

The Current Situation and Future Development of Chinese Science Fiction Movies--From a Survey of College Students

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ABSTRACT

At present, the science fiction film industry is booming. On the basis of compiling the questionnaire, this paper takes domestic college students as the research group to collect data, and uses SPSS to analyze each index. The results show that: (1) domestic science fiction films are still quite popular among college students, but there is still a certain gap in the development of domestic science fiction films compared to foreign science fiction films; (2) domestic college students are watching movies online and offline; (3) domestic college students pay more attention to scripts and stories, and are interested in subjects related to high and new technology.

KEYWORDS: Chinese science fiction film; subjective perspective; multiple data set response; cross analysis

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1. INTRODUCTION

China's first science fiction film, "Shanghai Beach after 60 years," was released in 1938, but after several twists and turns, the development speed is not fast, and the development quality is not high.

In 2006, China formulated and implemented the Outline of the National Action Plan for Scientific Literacy. The Outline takes improving citizens' scientific literacy as the starting point and foothold, and constructs and implements four basic projects. The outline proposes a mass media technology communication capacity construction project, which coincides with the development of science fiction movies. On August 7, 2020, the National Film Administration and the China Association for Science and Technology issued the "Several Opinions on Promoting the Development of Science Fiction Films". This opinion proposes to make science fiction films an important growth point and new driving force for high-quality film development, and proposes ten policy measures to strengthen support and guidance for science fiction film creation and production, distribution and screening, special effects

technology, talent cultivation, etc., known as the "Science Fiction Ten".

In recent years, the domestic science fiction film industry has reached a turning point, and some high-quality science fiction films have emerged, providing a rare opportunity for the development and growth of China's science fiction film industry. For example, in 2019, "The Wandering Earth" earned 4.68 billion yuan, "The Moon" earned 3.1 billion yuan in 2022, and "The Wandering Earth 2" earned 4 billion yuan in 2023. However, on the whole, due to the limitation of development time, industry monopoly, technical barriers and other conditions, domestic science fiction films are still far from American Hollywood science fiction films such as Avatar in terms of shooting technology and script quality.

Studies on science fiction films mainly focus on the following three dimensions. Some scholars take important influential science fiction films as the research objects and analyze the film itself. Some scholars study the existing problems and development

trends of science fiction films from the perspective of the development history of science fiction films. Some scholars analyze the artistic characteristics and cultural characteristics of science fiction films from the perspective of cultural theory and film and television art theory. Besides, scholars also discuss the comparative analysis of science fiction films and the future development direction of science fiction films.

Taking the existing theoretical research on Chinese science fiction films as the theoretical basis, taking college students as the research object, this paper describes the current situation and future development direction of Chinese science fiction films from a subjective perspective, explores the current attitude of college students towards domestic science fiction films, and explores the current situation and future development direction of Chinese science fiction films.

2. Survey content and questionnaire design

The survey framework of this paper will be composed of the background information dimension of college students in science fiction films and the attitude dimension of college students towards domestic science fiction films, see Table 1. The background information includes demographic indicators, namely age, gender, and their viewing behavior, including motivation and channel. Its attitude is divided into two dimensions: one is the survey of viewing preference; the other is the survey of the problems of domestic science fiction films.

Table 1: Investigation framework

Level 1 indicators	Level 2 indicators	Level 3 indicators
Background information about college students	Demographic indicators	sex
		age
Attitude towards domestic science fiction films	Movie-like degree	Be fond of degree
		Frequency of viewing
	Movie-viewing behavior	Viewing motivation
		Movie viewing channels
	Movie-viewing preferences	Content preference
		Subject preference
	existing problem	Problem elements
		The cause of the problem

3. Questionnaire analysis

3.1. Movie-like degrees

Through investigation, it was found that college students are more fond of domestic science fiction movies, and there are no students who completely dislike domestic science fiction movies. Moreover, only 1.76% of students do not like domestic science fiction movies (see Figure 1). But liking domestic science fiction movies and going to see domestic science fiction movies are two different concepts. It is not difficult to see that among the eight representative domestic science fiction films listed in the questionnaire, only 10% of college students have seen five or more films.

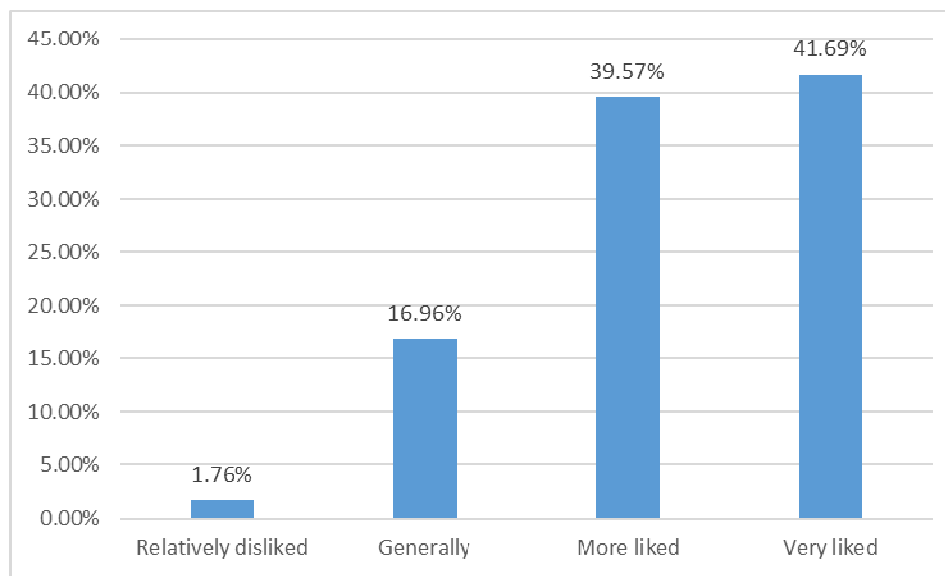


Figure 1. Analysis of the survey results of domestic science fiction movies

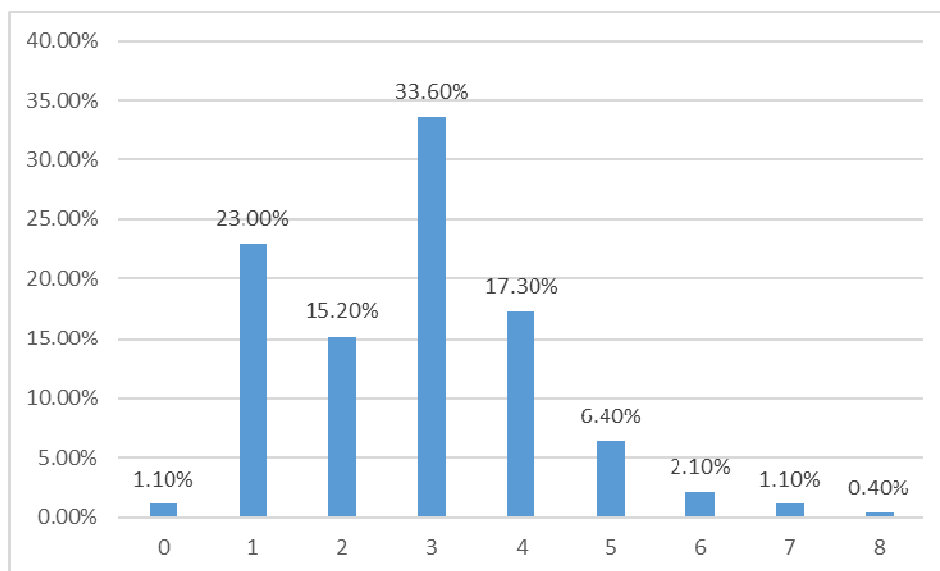


Figure 2. Analysis of the survey results of the viewing frequency of domestic science fiction films

In addition, through the analysis of the frequency of college students watching science fiction movies (not limited to domestic science fiction movies), it is found (see Figure 3) that the frequency of college students watching science fiction movies is relatively high, and 50.17% of college students have seen science fiction movies 5-10 times in the past year. Combined with the survey results of the viewing frequency of domestic science fiction films, it is found that domestic science fiction still has an advantage in the science fiction film market.

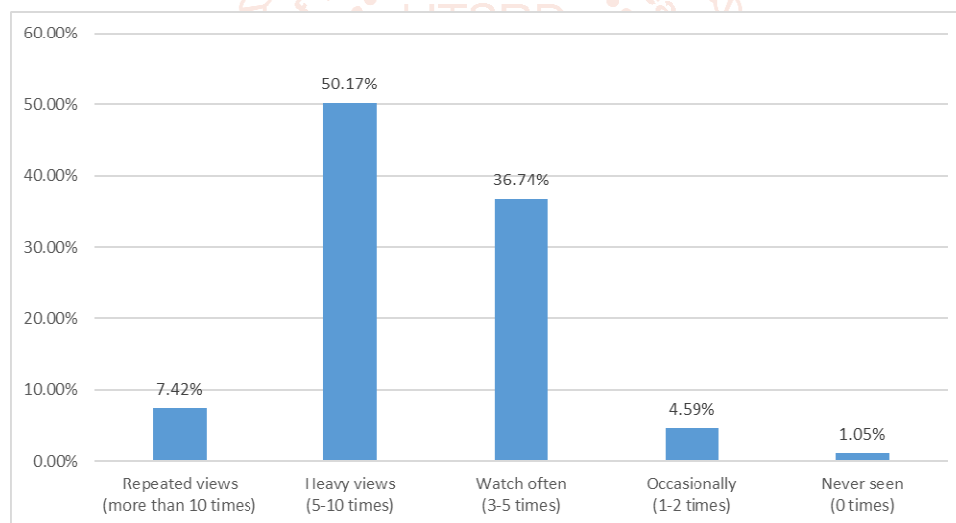


Figure 3. Analysis of the survey results of the viewing frequency of science fiction movies

3.2. Movie-viewing behavior

Why do we choose domestic science fiction films among the many categories of domestic films? What is the appeal of domestic science fiction movies? In terms of motivation for watching movies, the subjective factors of college students include: high score, good reputation of college students, famous directors, favorite actors, one of the series films, high box office, domestic science fiction films, and others. The results after processing the sample data are shown in Table 2.

Table 2. Analysis of the corresponding movie-genre results based on multiple ratios

		High score	Film reputation	famous director	actors	One of the film series	film box office	Domestic science fiction film	other
respond	The number of cases	99	182	129	112	50	20	30	3
	Percentage %	15.80	29.10	20.60	17.90	8.00	3.20	4.80	0.50
Percentage of cases %		35.00	64.30	45.60	39.60	17.70	7.10	10.60	

The survey found that the important reasons why college students choose a movie include: reputation, rating, director, and actor. These four points can be divided into two parts. The first part is others' evaluation of the film (including ratings and reputation), and the second part is the participants (including film directors and actors). For college students, the first part is objective, and the second part is subjective, while the objective part has a stronger impact on the choice of college students' movies.

In this survey, the survey of film viewing channels is divided into two parts. One part is the consultation and acquisition channels for domestic science fiction films before watching the film, and the other part is the actual venues for watching domestic science fiction films. There are three online and three offline ways for college students to learn about domestic science fiction movies before watching movies. Through multiple response analysis (see Table 3), it can be seen that college students usually obtain information about science fiction movies through online methods such as film and television software recommendations, word-of-mouth websites, and self media. At the same time, some college students also learn about movie information through offline activities such as books, publications, television programs, and friend exchanges.

Table 3. Analysis of the results based on multiple corresponding viewing channels

The to learn the information in advance	respond		Percentage of cases
	The number of cases	percentage	
Film and television software recommendation (Tencent Video, iQiyi, Renren Video, etc.)	134	22.50%	47.30%
Word of mouth website (Maoyan, Douban, etc.)	161	27.10%	56.90%
We Media " (public account, short video)	149	25.00%	52.70%
TV program	78	13.10%	27.60%
Book publications	46	7.70%	16.30%
Friends exchange	27	4.50%	9.50%

3.3. Movie-viewing preferences

In terms of content preference, domestic science fiction films contain more elements. Studies have found that college students believe that domestic science fiction films with better scripts and stories can arouse their interest to watch (see Table 4).

Table 4. Analyze the results based on multiple corresponding movie content preferences

Content preference	respond		Percentage of cases
	The number of cases	percentage	
Production technology	91	18.10%	32.20%
drama	191	38.00%	67.50%
plot	108	21.50%	38.20%
Character spirit	83	16.50%	29.30%
World outlook and values	26	5.20%	9.20%
Novel science and technology	3	0.60%	1.10%

The genre of science fiction film is affected by the uncertainty of the definition of science fiction film itself, so it is difficult to define a strict scope of distinction. At the same time, different elements and contents are mixed, which makes it more difficult to distinguish. Therefore, this paper takes the subject matter as the classification index. The subject matter classification here does not forcibly define the theme of the film itself, only to determine the preference of college students for the theme contained in science fiction films. The results of multiple response analysis are shown in Table 5. According to the results, the most popular themes for college students are related to high and new technology, such as space travel or interstellar exploration, parallel world, artificial intelligence, etc.

Table 5. Analysis of the survey results based on multiple corresponding science fiction film themes

Subject preference	respond		Percentage of cases
	The number of cases	percentage	
Space travel, and interstellar exploration	124	19.80%	43.80%
parallel world	125	20.00%	44.20%
artificial intelligence	151	24.10%	53.40%
Bioengineering (genetic modification)	79	12.60%	27.90%
Extraterrestrial invasion	61	9.70%	21.60%

Future social change (utopia, cyberpunk)	40	6.40%	14.10%
Global climate doomsday disaster film	32	5.10%	11.30%
World after a nuclear war or after a nuclear disaster	14	2.20%	4.90%

3.4. Existing problems

Domestic science fiction films inevitably have various problems (see Table 6 and Table 7).

The existing problems mainly focus on filming techniques, projection techniques, director's shooting style, and post editing methods. These four points can be divided into two parts, one part is hardware technology, including filming technology and projection technology; and the other part is software requirements, including the director's shooting style and post editing techniques. There are two main ways to improve hard technology: on the one hand, to develop technological means, and on the other hand, to introduce foreign technology to fill the domestic technological gap, but significant changes cannot be made in the short term. Software requirements, only rely on directors, editors, special effects division and other technical personnel to learn.

Table 6. Survey results of the insufficiency of domestic science fiction films

	respond		Percentage of cases
	The number of cases	percentage	
Film technology	124	19.60%	43.80%
Screening technology	120	18.90%	42.40%
The director's shooting style	125	19.70%	44.20%
Later on the editing means	129	20.30%	45.60%
Scientific and rigorous plot	90	14.20%	31.80%
Logical detail processing	40	6.30%	14.10%
other	6	0.90%	2.10%

Table 7. Investigation results of the reasons for the lack of domestic science fiction films

	respond		Percentage of cases
	The number of cases	percentage	
fund	121	19.40%	42.80%
technology	175	28.00%	61.80%
a person of ability	143	22.90%	50.50%
drama	107	17.10%	37.80%
train of thought	71	11.40%	25.10%
other	7	1.10%	2.50%

4. Conclusions and suggestions

Under the background of the country's strong support for the cause of domestic science fiction films, from the perspective of college students, this paper raises problems such as love, motivation, preference and existing problems.

At present, the viewing behavior of domestic college students is to learn about movie information online and watch movies offline. Therefore, the main promotion of domestic science fiction films is the Internet. Meanwhile, the cinemas should improve projection technology and service. At present, Chinese college students pay more attention to scripts and stories, and are interested in high-tech themes; scripts should be careful, and can create more hard science fiction films such as space travel or interstellar exploration, parallel world and artificial intelligence.

On the whole, domestic science fiction films are popular among college students, but currently, there

is still a certain gap in the development of domestic science fiction films compared to similar foreign films. Through this investigation, we hope that in the near future, domestic science fiction films can have a better development.

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