ABSTRACT

This research presents an attempt to understand more about the pleasure received from watching horror movies. The first aspect is related to age, gender and gender roles that individuals undertake. Hypotheses raised in this study are:

Hypothesis I: There are gender differences between men and women in getting satisfaction from watching horror movies.

Hypothesis II: Teenagers (ages 15-18) are more inclined to like horror movies than most adults (age 21-30vjeç).

Hypothesis III: There are differences between people who take gender roles noun, feminine, androgynous and undifferentiated and their likeability for horror films.

The first three of these hypotheses are seen in five specific areas dealing with the reasons why individuals are attracted by films like and horror.

Keywords: Horror film, gender, age, gender roles.

INTRODUCTION

Various studies link attractiveness and desirability of the audience, for the terrific films with a variety of factors. Some of them emphasize the role of age and gender roles. This study presented in the form of a quantitative study, using two relevant questionnaire (a questionnaire that measures the attractiveness and satisfaction received from horror movies by areas and questionnaire BEM , which determines gender roles of entities to which they are applied questionnaires) as a measuring instrument for achieving the goal and certification or overthrow hypotheses that have been raised.

The purpose of this study is: To find out if there is a link between age and gender roles with individual pleasure people get from scary movies.

Objectives of this study include are:

- Investigate if there is a difference in getting pleasure from watching horror movies content between men and women is the.
- Show how the different gender roles are related to the individual's attractiveness to scary movies.
- Analyze whether there are connections between a person's age and his tendency to withdraw and show interest in horror films.
- To achieve valid results in order to be able to jump on the idea conclusions obtained and suggested thoughts on aspects that can be studied in the next topic.

LITERATURE REVIEW

There are a lot of theories about why people like to watch scary movies. Although it is accepted that many others do not like them, and the biggest audience for terrific films tend to consist of teenagers and adult men about 20. A number of psychological models, more

originating in psychological subfield of personality and social psychology, offered an effort to discover the enigmatic influence that horror films seem to have an audience.

Jung on the other hand, argued that the horror was popular because of the fact he was touched by the important ancient archetypes or images that he said he lived in the collective unconscious.

Catharsis: Greek philosopher Aristotle believed that dramatic performances gave the audience the opportunity to unload negative emotions from themselves, a process that he called catharsis. Transmission of harassment is one of the versions of catharsis view. Curiosity / fascination Carroll (1990) argues that rather than eliminate or reduce negative feelings, horror films stimulate and arouse positive emotions such as curiosity and fascination. Social violence, a general theme in many horror films can attracts viewers because it is beyond his daily experiences.

Seeking sensations: Zuckerman (1979) has proposed a theory to search for sensations attraction to horror films in which sensation seekers are lured more by horror films because of high levels of sensations that make these films. Edwards (1984), Sparks (1986) and Johnston (1995) have all strongly positive correlation between scoring from Zuckerman's Sensation Seeking Scale (SSS) (Research rate of sensations Zuckerman) and self reported satisfaction of horror movies and scary although the connection between scoring the SSS and interest in horror films is not always significant (Tamborini, Stiff, & Zillmann, 1987).

Pooling Trend: The hypothesis that the emotional reaction of the person to be presented in the horror film events can relate to the feelings they have for the character involved in the film. In other words, if someone is seen that the viewer deserves punishment tends adopt a positive view of the violence. Violence directed to someone who did not deserve to be punished are more likely to be interpreted in a negative light.

Gender roles: In a classic study on gender differences in social context of watching horror films, Zillmann, Weaver, MUNDORF, and Aust (1986) determined that adolescent males enjoyed significantly horror more films when women sitting companions near them express fear, while teenage girls liked the movie when more men who accompanied them showed a sense of control and courage. Social Issues: Stephen King (1981) found that horror films often serve as a "barometer of the things that afflict the night thinking the whole society."

Following this view Skal (1993) suggests that horror films present social problems of the time.

Methodology

Throwing the idea of designing such a study was born out of curiosity how some people, unlike others like them very much to see scary movies. Given that the social group were always very different opinions when thrown idea to watch a movie, and how some insisted to choose watching a horror movie made me think about it as an interesting topic to study and read more about this thing.

The final sample consisted of 77 individuals, where the 80 questionnaires that were distributed 3 questionnaires were not included in the study as a result of their obvious failure. The study was attended by 41 (53.2%) females and 36 (46.8%) males. The age distribution ranged from 40 (51.9%) adolescent individuals aged 15 to 18 years, 33 (42.9%) individuals

age increased respectively from 21 to 30vjeç. Previously a pilot phase was conducted on a sample of 15 individuals. The sample involved in the study were selected in the town of Kucova. The reasons why the city was chosen precisely this issue are for convenience and ease of access and contact. Participation in the survey was voluntary. None of the individuals selected to watch horror movies do not refused to become part of the study.

Instruments that were used two questionnaires are attached to each other and were completed one after another from the sampled individuals. On the first page it is supposed to be presented to the general information on the study and questionnaires that will be presented below. The first questionnaire is one of the measuring scale of Multiple Aspects of satisfaction of the Horror Film validated by Christina Pfaff. This questionnaire consists of 28 statements which subjects responded to Likert scale of five points from fully disagree (1) to strongly agree (5). Questions are organized in five areas through which attempted to measure not only whether individual or dislike not horror films but also aspects and factors that make it to see this film type. The second questionnaire is applied Bem Inventory of gender roles that aims to determine how people identify themselves psychologically based on gender roles they undertake. Calabar possible outcomes of inventory BEM are: the individual may have more masculine features; the individual may have more feminine features; the individual may have androgynous features; and the fourth is the type of undifferentiated where the individual gets low points as feminine traits as well as masculine ones. This questionnaire was used in order to study whether there is a link between designating four positions of individual gender roles (female, male, androgen and undifferentiated) and watching scary movies.

Limitations of the study

Some of limitattions of this study are:

- The results of this study can not be generalized to the entire population as the sample studied includes a small number of subjects (only 77 individuals).
- The study is not comprehensive.
- The use of only one method is another limit.
- The questionnaires used are non-standardized instruments in Albania.
- The study does not stop and do not deepen the understanding of the causes withdrawal of horror films, but only based on the statistically derived data.

Analysis and results

53.2% of the sample are female and 46.8% male gender. So a number of subjects, 41 women and 36 men. The test of the reliability of the measuring scale of Multiple Satisfaction Aspects of horror movies and five areas spanning this scale

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .874 | 28 |

For test the satisfaction of horror films in general, the coefficient of reliability, Alfa Kronbahut (Cronbach's Alpha) turned out to be 0874. Normally the values of this coefficient ranging from 0 to 1. The closer the value 1 to be the greater coefficient of internal consistency test we can say that the instrument used has a high reliability level.

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .794 | 7 |

Cronbach's Alpha for field thrilling emotions that contained seven claims is 0.794, indicating a high level of reliability.

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .738 | 4 |

Cronbach's Alpha for the field of justice that contained four statements 0738 is showing a high level of reliability.

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .611 | 6 |

As you can see from the table, in this field reliability is low (Alpha smaller than 0.7). This may be as a result of the allegations in this field to be conducted in two respects, in that social and that in a relationship as a couple. Such allegations breakdown could have led to a discrepancy between them.

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .414 | 4 |

Even in this area appear low reliability, which makes us doubt about the meaning of the claims of this magnitude.

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .817 | 7 |

Cronbach's Alpha for the field of bloodshed / violence allegations contained 7 is 0.817, indicating a high level of reliability.

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .898 | 60 |

For Inventory Bem sex role, coefficient of reliability, Alfa Kronbahut (Cronbach's Alpha) turned out to be 0898. We can say that this instrument has a high confidence level.

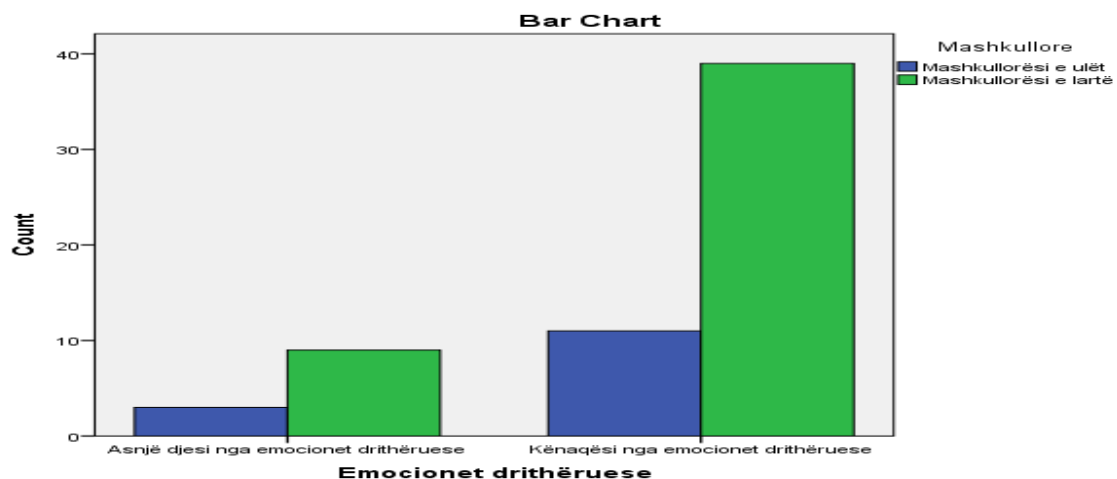
Results through ANOVA

From the results obtained through ANOVA's have no significant data regarding gender differences and satisfaction of horror films in each of the five areas to teens as well as adults. In terms of age differences we have good results in two of the areas that are bleeding and Justice / Violence.

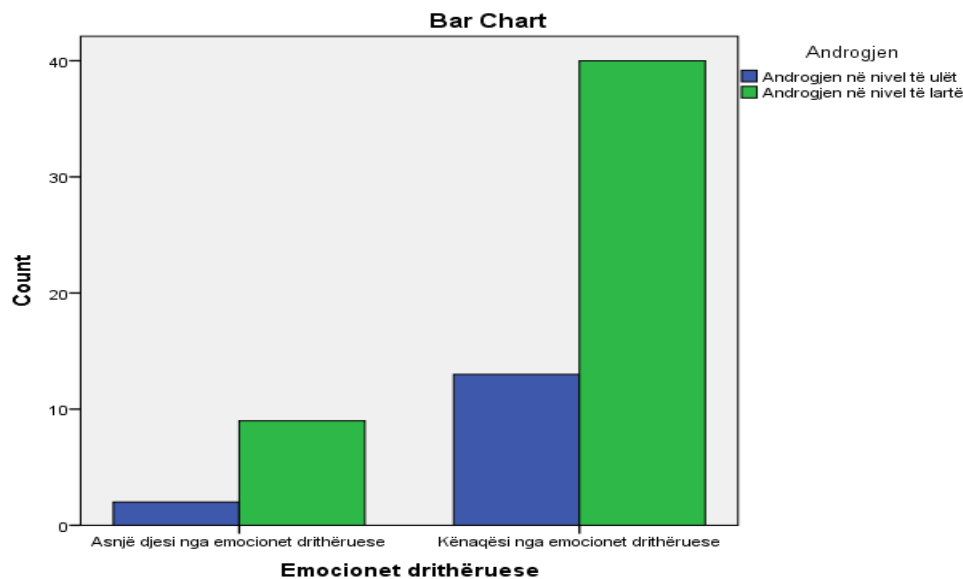
Crosstabulations about BEM inventory

Some of the links between gender roles prevailing in certain subjects and areas of satisfaction films are shown below. The connection between emotions and thrilling masculine traits. As you can see from the chart, those who had higher scores in male roles (39 people) have also received the highest scores on a scale of thrilling emotions of satisfaction questionnaire from horror films.

Also, in subjects with high pixelization in androgynous roles there is a connection with a high level of thrilling emotions while watching a horror movie



The relationship between gender roles and the level of androgen thrilling emotions



DISCUSSION

Analysis and interpretation of the results of the study open the way these scientific discussions: For satisfaction of horror films in general, the coefficient of reliability, Cronbach's Alpha turned out to be 0.874, which means that the instrument used has a confidence level high. the coefficient of reliability, Cronbach's Alpha for field thrilling emotions that contained seven claims is 0.794, indicating a high level of reliability. The coefficient of reliability, Cronbach's Alpha for the field of justice that contained four statements 0.738 is showing a high level of reliability. As you can see from the table, in this field reliability is low (Alpha smaller than 0.7).

Alpha coefficient for the field of justice, reliability appears lower. The coefficient of reliability, Cronbach's Alpha in the field of bloodshed / violence allegations contained 7 is 0.817, indicating a high level of reliability. For Inventory Bem gender roles, the reliability coefficient Alpha Kronbahut (Cronbach's Alpha) 0.898 turned out to be. We can say that this instrument has a confidence high level of Cronbach Alfa's two perkastesisht tables 5 and 6 (alpha field for the social aspect and the field of justice).

CONCLUSIONS

The hypothesis raised in this study were:

- Hypothesis I: There are gender differences between men and women in getting satisfaction from watching horror movies.
- Hypothesis II: Teenagers (ages 15-18) are more inclined to like horror movies than most adults (age 21-30vjeç).
- Hypothesis III: There are differences between people who take gender roles noun, feminine, androgynous and undifferentiated and their likeability for horror films.

Once they analyzed the results of this study reached the following conclusions:

- There is no gender difference between men and women in getting satisfaction from watching horror movies.
- Teenagers (aged 15-18) attracted more than adults (aged 21-30) from the aspects of bloodshed/Violence and Justice while watching horror films.

- It was observed a relationship between high scoring gender roles and male androgen those with a high level on a scale of thrilling emotions. Also, results showed a link between the dominant female gender roles and low on the scale of bloodshed / violence.

REFERENCES

- Adam Palmer Texas State University-San Marcos, Fear: A Psychophysiological Study of Horror Film Viewing.
- Alice Hall (2005): Audience Personality and the Selection of Media and Media Genres, *Media Psychology*, 7:4, 377-398
- Robin Hoffman (2011): How to See the Horror: The Hostile Fetus in Rosemary'sBaby and Alien, *Lit: Literature Interpretation Theory*, 22:3, 239-261
- Cantor, J. (1994). Fright responses to mass media. In J. Bryant & D. Zillmann(Eds.), *Media effects: Advances in theory and research* (pp. 213–245).Hillsdale, NJ: Lawrence Erlbaum Associates.
- Christian ‘Jeepers’ Jarrett, The lure of horror
- Christina Pfaff, Development and validation of a scale to measure multiple facets of enjoyment of horror films, Department of Psychology Central Michigan University Mount Pleasant, Michigan April, 2011
- Eagly, A. (1987). *Sex differences in social behavior: A social-role interpretation*.Hillsdale NJ: Lawrence Erlbaum Associates.
- Johnston, D. D. (1995). Adolescents’ motivation for viewing graphic horror.*Human Communication Research*, 21, 522–552.
- Lawrence, P. A., & Palmgreen, P. C. (1996). A uses and gratifications analysis ofhorror film preference. In J. B. Weaver, III & R. Tamborini (Eds.), *Horrorfilms: Current research on audience preferences and reactions* (pp. 161–178)Mahwah, NJ: Lawrence Erlbaum Associates.
- Mary Beth Oliver and Meghan Sanders, The appeal of horror and suspense