THE RELATIONSHIP BETWEEN THE BIG FIVE PERSONALITY TRAITS AND MOVIE GENRE PREFERENCES AMONG A SAMPLE OF CROATIAN STUDENTS

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The Relationships between the Big Five Personality Traits and Movie

Genre Preferences among a Sample of Croatian Students

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Introduction

Personality Psychology

Personality Psychology is the branch of psychology that systematically investigates the nature

and definition of personality as well as its development, its structure and trait constructs, its

dynamic processes, its variations (with emphasis on enduring and stable individual

differences), and its maladaptive forms (i.e., personality disorders) (APA Dictionary, 2018).

The field rests on a long history of theoretical formulation (e.g., trait theories, psychoanalytic

theories, role theories, learning theories, and type theories) that has aimed to synthesize

cognitive, emotional, motivational, developmental, and social elements of human individuality

into integrative frameworks for making sense of the individual human life. It has also

developed numerous tests and assessments to measure and understand aspects of personality

(APA Dictionary, 2018). Humans use personality traits to describe everyday behaviors of

themselves and others around them, for instance, attributing descriptions like aggressive,

creative, warm, impulsive, or tough-minded to a person. Personality psychologists differ in

their formulations of what these traits mean. Some view these traits as internal (or hidden)

causal properties of humans and assume a person's personality traits cause their behavior (e.g.

Alston, 1975).

On the other hand, others make no assumptions about causality and use these trait terms

to describe the enduring aspects of a person's behavior. The latter define traits simply as

descriptive summaries of attributes of persons, they make no assumptions about internality or

causality (e.g. Saucier & Goldberg, 2001). In the history of personality psychology, three main

approaches were used by scientists for identifying the most important personality traits: the

lexical approach, the statistical approach, and the theoretical approach. The lexical approach is

based on the premise that the most important traits are encoded in our natural languages, thus,

all the traits listed and explained in our dictionaries form the basis for describing individual

differences among people. The statistical approach is based on using statistical procedures to identify the main personality traits. It often starts with the traits identified by the lexical approach and follows by narrowing them down to more comprehensible and understandable trait categories and dimensions using factor analysis or other statistical methods. The theoretical approach usually starts with a proposition made about the most important traits. This approach is opposed to the statistical approach because there are no assumptions about the most important variables before the theory is proposed. Personality traits hold a very important role in the field of psychology because they help us describe ourselves and others, explain certain behaviors, and understand the dimensions of differences between us (Larsen, 2017).

The Big Five

Over the last few decades, the five-factor model of personality, commonly known as the Big Five, has received the most attention and the greatest degree of consensus than any other trait taxonomy in the history of personality trait psychology (Costa & McCrae, 1992). The five-factor model describes the human personality based on five broad dimensions: Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism, thus the acronym OCEAN. In 1936., researchers formed a comprehensive list of English words that could describe personality traits using the lexical approach for trait identification and laid the foundation for future factor-analytic studies (Allport & Odbert, 1936). Costa and McCrae provided scientific validation and developed reliable assessment tools for the Big Five. Initially, they focused on the three dimensions of neuroticism, extraversion, and openness to experience. To assess these traits, the NEO Personality Inventory (NEO-PI) was developed (McCrae & Costa, 1985). They studied the major personality factors extensively, and by 1992., they expanded the NEO model by including the traits of conscientiousness and agreeableness, and based on existing literature completed the Five-Factor Model and developed the NEO PI-R (Neo Personality Inventory-

revised) (Costa & McCrae, 1992). Extraverted individuals can be described as sociable, dominant, active, carefree, and lively. These descriptions can be seen as narrower traits that fall into the subsumes of the big trait of extraversion. Extraverts usually have a lot of friends and seem to require having them around for conversations (Eysenck & Eysenck, 1975). Evidence suggests that social attention is the central feature of extraversion (Ashton Lee, & Paunonen, 2002). They work very well in group settings and are likely to have leadership roles (Bono & Judge, 2004). They are also likely to feel higher levels of happiness since the trait of extraversion is strongly associated with experiencing positive emotions (Soto, 2015). Introverts (low on extraversion), on the other hand, prefer solitude or a small social circle, they are seen as reserved and quiet individuals (Cain, 2013). When it comes to movie preferences and extraversion, literature suggests they enjoy themes of sexuality, humor, and social situations (Weaver et al.,1993). Regarding movie genre preferences, it has been found that extroverts have an interest in aggressive content (Krcmar & Kean, 2005). Experiments also show that extroverts are more cooperative than introverts (Hirsh & Peterson, 2009). Individuals high on openness to experience are described by adjectives like imaginative, intellectually curious, creative, and open-minded. Individuals low on this trait may be described as traditional, conservative, conventional, and skeptical of new ideas. Individuals who score high on openness are less likely to hold racial stereotypes and be prejudiced toward minority groups, they have a high tolerance for diversity and acceptance of different cultures, religious beliefs, nationalities, and ethnicities (Flynn, 2005). They tend to remember the content of their dreams vividly, daydream and have more prophetic dreams (Watson, 2003). A potential explanation for the existence of this trait might be in the ways individuals high on openness experience information processing. People with high levels of this trait have more difficulty disregarding previously encountered stimuli and information (Peterson, 2002), as if the "gates" for perceiving and processing information are more receptive to wide ranges of incoming

information, this could be the reason for the association between high openness and creativity because open individuals are more likely to notice and absorb different types of information from their environment and possibly use these different inputs in novel ways (Nusbaum & Silvia, 2011). High scores on openness also predict higher levels of Musical sophistication (Greenberg et al., 2015). A high score on openness to experience indicates a greater need for cognition and uniqueness, therefore, open individuals tend to avoid watching mainstream movies (Nave et al., 2020). Agreeable individuals are seen as kind, trustworthy, and empathetic, while a low score on agreeableness is interpreted as a less trusting individual, less concerned for others and society, and more focused on self-interest. Scoring high on agreeableness has been positively associated with favoring the use of negotiation over physical or verbal conflict, and being assertive in social conflicts, while individuals low on this trait are likely to assert their power over the person they are arguing with to resolve conflict (Graziano & Tobin, 2002). They are also likely to be very forgiving due to their high degree of empathy (Strelan, 2007), enjoy helping those in need, and engage in prosocial behaviors (Caprara et al., 2003). Individuals with a combination of high agreeableness and high extraversion are likely to engage in volunteer work (Carlo et al., 2005). It has been found that a combination of scoring high on the traits of extraversion, agreeableness, conscientiousness, and emotional stability (low on neuroticism) predicts leadership effectiveness in professional settings (Silverthorne, 2001). Regarding movie preferences, agreeableness has been positively linked to preferences for light films and Fantasy-oriented films (Yang, 2023). Individuals high on conscientiousness are seen as responsible, organized, and engage in goal-directed behaviors, while individuals low on this trait seem messy, disorganized, impulsive, and procrastinate. Conscientious individuals are likely to have high academic and job performance since they are reliable and responsible individuals who take their tasks seriously and strive to deliver timely results (Credé et al., 2017). They are more passionate and are more likely to preserve long-term goals than

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individuals low on this trait (Duckworth et al., 2007). High conscientiousness has also been positively linked to various health-related behaviors like having a healthy diet, exercising, and having a longer life expectancy (Bog & Roberts, 2013). Low conscientiousness has been linked to risky sexual behaviors like failing to use condoms (Trobst et al., 2002) and being more responsive to other potential partners while already in an existing romantic relationship (Schmitt & Buss, 2001). As for conscientiousness and movie preferences, it has been positively linked to preferences for films involving serious themes (Yang, 2023). Finally, the trait of neuroticism is related to the ways different individuals cope with stress. Highly neurotic individuals are described as sensitive to stress, anxious, and emotionally unstable. They tend to experience negative emotions such as mood swings, sadness, anxiety, and anger (Ormel, 2004). Additionally, neuroticism has been positively associated with using bad coping mechanisms (Carver & Connor, 2010), they experience more grief and depression after the death of a loved one (Winjgaards-de Meij et al., 2007) and are more likely to experience dissociation from life, for example, not recalling important and emotional life events or feel disconnected from other people (Kwapil, 2002). The opposite of neuroticism is the trait of emotional stability. Scoring low on neuroticism indicates that the individual is calm, relaxed, resilient, and less prone to anxiety and mood swings. Self-handicapping is an important behavior to mention in the context of neuroticism, it refers to the strategy of creating obstacles to one's performance so that future anticipated failure can be blamed on the obstacle rather than on one's lack of ability. If one succeeds despite the handicap, it brings extra credit or glory to the self. (APA Dictionary, 2023). These obstacles are created to protect one's self-esteem because failure can then be blamed on them (Ross, 2002). As for movie preferences, emotional stability (low neuroticism) has been positively associated with serious films (Yang, 2023). The Big Five model has been successfully replicated in different languages, cultures and across various countries such as Belgium, Brazil, China, France, Germany, India, Indonesia, Italy,

Japan, Korea, Mexico, Nigeria, Philippines, Russia, Thailand, Turkey, United Kingdom, and Vietnam (Minkov, 2019).

Preferences

Preferences refer to the probability of occurrence of one of two or more concurrently available responses, basically, the act of choosing one alternative over others (APA Dictionary, 2018). They reflect desires, likings, or inclinations towards certain objects, spaces, or experiences and can be related to art, colors, food, hobbies, media consumption, or other aspects of life. Our choices can be influenced by psychological characteristics such as our personality traits, motivations, habits, values, needs, emotions, and the specific mood one can experience at a given moment.

Uses and Gratifications Theory

The Uses and Gratifications Theory was developed in the 70s by Katz, Blumler, and Gurentich. Until this theory was developed, consumers were believed to have a passive role in media consumption, however, these scientists had the idea that consumers seek specific media content for different gratifications (Katz et al.,1973). This means that each individual has their motivations and needs regarding media consumption. Thus, by exploring and understanding these needs and motivations, patterns of use by uncovering specific factors that influence the consumers' reasons for preferring what they read, watch, or listen to can be identified. This theory was initially developed to explain why consumers choose different types of media text, it can also be applied to the context of visual (movie) preferences. Various scientists have conceptualized their studies within the uses and gratifications theory because they aimed to explore the motives consumers have for choosing to watch different media content. To connect this theory with the Big Five personality traits one can speculate that, for example, extroverted individuals may enjoy watching content involving high-energy adventure scenes, scenes about experiences characters go through together, or involving obstacles that characters must

overcome by working as a team. Neurotic individuals could choose to watch movies with predictable endings and without any suspense so they can stay calm and relaxed while watching, because knowing how the movie ends may reduce their anxiety symptoms and provide a sense of control.

Selective Exposure Theory

Selective Exposure Theory is another theory that can be put into the context of media preferences. This theory. proposed by Leon Festinger, suggests that individuals seek and consume media types that confirm their existing views and beliefs and avoid those that are opposed to them. It is based on avoiding cognitive dissonance (Festinger, 1957). The cognitive dissonance theory, also first proposed by L. Festinger, suggests that people have a fundamental motivation to maintain consistency among elements in their cognitive systems. When inconsistency occurs, people experience an unpleasant psychological state that motivates them to reduce the dissonance in a variety of ways (APA Dictionary, 2018). For example, agreeable individuals enjoy engaging in prosocial behavior, therefore, one can assume they seek movies with plots about cooperation and altruism. Kammrath and Scholer found that highly agreeable individuals react very uncomfortably to antisocial behavior and tend to judge it harshly (Kammarth & Scholer, 2011). According to the Selective Exposure Theory, they may avoid movies that involve harsh antisocial behavior and aggressive content to maintain cognitive consistency and avoid the unpleasant dissonant state caused by this kind of content.

Affective Dispositions Theory

The authors of the Affective Disposition Theory posited that when consumers watch movie characters, they form affective dispositions (positive or negative feelings) toward them based on their moral judgments of the characters' Actions (Zillman and Briant, 1977). To illustrate, according to the ADT, in a film that portrays a brave, good-hearted protagonist who has coincidentally lived a hard life, viewers will feel satisfaction when they see the protagonist

succeed and the cold, amoral antagonist fail due to the emotions they attached to the main character and his or her actions earlier in the movie. The enjoyment of the movie will be higher for the viewers because the plot and the protagonists' Actions align with the viewers' affective dispositions. As for movie preferences and the ATD, it is expected that movie genre preferences will be influenced by the consumers' affective dispositions, meaning their moral values and the emotional states evoked by the movie. Basic principles of the ADT are used by several screenplay writers to create emotional arousal in the viewers, thus, increasing their involvement in the movie and making the experience more memorable for them. Some examples of movies where elements of the ADT can be recognized are Schindler's List, Harry Potter, Forest Gump, and The Shawshank Redemption.

Movie Genres

Movie genres refer to how the film industry, critics, academics, and audiences classify films, forming structures that shape the production and marketing of films and manage the expectations of both critics and audiences towards them. The classic film genres are Westerns, Comedies, Musicals, and War films, with Thrillers, Crime or Detective films, Film Noir, Horror, and Science Fiction also prominent. The major film genres have distinctive textual features including subject matter and themes, setting, narrative form, characterization, iconography, and filmic techniques. Some tend to be defined primarily by their subject matter (e.g. detective films), some by their setting (e.g. the Western), and others by their narrative form (e.g. the Musical). In addition to textual features, different genres also involve different functions, pleasures, audiences, modes of involvement, styles of interpretation, and text-reader relationships. Many are hybrid genres: for example, romantic Comedy or Action adventure, problematizing the notion that genres can have clear and distinct borders (Chandler & Munday, 2011). Different attributes of movies make them popular among certain populations of viewers like the movie's genre, actors, director(s), plot, content,

originality, aesthetics, storyline, the protagonist(s) and antagonist(s), the main message they send to the society, etc. Individuals turn to movies for excitement, relaxation, and pleasure or to simply kill time. The revenue in the Cinema market is projected to reach US$85.16 billion in 2024 (Statista, 2024). There are several factors influencing the choices people make regarding movie genre preferences.

Situational Factors Related to Movie Genre Preferences

Preferences can also be influenced by situational factors, for instance, some people may prefer to watch movies when they are alone, while others enjoy the company of others. If one focuses on students and the act of watching movies, one can assume that a lot of the movies students watch don't have to necessarily be due to their intrinsic motivators. Going to the movies or watching them indoors is an activity students often do among peers, thus, the choice of the movie can be influenced by peer pressure or different group processes that could occur while deciding on the movie. If we take the example of a group of students watching a scary movie and assume it is a social activity where the phenomenon of emotional contagion is likely to happen due to the emotional and physiological reactions these movies typically cause (Money & Agius, 2009). One can assume that it can serve as an opportunity for bonding with peers due to the development of emotional connection also referred to as crisis bonding after going through a hard experience together (watching a scary movie). The setting can also be a motivation for watching certain genres. Some prefer watching movies indoors, others at the cinema. Some individuals watch certain types of movies only when they are alone and see them as "guilty pleasures" since they might feel ashamed for watching a specific genre or simply prefer enjoying them when they are alone. A study by Alice Hall found that extraversion is a predictor for in-home movie watching. She explained this finding by assuming extroverts enjoy communicating with other viewers while watching movies, which is an activity that cannot be

practiced at the cinema, at least not to the same extent. The scientist also noted that watching movies at home allows for the development of parasocial relationships with movie characters since they can rewatch their favorite movies over and over (Hall, 2009). Interestingly, temporal factors like the seasons of the year, days of the week, or the time of the day can also influence movie genre preferences and frequency of movie watching. To illustrate, Hong and Sun found that individuals prefer the Romance genre in the winter (Hong & Sun, 2012). People are more likely to watch movies in the evenings than in the morning, and also, on the weekends rather than on working days (Bannur, 2014). Ratings by critics and filmophiles can also affect movie fans. Individuals who are open to experiences are likely to enjoy movies that receive greater quality ratings (Nave et al., 2020).

Gender and Movie Genre Preferences

The individual's gender has a great impact on movie genre preferences. Wühr and colleagues compared gender stereotypes about movie genre preferences and actual (real-life) preferences of men and women in two independent studies. They found that male and female participants have very similar gender stereotypes about movie genre preferences (r=0.99), meaning that both men and women in the study generally agreed on which movie genres are preferred by men and which by women. Actual (real-life) preferences showed that the Drama and Romance genres were more strongly preferred by women. Nine of the seventeen genres were more strongly preferred by men: action, adventure, erotic, Fantasy, Horror, Mystery, Science Fiction, war, and Western. Six genres were equally popular among men and women: Animation, Comedy, Crime, 'Heimat', History, and Thriller. They concluded that gender stereotypes regarding movie preferences were accurate in direction but inaccurate in size, meaning that while preference in movie genre preferences among men and women were found to exist, the participants overestimated the size of gender differences in movie preferences for the majority

of genders (Wühr et al., 2017). Movie preferences can also be due to the emotional state provoked by the movie's nature, it has been noted that females enjoy sad movies more than male participants (Oliver et al., 2000). Another study also examined how tender affective states (e.g. sympathy and understanding) predict entertainment preferences. Their results showed that tenderness was associated with greater interest in watching sad movies, media featuring dramatic contexts, and human connection (Oliver, 2008). On the other hand, a study by Greenwood (2010) examined the effect of induced mood (happy vs. sad) on movie genre preferences and found that the participants' mood did not affect their preferences. Female participants preferred the romantic genre, while male participants preferred the Action genre (Greenwood, 2010).

The Big Five and Movie Genre Preferences

Although there are undoubtedly numerous influences on media preferences, there are various studies supporting significant relationships between personality factors (e.g. Five Factor Model and Eysenck's Triad Theory) and movie genre preferences across different populations. A Thriller film is characterized by tension, suspense, excitement, and anticipation. These movies include Crime, mystery, psychological themes, or other intense themes that keep viewers on the edge of their seats. They usually contain dynamic Action and unexpected plots to delight and fascinate the audience throughout the story. Nave and colleagues aimed to capture the way movie plots align with the characteristic ways in which their fans think, feel, and behave by conducting a text analysis investigating the relationships between detailed characterizations of movies and their plots with personality measures of their social-media fans. They concluded that neurotic audiences are likely to be drawn to movies that involve psychological hardship since keywords such as "mental illness" and "serial killer" were found to be highly predictive of neuroticism. The themes they found linked to neuroticism all fit well in the Thriller genre,

therefore, one can assume that neurotic individuals may have a certain degree of preference for this movie genre, meaning that anxious and emotionally unstable individuals may seek movies that can illustrate their emotions and engaging in the content they find relatable (Nave et al., 2020). Preferences for Thriller movies can be affected by age because it has been found that preferences for Thrillers were lower among older participants (Moller & Karppinen, 1983). The Romance genre is characterized by themes of love, relationships, and emotional bonds between characters. These films often focus on the development of romantic feelings and the challenges that couples face. They usually explore themes such as passion, intimacy, emotional pain, and personal growth within the context of love. In a study conducted by Nave and colleagues (2020), agreeableness was positively associated with keywords portraying functioning relationships (like "marriage proposal"," wedding," etc.). These terms and concepts are themes in many romantic films; thus, one can assume individuals who score high on agreeableness enjoy watching movies from the Romance movie genre (Nave et al., 2020). In addition to these findings, Chausson (2010) found that fans of the Romance genre were more conscientious and neurotic than non-fans, males who reported a preference for the Romance genre scored higher on the openness to experience trait than females who reported liking this genre (Chausson, 2010). Another study found that a low degree of openness to experience indicated a tendency to enjoy romantic movies in participants, while high degrees of extraversion and agreeableness were positively linked to liking this genre (Cantador et al., 2013). The Western genre is characterized by the Action taking place in the American Wild West during the late 19th to early 20th century. These films often depict life in the wild and harsh nature through depictions of cowboys, outlaws, Indians, settlers, and lawmen. They usually explore themes of honor, justice, individualism, and survival in harsh landscapes. Extraversion was found to be a positive predictor for enjoying Western movies, on the other hand, openness to experience was found as a negative predictor of preference for Westerns

(Kubrak et al., 2017). Comedy aims to make the audience laugh. These films contain humorous situations, dialogues, and characters. They deal with everyday life situations in a way that is funny or satirical. Comedies are often divided into subgenres such as romantic comedies, dark comedies, parodies, and other forms of humor. T.A. Kubrak (2017) found that extraversion, conscientiousness, and agreeableness are positively associated with the preference for the Comedy movie genre (Kubrak et al., 2017). A study by Weaver (1991) concluded that neurotics tend to avoid lighthearted Comedy (Weaver, 1991). A high score on openness could potentially indicate a preference for dark comedies considering that the trait of openness to experience strongly correlated with the themes of Religion and Power which tend to appear in dark comedies (Nave et al., 2020). Another study investigated the impact of gender and personality on movie preferences and found that Comedy fans reported higher scores on openness and lower scores on Conscientiousness, interactions between sex and personality regarding movie genre preferences showed that females who enjoyed Comedy movies scored higher on openness than males who also enjoyed Comedy (Chausson, 2010). It has also been found that individuals who score low on agreeableness enjoy parodies (a subgenre of the Comedy genre), surprisingly, they also found that individuals low on openness and high on extraversion and agreeableness traits are likely to enjoy the Comedy genre (Cantador et al., 2013). Action movies focus on exciting and dynamic Action scenes. They usually contain fast and intense fights, gunfights, explosions, and other spectacular elements to keep the pace and tension of the plot high. The main characters are usually heroes who face various obstacles, challenges, and enemies. Neurotics tend to avoid Action/adventure fare (Weaver, 1991). Extraversion is a positive predictor of preferring the Action movie genre, and openness to experience was found to be a negative predictor (Kubrak et al., 2017). A. Hall also found a positive relationship between extraversion and Action-oriented movies (Hall, 2005). British Action fans aged 16-25 were found to be high on openness and conscientiousness, and less neurotic than non-fans,

Chausson also found that females who reported liking Action movies scored higher on openness to experience than male participants who enjoy Action. This could be the case due to Action movies being stereotyped as a "male genre" and, thus, females who transcend the gender stereotypes about movie genres and sex could be more prone to watch and enjoy Action movies (Chausson, 2010). J. Yang found a positive correlation between conscientiousness and Action-oriented films (Yang, 2023). Agreeableness correlated positively with" feel good" Action which included keywords like" hero" and" hand-to-hand combat", also, keywords that strongly predict low neuroticism referred to weapons and combat personnel (e.g.," uzi," ak 47," sniper," and "FBI-agent") thus, one can assume individuals low on neuroticism tend to avoid watching Action movies, especially those involving weapon combats and suspense. A reason for this could be the fact that the neurotics' anxiety level is already high so they would rather choose to consume media that calms them down rather than arousing them (Nave et al., 2020). On the contrary, Cantador and colleagues concluded that individuals who score low on openness tend to like Action movies. The same study also found high scores on the extraversion trait positively linked to the enjoyment of Action movies (Cantador et al., 2013). Drama films focus on deep emotions, character development, and complex human relationships. These films often explore difficult themes such as loss, suffering, and the struggle of an individual or group with internal and/or external conflicts. The plot usually moves more slowly than in other genres, allowing viewers to connect more deeply with the characters and their experiences. The neuroticism trait predicts a preference for melodramatic movies, although, neuroticism failed to predict the preference for melodramatic movies after controlling for participants' sex (Kallias, 2012). Möller & Karppinen found that the liking of social dramas is based on the need for esthetic experiences and the wish to have information on social issues (Moller & Karppinen, 1983). Individuals who score highly on the agreeableness and extraversion traits tend to like Drama movies (Cantador et al., 2013). Crime films depict Crimes, investigations, criminal acts,

and legal battles. This genre explores themes such as corruption, revenge, moral ambivalence, and justice and provides viewers with an insight into the world of Crime and justice. Extraversion was found to be a positive predictor of a preference for Crime movies and openness a negative predictor (Kubrak et al., 2017). Horror films can take place in different settings such as haunted houses, abandoned spaces, or dark forests, and often explore themes such as the supernatural, violence, zombies, vampires, and murder. These films aim to induce fear, tension, and chills in the viewer. If one would focus on different movie genres and the research conducted regarding them separately, it would be noticeable that the largest portion of research has been conducted on preferences for Horror films, it is the most extensively studied movie genre. Money and Agius (2009) speculated that content that elicits physiological reactions in consumers could potentially be an indicator of a memorable or emotionally engaging experience regarding content. Interestingly, Comedy and Horror stimuli were the only videos that elicited significant physiological responses from participants (Money & Agius, 2009). It has been found that as the fear of movie scenes increases for Horror fans, they become happier (Andrade & Cohen, 2007). Among a sample of British participants aged 16-25, Horror fans report less extraversion and agreeableness, and more neuroticism than non-fans (Chausson, 2010). Horror fiction, such as Horror movies or books, provides anxious individuals (neurotics) with a controlled and safe environment to manage and experience anxiety levels and fears, which is often challenging or impossible in real-life situations. Viewers can choose to feel anxious and control the intensity of their anxiety while watching a Horror movie, offering a unique experience that allows them to feel in control (Scrivner & Christensen, 2021). A study by Scrivner and colleagues (2022) identified three types of Horror entertainment fans. Individuals who fall into the first type are called "Adrenaline Junkies", they reported immediate enjoyment and a mood boost during Horror entertainment. The second type is the" White Knuckles", they reported personal growth, learning something about themselves,

and feeling as if they developed as a person. This is probably because these individuals experience uncomfortable fear and therefore learn something about themselves through attempting to regulate their emotions. The third type of fan is the so-called "Dark Coper" who reported both personal growth and an immediate mood boost (Scrivner et al., 2021). Another study found a negative correlation between educational level and Horror liking, they also addressed gender differences in consuming Horror media, males enjoy it more than females and reported more Horror media use, females are more easily scared by it, males show a greater preference for more frightening elements, and also, females are more likely to consume and enjoy Horror media with other people than when alone. As for Horror and personality, they used the IPIP Big-Five Factor Markers to measure the participants' Big Five traits. Their findings suggested that the strongest predictor for Horror consumption, as well as for being easily scared and preference for more frightening material was the openness (intellect/imagination) trait. As for the other traits of the Big Five, the extraversion and agreeableness traits both showed significant positive correlations with enjoying Horror with others and using Horror with others. Extraversion also correlated positively with getting more scared by Horror with others, while agreeableness showed a positive correlation with being easily scared by Horror media. The trait of conscientiousness correlated positively with being less scared after using Horror media. Emotional stability and being scared easily by Horror correlated negatively (Clasen et al., 2020). A low score on agreeableness has been linked to the enjoyment of Horror movies (Cantador et al., 2013). Movies that fall under the Science Fiction category explore technological advancement, time travel, space adventures, alternate realities, and encounters with extraterrestrials. These films allow authors to explore social, moral, and philosophical themes in very innovative ways. The traits of agreeableness, openness to experience, and conscientiousness were positively associated with movies that fall into this genre (Kubrak et al.,2017). On the contrary, a study by Monteiro and colleagues (2023) did not

find that the openness trait would predict a preference for imaginative movies. In this study, the preference for such movies was predicted only by a high score on agreeableness. (Monteiro et al., 2023). Another study found that participants with high conscientiousness tend to like Science Fiction movies and a negative relationship was found between extraversion and the liking of Science Fiction (Cantador et al., 2013). The Fantasy genre is based on imaginary worlds, characters, and supernatural or fantastical elements. These films often involve magic, mythological creatures, monsters, heroes, and epic battles, and explore themes such as the struggle between good and evil, travel through time and space dimensions, and the discovery of hidden powers or characters' destinies. Most people think of these two movie genres as one and a lot of popular movies indeed fall into both the Fantasy and Science Fiction genres (e.g., according to IMDb: Dune, Avatar, and The Fifth Gate). However, these two genres, although very similar at first, are separated for the following simple reason. Science Fiction movies explore possibilities, meaning that they draw plots and elements from scientific knowledge about reality, and they often attempt to predict the future of humanity. Fantasy, on the other hand, explores impossibilities, it transcends the barriers of our reality and dwells into imaginary worlds and characters. Nave and colleagues (2020) found that some of the strongest keyword predictions of introversion were: "Fantasy," creature," surrealism," and "fictional war" allowing us to assume individuals scoring low on the extraversion trait enjoy watching the genres Science Fiction and Fantasy (Nave et al., 2020). A study conducted in 2010 found that Fantasy fans were more open to experience and less extroverted than non-fans (Chausson, 2010). At last, the Musical genre is characterized by singing and dancing, the main characters express their thoughts and emotions through music and performance points. This genre can encompass a wide range of topics, from love stories and family dramas to biopics of famous musicians or fictional worlds where music plays a key role in the plot. Preferences for this genre have not been researched in previous studies, at least not to our knowledge.

Research Aim

To examine the association between Big Five personality traits and movie genre preferences

among Croatian students.

Problems and Hypotheses

Problem 1: Investigate the bivariate associations between movie genre preferences and scores

on the Big Five personality traits in a sample of Croatian psychology students.

Hypothesis:

Given that the first problem includes multiple hypotheses that can be difficult to follow when

presented in textual form, the expected bivariate relationships are presented in Table 1.

Table 1

*The expected bivariate relationships between the Big Five traits and Movie Genre
Preferences**

Movie Genre Preference	Extraversion	Agreeableness	Openness to experience	Conscientiousness	Emotional Stability
Thriller	0	0	+	0	0
Romance	+	+	-	+	-
Western	+	0	-	0	0
Comedy	+	+	+	0	+
Action	+	0	0	+	+
Drama	+	+	0	0	0
Science Fiction	+	0	+	+	0
Crime	0	0	+	0	0
Horror	0	0	+	0	-
Fantasy	-	+	+	0	0

* signs "+", "-" and "0" indicate the expected direction of the bivariate relationship

Problem 2: Examine the multivariate relationships between movie genre preferences (criterion

variables) and Big Five scores, gender, and movie-watching frequency (predictor variables) in

the same sample.

Hypothesis:

The second research problem also involves multiple hypotheses, which can be complex when presented in textual form. To enhance clarity and facilitate comprehension of the anticipated relationships between the Big Five personality traits and movie genre preferences, the hypotheses is summarized in Table 2.

Table 2
The Big Five Traits as Expected Predictors of Movie Genre Preferences

Criterion Variables -(Movie Genres)	Expected Positive Predictors	Expected Negative Predictors
Thriller	Openness	-
Romance	Agreeableness, Conscientiousness, Extraversion	Openness, Emotional Stability
Western	Extraversion	Openness
Comedy	Openness, Extraversion, Emotional Stability, Agreeableness	Conscientiousness
Action	Conscientiousness, Emotional Stability, Extraversion	-
Drama	Extraversion, Agreeableness	-
Science Fiction	Openness, Conscientiousness, Extraversion	-
Crime	Extraversion, Openness	-
Horror	Openness	Emotional Stability
Fantasy	Openness, Agreeableness	Extraversion

Methods

Study design

Cross-sectional study.

Ethical Approval and Informed Consent

The ethical committee has approved this research and it meets the guidelines of the Code of Ethics of the Faculty of Humanities and Social Sciences in Split, Croatia (approval number 2181-190-24-00010). Our participants were kindly asked to read the informed consent upon entering the survey link on the first page of the survey. They were informed that by clicking the "next" button and moving to the next page, they confirmed that they read the information about the research, understood the purpose and procedures of the research, received satisfactory answers to questions about participating, were voluntarily participating in this research and were aware that they could withdraw at any time without any consequences (Appendix B).

Data Collection and Research Procedure

Our online survey was developed through the platform SurveyMonkey. Data Collection was done via WhatsApp, email, Facebook and Instagram. Participants were asked to forward our survey link to other students from their online circle. Our survey link was also posted in a Facebook group named "Anketalica" kindly asking the group members who are Croatian students to fill out our survey. The survey was available in the period from April 15th to the 30th of May, 2024.

Survey description

The survey consisted of 70 questions, written in Croatian, and was divided into 5 pages: on the first page the participants were able to read our informed consent and agree to the participation terms by moving to the next page, the second page consisted of demographic, they were asked to report their age, the gender they identify with, and their academic field (1 fill-in question and 2 multiple choice questions), as well as questions regarding the participants' movie-

watching preferences, they reported their movie watching frequency, to which extent they identify as a movie lover, to which extent they enjoy watching movies alone and in the company of others, and to which extent they are drawn to movies with happy endings and realistic endings (1 multiple choice question and 5 five-point ordinal scale questions). On the third page, the participants encountered the Croatian Translation of The Lexical Big-Five Factor Markers of Self-Report (Goldberg, 1999, Mlačić, 2007) consisting of 50 five-point ordinal scale questions ranging from 1 to 5, 1 meaning "I strongly disagree" and 5 meaning "I strongly agree". The fourth page consisted of 11 five-point ordinal scale questions, each question involving the participants rating their enjoyment of a particular movie genre (e.g. "I enjoy watching Science Fiction movies") on a scale from 1 to 5, again, 1 meaning "I strongly disagree" and 5 meaning "I strongly agree", under each statement about enjoying a movie genre, a short definition of the genre and six posters of famous movies that fall into that specific genre which were chosen from the popular movie website IMDb were included (The Internet Database, 2023). Finally, on the last page of the survey, they were thanked for participating and they submitted their responses (Appendix A).

Sample

Participants were recruited using convenient and snowball sampling. A total of 247 participants accessed the survey. Due to incomplete data, 44 surveys were excluded from the analysis leaving 203 participants in the final sample. There were 149 female participants (73.4%) and 54 male (26.6%). The participants were aged from 17-46 (Mdn =22.0, IQR=3.0). All of the participants in our sample were Croatian students from the academic fields of: Social Sciences (39.41%), Technical Sciences (20.69%), Humanities (17.73%), Arts (7.39%), Biomedicine and Healthcare (5.91%), Natural Sciences (5.42%), and Biotechnical Sciences (3.45%).

Statistical Methods

First, descriptive statistics were calculated to ensure the accuracy and relevance of the data.

The normality of the distributions was examined using the Shapiro-Wilk test. To test the associations between movie genre preferences and the Big Five, a correlation matrix was run using Spearman's rho in Jamovi software (The Jamovi Project, 2024), given that our distributions deviated from normality. The assumption checks for linear regression were done, which showed that the distributions only minimally deviated from normality, and the VIF values were all in the low range (around 1.0). Therefore, with the awareness that the assumptions minimally deviated from normality, the data was considered robust enough to perform multiple linear regression analyses (assumption checks can be obtained from the researcher). Separate linear regression analyses were conducted using the statistical software Jamovi (The Jamovi Project, 2024). Each of the linear regressions was set with a movie genre as a criterion variable (e.g. "Enjoyment of Horror"), and the rest of the variables (Extraversion, Agreeableness, Conscientiousness, Openness, Emotional Stability, Gender, Enjoying Watching Alone, Enjoying Watching With Others, Drawn to Happy Endings, Drawn to Realistic Endings, Film Lover, Movie Watching Frequency) as covariates.

Results

The Big Five

Table 3 presents descriptive statistics for the Big Five personality traits. The average scores for agreeableness and openness were highest, followed by conscientiousness, extraversion, and lastly emotional stability. All traits demonstrated a similar degree of variability as evidenced by their standard deviations.

Table 3
Big Five - Descriptives

Trait	Mean	95% Confidence Interval		Standard Deviation
		Lower	Upper	
Extraversion	30.6	29.7	31.5	6.51
Agreeableness	34.5	33.7	35.2	5.42
Conscientiousness	32.2	31.4	33.0	5.92
Openness	34.3	33.6	35.1	5.27
Emotional Stability	26.2	25.4	27.1	6.21

Movie-watching Preferences

The majority of participants reported watching 1-5 movies per month, with a smaller percentage watching more than 10 movies monthly. Most participants identified as "mostly" or "fully" agreeing with being a movie lover. Participants generally enjoyed watching movies alone and with others, with a slight preference for watching with company. Regarding movie endings, participants were most frequently drawn to realistic or happy endings, with few participants disagreeing with either preference (Table 4).

Table 4
Movie-watching Preferences-Descriptives

Measure	M (SD)	Md (IQR)	Response Option	n (%)
Movie-Watching Frequency	1.8 (1.09)	2 (1-3)	Don't watch movies every month	21 (10.34)
			1-2 movies a month	66 (32.5)
			3-5 movies a month	62 (30.54)
			5-10 movies a month	40 (19.70)
			More than 10 movies a month	14 (6.90)
Identification as a Movie Lover	3.7 (0.96)	4 (3-4)	Fully disagree	5 (2.46)
			Mostly disagree	13 (6.40)
			Neither agree nor disagree	57 (28.08)
			Mostly agree	83 (40.89)
			Fully agree	45 (22.17)
Enjoyment of Watching Movies Alone	3.8 (1.05)	4 (3-5)	Fully disagree	6 (2.93)
			Mostly disagree	21 (10.34)
			Neither agree nor disagree	42 (20.69)
			Mostly agree	81 (39.90)
			Fully agree	54 (26.11)
Enjoyment of Watching Movies with Others	3.8 (0.97)	4 (3-4)	Fully disagree	2 (0.99)
			Mostly disagree	23 (11.33)
			Neither agree nor disagree	41 (20.20)
			Mostly agree	84 (42.84)
			Fully agree	48 (23.65)
Drawn to Happy Endings	3.8 (0.90)	4 (3-5)	Fully disagree	10 (4.93)
			Mostly disagree	10 (4.93)
			Neither agree nor disagree	68 (33.50)
			Mostly agree	70 (34.48)
			Fully agree	54 (26.60)
Drawn to Realistic Endings	3.1 (0.77)	4 (3-5)	Fully disagree	31 (14.78)
			Mostly disagree	53 (26.11)
			Neither agree nor disagree	91 (44.83)
			Mostly agree	56(1227.59)

Movie Genre Preferences

The average preference scores indicate that Comedy, Crime, and Thriller were the most enjoyed genres, with mean scores above 3.7. In contrast, Westerns, Musicals, and Horror were the least enjoyed genres, with mean scores below 3.0. The interquartile ranges show that participants' preferences for these genres varied widely, particularly in genres like Horror and Musicals, where the range spanned multiple scale points, indicating diverse opinions within the sample. Most genres, however, had a median enjoyment score of 4, suggesting that many participants generally enjoyed these genres.

Table 5
Movie genre preferences- Descriptives

Descriptives	Mean	Median	SD	IQR
Enjoyment of Thrillers	3.78	4	1.10	3.00 - 5.00
Enjoyment of Romance	3.60	4	1.20	3.00 - 5.00
Enjoyment of Westerns	2.36	2	1.15	1.00 - 3.00
Enjoyment of Comedy	4.02	4	0.86	3.00 - 5.00
Enjoyment of Action	3.69	4	1.04	3.00 - 5.00
Enjoyment of Drama	3.77	4	1.07	3.00 - 5.00
Enjoyment of Science Fiction	3.22	3	1.33	2.00 - 4.00
Enjoyment of Crime	4.11	4	0.99	3.00 - 5.00
Enjoyment of Horror	2.60	3	1.31	1.00 - 4.00
Enjoyment of Fantasy	3.31	3	1.37	2.00 - 5.00
Enjoyment of Musicals	2.69	3	1.31	1.50 - 4.00

Associations Between The Big Five and Movie Genre Preferences

First, the normality of the distributions was examined using the Shapiro-Wilk test, which showed that all the distributions significantly deviated from a normal distribution except for the distributions for Emotional Stability (W= .994, p = 0.61), Conscientiousness (W= .988, p =.097), and Extraversion (W =.990, p= .177). To examine the relationships between the Big Five personality traits and movie genre preferences, a correlation analysis was conducted using Spearman's rho, as the data did not meet the assumptions of normality. The correlation matrix

included the Big Five personality traits and 11 movie genres and found several significant

associations which are presented in Table 6.

Table 6

Associations between Personality Traits and Movie Genre Preferences (Spearman's Rho coefficient, n=203)

Movie Genre	Extraversion	Agreeableness	Conscientiousness	Openness	Emotional Stability
Enjoyment of Thrillers	0.119	0.173	0.190	0.327	-0.008
	0.090	**0.014***	**0.007***	**<.001***	0.915
Enjoyment of Romance	0.153	0.262	0.090	0.026	-0.111
	0.029*	**<.001***	0.199	0.713	0.114
Enjoyment of Westerns	-0.003	-0.137	-0.127	0.012	0.070
	0.971	0.051	0.070	0.862	0.322
Enjoyment of Comedy	0.112	0.250	0.170	0.117	0.047
	0.110	**<.001***	**0.015***	0.096	0.506
Enjoyment of Action	0.089	0.047	0.025	0.091	0.080
	0.206	0.508	0.723	0.197	0.255
Enjoyment of Drama	0.249	0.277	0.141	0.313	-0.064
	<.001*	**<.001***	**0.045***	**<.001***	0.365
Enjoyment of Science Fiction	-0.016	0.022	-0.093	0.193	0.063
	0.817	0.754	0.188	**0.006***	0.374
Enjoyment of Crime	0.073	0.167	0.042	0.157	-0.012
	0.301	**0.017***	0.549	**0.026***	0.868
Enjoyment of Horrors	0.057	-0.121	-0.097	0.033	-0.030
	0.420	0.087	0.167	0.643	0.671
Enjoyment of Fantasy	0.018	0.045	-0.044	0.208	-0.027
	0.800	0.521	0.532	**0.003***	0.698
Enjoyment of Musicals	0.171	0.206	-0.012	0.115	-0.112
	0.015*	**0.003***	0.864	0.104	0.113

* for each association the Spearman's Rho is listed first followed by the p value bellow, df = 201 for all the movie genres

Regression analysis

Eleven separate multiple linear regressions were conducted to examine the relationship between the Big Five personality traits (Extraversion, Agreeableness, Conscientiousness, Openness, and Emotional Stability), Enjoying Watching Alone, Enjoying Watching With Others, Drawn to Happy Endings, Drawn to Realistic Endings, Film Lover, Movie Watching Frequency will significantly predict the enjoyment of the following movie genres: Thriller, Romance, Western, Comedy, Action, Drama, Science Fiction, Crime, Horror, Fantasy, and Musical.

Model Coefficients - Enjoyment of Thrillers

The first linear regression that was conducted was with the variable "Enjoyment of Thrillers" as the criterion variable. The results showed that the model explained 19.2% of the variance in the score indicating the enjoyment of Thriller movies ($R^2 = .192$, $F_{11, 191} = 3.76$, $p = .591$). Of the Big 5, Openness to experience was a positive predictor, and preferring happy endings was a negative. Thus, participants with higher scores on the trait of Openness who do not prefer happy endings were more likely to enjoy Thriller movies.

Table 7
Enjoyment of Thrillers - Predictors

Predictor	Standardized Beta	95% Confidence Interval		*p*
		Lower	Upper	
Extraversion	-0.01	-0.03	0.12	0.712
Agreeableness	0.04	-0.01	0.19	0.608
Conscientiousness	0.10	-0.05	0.24	0.197
Openness	0.22	0.05	0.38	0.010
Emotional Stability	0.10	-0.02	0.17	0.759
Gender	0.06	-0.08	0.21	0.377
Movie-watching Frequency	0.12	-0.02	0.27	0.101
Film Lover	0.14	-0.01	0.30	0.071
Enjoying Watching Alone	0.04	-0.10	0.18	0.562
Enjoying Watching with Others	0.01	-0.12	0.18	0.802
Drawn to Happy Endings	-0.18	-0.32	-0.04	0.009
Drawn to Realistic Endings	0.10	-0.01	0.22	0.153

The predictor openness showed a significant positive relationship ($\beta = 0.22$, $p = .010$), and the predictor drawn to happy endings ($\beta = -0.18$, $p = .009$) showed a significant negative relationship with the enjoyment of Thrillers.

Model Coefficients - Enjoyment of Romance

The second linear regression was with the variable "Enjoyment of Romance" as the criterion variable. The results showed that the model explained 22.3% of the variance in the score indicating the enjoyment of romantic movies ($R^2 = .223$, $F_{11,191} = 4.55$, $p = .003$). Table 7 presents the standardized beta coefficients, confidence intervals, and p-values for predictors of enjoyment of romance movies. Agreeableness and a preference for happy endings were found as significant positive predictors of romance movie enjoyment. Additionally, gender and openness were significant negative predictors, indicating that males and those higher in openness reported lower enjoyment of romance movies.

Table 8

Enjoyment of Romance - Predictors

Predictor	Standardized Beta	95% Confidence Interval		*p*
		Lower	Upper	
Extraversion	0.11	-0.04	0.27	0.151
Agreeableness	0.21	0.06	0.36	0.006
Conscientiousness	0.03	-0.11	0.17	0.694
Openness	-0.21	-0.37	-0.05	0.010
Emotional Stability	-0.12	-0.26	0.02	0.099
Gender	-0.23	-0.37	-0.09	0.001
Movie-watching Frequency	-0.06	-0.09	0.20	0.421
Film Lover	-0.02	-0.17	0.13	0.781
Enjoying Watching Alone	0.03	-0.11	0.17	0.652
Enjoying Watching with Others	0.04	-0.10	0.18	0.613
Drawn to Happy Endings	0.20	0.07	0.34	0.003
Drawn to Realistic Endings	0.03	-0.10	0.16	0.645

The predictors of agreeableness ($\beta = 0.21$, $p = .006$) and drawn to happy endings ($\beta = 0.20$, $p = .003$) both showed a strong and significant positive relationship with the enjoyment of Romance. Openness ($\beta = -0.21$, $p = .010$) showed a significant negative relationship with the enjoyment of Romance.

Model Coefficients - Enjoyment of Westerns

This linear regression was set with the variable "Enjoyment of Westerns" as the criterion

variable. The results showed that the model explained 12.7% of the variance in the score

indicating the enjoyment of Western movies ($R^2 = .127$, $F_{11,191} = 2.30$, $p = .197$). Table 8. shows

that among the variables examined, gender emerged as the only significant predictor. None of

the Big Five personality traits or other variables showed significant predictive power for the

enjoyment of Westerns.

Table 9
Enjoyment of Westerns - Predictors

Predictor	Standardized Beta	95% Confidence Interval		p
		Lower	Upper	
Extraversion	0.01	-0.15	0.18	0.889
Agreeableness	-0.11	-0.27	0.05	0.186
Conscientiousness	-0.10	-0.25	0.05	0.198
Openness	0.14	-0.03	0.30	0.116
Emotional Stability	0.05	-0.10	0.20	0.513
Gender	0.25	0.10	0.40	<0.001
Movie-watching Frequency	0.04	-0.11	0.20	0.565
Film Lover	0.09	-0.07	0.25	0.291
Enjoying Watching Alone	0.04	-0.12	0.18	0.773
Enjoying Watching with Others	0.02	-0.13	0.17	0.579
Drawn to Happy Endings	0.02	-0.12	0.16	0.805
Drawn to Realistic Endings	-0.07	-0.20	0.07	0.347

The predictor gender showed a significant positive relationship with the enjoyment of Westerns

($\beta = 0.25$, p <001).

Model Coefficients - Enjoyment of Comedy

This linear regression was conducted with the variable "Enjoyment of Comedy" as the criterion

variable. The results showed that the model explained 15.5% of the variance in the score

indicating the enjoyment of comedies ($R^2 = .155$, $F_{11,191} = 2.91$, $p = .037$). Table 9 demonstrates

that agreeableness and a preference for happy endings were significant positive predictors of

enjoyment of comedies. Participants who scored higher on agreeableness and reported being

drawn to happy endings tended to enjoy comedies more.

Table 10

Enjoyment of Comedy - Predictors

Predictor	Standardized Beta	95% Confidence Interval		p
		Lower	Upper	
Extraversion	-0.02	-0.19	0.14	0.770
Agreeableness	0.17	-0.01	0.33	0.032
Conscientiousness	0.06	-0.09	0.21	0.466
Openness	-0.01	-0.18	0.15	0.862
Emotional Stability	-0.01	-0.18	0.14	0.879
Gender	0.12	-0.03	0.26	0.112
Movie-watching Frequency	-0.03	-0.18	0.12	0.655
Film Lover	0.06	-0.10	0.21	0.480
Enjoying Watching Alone	-0.13	-0.28	0.02	0.084
Enjoying Watching with Others	0.19	0.02	0.31	0.066
Drawn to Happy Endings	0.20	0.06	0.34	0.005
Drawn to Realistic Endings	0.07	-0.07	0.21	0.316

The predictors drawn to happy endings ($\beta = 0.20$, $p = .005$) and agreeableness ($\beta = 0.17$, $p = .032$) showed a significant positive relationship with the enjoyment of Comedy.

Model Coefficients - Enjoyment of Action

This linear regression was conducted with the variable "Enjoyment of Action" as the criterion variable. The results showed that the model explained 0.73% of the variance in the score indicating the enjoyment of Action movies ($R^2 = .0731$, $F_{11,191} = 1.25$, $p = .030$).

Table 11

Enjoyment of Action - Predictors

Predictor	Standardized Beta	95% Confidence Interval		p
		Lower	Upper	
Extraversion	-0.03	-0.20	0.14	0.712
Agreeableness	0.02	-0.15	0.18	0.850
Conscientiousness	-0.00	-0.16	0.16	0.983
Openness	0.10	-0.07	0.27	0.253
Emotional Stability	0.10	-0.06	0.25	0.228
Gender	0.12	-0.03	0.25	0.121
Movie-watching Frequency	0.09	-0.08	0.25	0.299
Film Lover	-0.15	-0.31	0.00	0.052
Enjoying Watching Alone	-0.12	-0.28	0.02	0.084
Enjoying Watching with Others	0.03	-0.12	0.17	0.658
Drawn to Happy Endings	0.04	-0.12	0.19	0.546
Drawn to Realistic Endings	0.04	-0.10	0.19	0.546

None of the predictors showed a statistically significant relationship with the enjoyment of Action.

Model Coefficients - Enjoyment of Drama

This linear regression was conducted with the variable "Enjoyment of Drama" as the criterion

variable. The results showed that the model explained 25.6% of the variance in the score

indicating the enjoyment of the Drama genre (R^2 = .256, $F_{11,191}$ = 5.44, p = .129). The results in

Table 11. show that participants drawn to realistic endings are more likely to enjoy drama films.

Additionally, a significant positive relationship was observed between enjoying watching alone

and the enjoyment of drama films, indicating that those who enjoy watching movies alone are

more likely to prefer drama films.

Table 12
Enjoyment of Drama - Predictors

Predictor	Standardized Beta	95% Confidence Interval		p
		Lower	Upper	
Extraversion	0.15	-0.01	0.30	0.062
Agreeableness	0.14	-0.01	0.28	0.067
Conscientiousness	-0.04	-0.18	0.10	0.604
Openness	0.08	-0.08	0.23	0.332
Emotional Stability	-0.04	-0.18	0.14	0.533
Gender	-0.14	-0.28	-0.00	0.052
Movie-watching Frequency	-0.14	-0.29	-0.00	0.044
Film Lover	-0.00	-0.15	0.15	0.978
Enjoying Watching Alone	0.30	0.16	0.43	<0.001
Enjoying Watching with Others	0.05	-0.09	0.19	0.492
Drawn to Happy Endings	-0.17	-0.30	-0.03	0.013
Drawn to Realistic Endings	0.16	0.03	0.29	0.015

The predictor drawn to realistic endings (β = 0.16, p = .015) showed a significant positive

relationship with the enjoyment of Drama. The predictor enjoying watching alone (β = 0.30, p

<.001) showed a very strong significant positive relationship with the enjoyment of Drama.

The predictors of movie-watching frequency (β = -0.14, p = .044), and drawn to happy endings

(β = -0.17, p = .013) showed a significant negative relationship with the enjoyment of Drama.

Model Coefficients - Enjoyment of Science Fiction

This linear regression was conducted with the variable "Enjoyment of Science Fiction" as the

criterion variable. The results showed that the model explained 16.3% of the variance in the

score indicating the enjoyment of Science Fiction films (R^2 = .177, $F_{11,191}$ =3.41, p =.021). Emotional stability and openness emerged as positive predictors, indicating that participants who scored higher on these traits were more likely to enjoy Science fiction films. In contrast, conscientiousness and a preference for realistic endings were negative predictors, suggesting that individuals with higher scores on conscientiousness and those who prefer realistic endings tended to enjoy Science Fiction films less.

Table 13
Enjoyment of Science Fiction - Predictors

Predictor	Standardized Beta	95% Confidence Interval		p
		Lower	Upper	
Extraversion	-0.13	-0.29	0.03	0.104
Agreeableness	-0.03	-0.19	0.12	0.661
Conscientiousness	-0.16	-0.30	-0.01	0.039
Openness	0.30	0.14	0.47	<.001
Emotional Stability	0.15	0.00	0.29	0.049
Gender	0.13	-0.01	0.27	0.072
Movie-watching Frequency	-0.03	-0.18	0.12	0.711
Film Lover	0.10	-0.05	0.26	0.187
Enjoying Watching Alone	0.03	-0.11	0.18	0.655
Enjoying Watching with Others	0.05	-0.10	0.19	0.504
Drawn to Happy Endings	-0.06	-0.20	0.08	0.392
Drawn to Realistic Endings	-0.21	-0.34	-0.07	0.003

Emotional stability showed a significant positive relationship with the enjoyment of Science Fiction (β = 0.15, p = .049). Openness showed a strong significant positive relationship with the enjoyment of Science Fiction (β = 0.30, p <.001). The predictors conscientiousness (β = -0.16, p = .039) and drawn to realistic endings (β = -0.21, p = .003) showed a significant negative relationship with the enjoyment of Science Fiction.

Model Coefficients - Enjoyment of Crime

This linear regression was conducted with the variable "Enjoyment of Crime" as the criterion variable. The results showed that the model explained 0.96% of the variance in the score indicating the enjoyment of the Crime genre (R^2 =.0961, $F_{11,191}$ =1.68, p <.001). Being identified as a "film lover" was found to have a significant positive relationship with the

enjoyment of crime movies suggesting that individuals who strongly identify as film lovers tend to enjoy crime movies more. A preference for happy endings was negatively associated with the enjoyment of crime movies. This implies that those who prefer happy endings tend to enjoy crime movies less.

Table 14
Enjoyment of Crime - Predictors

Predictor	Standardized Beta	95% Confidence Interval		p
		Lower	Upper	
Extraversion	-0.01	-0.25	0.09	0.351
Agreeableness	0.02	-0.03	0.29	0.117
Conscientiousness	-0.01	-0.21	0.10	0.475
Openness	0.02	-0.06	0.29	0.193
Emotional Stability	0.01	-0.08	0.23	0.313
Gender	-0.16	-0.22	0.08	0.331
Movie-watching Frequency	-0.05	-0.21	0.10	0.515
Film Lover	0.21	0.04	0.36	0.017
Enjoying Watching Alone	-0.04	-0.20	0.11	0.545
Enjoying Watching with Others	-0.03	-0.18	0.13	0.736
Drawn to Happy Endings	-0.20	-0.33	-0.04	0.013
Drawn to Realistic Endings	0.10	-0.06	0.22	0.253

The predictor movie lover ($\beta = 0.21$, $p = .017$) showed a significant positive relationship with the enjoyment of Crime. The predictor drawn to happy endings ($\beta = -0.20$, $p = .013$) showed a significant negative relationship with the enjoyment of Crime.

Model Coefficients - Enjoyment of Horror

This linear regression was conducted with the variable "Enjoyment of Horror" as the criterion variable. The results showed that the model explained 18.2% of the variance in the score indicating the enjoyment of the Horror genre ($R^2 = .182$, $F_{11,191} = 3.53$, $p = .328$). Gender and movie-watching frequency both had a significant positive relationship with the enjoyment of horror, suggesting that those who watch more movies per month are more likely to enjoy the horror genre.

Table 15
Enjoyment of Horror - Predictors

Predictor	Standardized Beta	95% Confidence Interval		*p*
		Lower	Upper	
Extraversion	0.15	-0.01	0.31	0.070
Agreeableness	-0.13	-0.28	0.02	0.09"9
Conscientiousness	-0.03	-0.18	0.12	0.703
Openness	0.04	-0.12	0.20	0.618
Emotional Stability	-0.09	-0.23	0.06	0.251
Gender	0.20	0.05	0.34	0.007
Movie-watching Frequency	0.15	0.01	0.30	0.041
Film Lover	0.05	-0.11	0.20	0.537
Enjoying Watching Alone	0.10	-0.04	0.25	0.165
Enjoying Watching with Others	0.12	-0.03	0.26	0.113
Drawn to Happy Endings	-0.12	-0.26	0.01	0.075
Drawn to Realistic Endings	0.02	-0.11	0.16	0.751

The predictors of gender ($\beta = 0.20$, $p = .007$) and movie-watching frequency ($\beta = 0.15$, $p = .041$) showed a significant positive relationship with the enjoyment of Horror. The predictor of drawn to happy endings ($\beta = -0.12$, $p = .075$) showed a significant negative relationship with the enjoyment of Horror.

Model Coefficients - Enjoyment of Fantasy

This linear regression was conducted with the variable "Enjoyment of Fantasy" as the criterion variable. The results showed that the model explained 13.1% of the variance in the score indicating the enjoyment of the Horror genre ($R^2 = .131$, $F_{11,191} = 2.39$, $p = .043$). Table 15. shows that individuals high on openness are more likely to enjoy the fantasy genre. Also, individuals drawn to realistic endings are less likely to enjoy this genre.

Table 16
Enjoyment of Fantasy - Predictors

Predictor	Standardized Beta	95% Confidence Interval		*p*
		Lower	Upper	
Extraversion	-0.09	-0.25	0.08	0.302
Agreeableness	-0.06	-0.22	0.10	0.468
Conscientiousness	-0.14	-0.30	0.01	0.061
Openness	0.27	0.10	0.43	0.002
Emotional Stability	0.04	-0.11	0.19	0.574
Gender	0.06	-0.09	0.20	0.436

Predictor	Standardized Beta	95% Confidence Interval		p
		Lower	Upper	
Movie-watching Frequency	-0.04	-0.19	0.12	0.650
Film Lover	0.15	-0.01	0.31	0.074
Enjoying Watching Alone	0.06	-0.06	0.21	0.302
Enjoying Watching with Others	0.08	-0.07	0.22	0.316
Drawn to Happy Endings	-0.00	-0.14	0.13	0.966
Drawn to Realistic Endings	-0.14	-0.28	-0.00	0.044

The predictor openness showed a significant positive relationship with the enjoyment of Fantasy ($\beta = 0.27$, $p = .002$). The predictor drawn to realistic endings showed a significant negative relationship with the enjoyment of Fantasy ($\beta = -0.14$, $p = .044$).

Model Coefficients - Enjoyment of Musicals

This linear regression was conducted with the variable "Enjoyment of Fantasy" as the criterion variable. The results showed that the model explained 22.4% of the variance in the score indicating the enjoyment of the Horror genre ($R^2 = .224$, $F_{11,191} = 4.58$, $p = .006$). Our results suggest that individuals who are drawn to happy endings and individuals high on extraversion are likely to enjoy the Fantasy genre. Additionally, individuals low on conscientiousness and emotional stability are also likely to enjoy fantasy movies.

Table 17

Enjoyment of Musicals - Predictors

Predictor	Standardized Beta	95% Confidence Interval		p
		Lower	Upper	
Extraversion	0.16	0.00	0.32	0.044
Agreeableness	0.05	-0.10	0.20	0.505
Conscientiousness	-0.16	-0.31	-0.02	0.027
Openness	0.06	-0.10	0.22	0.430
Emotional Stability	-0.25	-0.39	-0.12	<.001
Gender	0.05	-0.09	0.19	0.499
Movie-watching Frequency	0.01	-0.14	0.16	0.877
Film Lover	-0.05	-0.19	0.09	0.493
Enjoying Watching Alone	0.25	0.12	0.39	<.001
Enjoying Watching with Others	0.16	0.00	0.31	0.032
Drawn to Happy Endings	0.25	0.12	0.39	<.001
Drawn to Realistic Endings	-0.09	-0.23	0.03	0.148

The predictor drawn to happy endings showed a strong significant positive relationship with the enjoyment of Musicals ($\beta = 0.25$, $p < .001$). The predictor extraversion showed a significant

positive relationship with the enjoyment of musicals (β = 0.16, p = .044). The predictor of emotional stability (β = -0.25, p <.001) and conscientiousness (β = -0.16, p = .027) showed a significant negative relationship with the enjoyment of Musicals.

Discussion

This research examined the association between the Big Five personality traits and movie genre preferences among Croatian students. The genres of Thriller, Romance, Western, Comedy, Drama, Science Fiction, Crime, Fantasy, and Musical were chosen for this study. This study also aimed to provide insights into the relationships between Croatian students' movie-watching preferences and movie genre preferences. Therefore, additional measures that required our participants to report their movie-watching frequency, to which extent they identify as movie lovers/enthusiasts, to which extent they enjoy happy and realistic endings, as well as to which extent they enjoy watching movies when they are alone and in the company of others were included. According to the analysis, several significant relationships were found between the Big Five and movie genre preferences. In our correlation analysis,

Comedy, Crime, and Thriller were the most enjoyed movie genres. Our hypothesis for the association between the Thriller genre and the openness trait was confirmed a significant, positive association was found. The enjoyment of Thrillers was also found to be positively associated with the traits of agreeableness and conscientiousness, suggesting that those high on these traits are likely to enjoy Thriller movies. As expected, the enjoyment of Romance positively correlated with the traits of extraversion and agreeableness, suggesting that highly agreeable individuals are more likely to enjoy romantic movies. For the romance genre, a positive relationship with the conscientiousness trait and a negative association with the traits of openness and emotional stability were expected, which weren't found in the analysis. The enjoyment of Westerns was negatively associated with the trait of agreeableness, with an association slightly above the conventional threshold for significance, suggesting that highly agreeable individuals are less likely to enjoy Western movies. A significant association between the traits of extraversion and openness and the enjoyment of Westerns wasn't found. A positive association between the enjoyment of Comedy and agreeableness was found. Also,

contrary to the expectations, the trait of conscientiousness and the enjoyment of Comedy were positively associated, suggesting that highly conscientious individuals enjoy the Comedy genre. No associations were found between the enjoyment of Action and the Big Five traits. The traits of extraversion, conscientiousness, and emotional stability were not significantly associated with the enjoyment of Action as expected. Four out of the Big Five traits significantly, and positively correlated with the enjoyment of Drama. The traits of extraversion, agreeableness, conscientiousness, and openness, suggesting that individuals who score high on these traits are more likely to enjoy the Drama genre. The enjoyment for the genres of Science fiction and Fantasy both positively correlated with the openness trait, suggesting that individuals who are open to experiences are more likely to enjoy the imaginative and unpredictable nature of these genres. A significant, positive association was found between the enjoyment of Crime and openness, suggesting that individuals who are open to experiences are more likely to enjoy the genre of Crime. Surprisingly, a positive association between the trait of agreeableness and the enjoyment of crime movies was found. Contrary to our expectations, significant associations between the enjoyment of Horror and the Big Five personality traits were not found. Finally, for the Musical genre, the results showed two significant positive associations with the traits of extraversion and agreeableness suggesting that individuals who score high on agreeableness or extraversion are more likely to enjoy musicals. In our regression analysis, the personality trait of openness to experience was a significant positive predictor, and being drawn to happy endings is a negative predictor for the enjoyment of the Thriller genre. These results suggest that individuals who are high on the trait of openness to experience are likely to enjoy Thriller movies. This finding could be because Thrillers involve a lot of cognitive engagement throughout their plot, often involving ambiguous and unpredictable motives and themes which could put the watcher in a state of constant suspense which may appeal to the curiosity of individuals high on openness to experience (McCrae & Costa, 1997).

Moreover, being drawn to happy endings was a negative predictor for the enjoyment of the Thriller genre meaning that individuals who are drawn to happy endings are not likely to enjoy Thrillers. Regarding the enjoyment of the Romance genre, it was hypothesized that the traits of agreeableness, conscientiousness, and extraversion would be positive predictors, and openness and emotional stability negative ones. The predictors of agreeableness and drawn to happy endings emerged as significant predictors. Previous studies also found that agreeable individuals tend to enjoy narratives featuring romantic themes (Nave et al., 2020, Cantador et al., 2013). Our hypothesis was also based on the research of Cantador et al. (2013), who found that a low degree of openness to experience indicated a tendency to enjoy romantic movies in participants, and on the findings of Chausson (2010), who found that fans of the Romance genre were more conscientious and neurotic than non-fans. The second part of our hypothesis regarding negative predictors was partially confirmed since openness showed a negative relationship with the enjoyment of Romance. Naturally, our findings suggest that individuals who are drawn to happy endings are likely to enjoy romantic movies. For the Western genre, it was hypothesized that extraversion would positively predict, and openness negatively predict its enjoyment. However, this was not confirmed since none of the predictors showed a significant relationship with the enjoyment of Western movies. It was proposed that the traits of emotional stability and agreeableness would be positive predictors of the enjoyment of Comedy, with conscientiousness expected to be a negative predictor. Our findings provide partial support for this hypothesis. Agreeableness and being drawn to happy endings showed a positive relationship with the enjoyment of comedy which fits in with the general idea that social interaction is an important experience of watching a Comedy. However, our results did not support the hypothesis that emotional stability would be a positive predictor of the enjoyment of comedy, nor that conscientiousness would emerge as a negative predictor. Regarding Action movies, it was hypothesized that the traits of conscientiousness, emotional

stability, and extraversion would positively predict the enjoyment of the Action genre. This hypothesis was based on studies that found a positive link between extraversion, conscientiousness, and Action movies (Yang, 2023, Kubrak et al., 2017, Hall, 2005). Also, one study found that neurotics are likely to avoid action movies (Weaver, 1991). However, support for these associations was not found since none of the predictors emerged as significant for the enjoyment of the Action genre. Our sixth hypothesis posited that the traits of extraversion and agreeableness would be positive predictors of the enjoyment of Drama films. These expectations were based on prior research indicating that individuals who score highly on these traits tend to enjoy Drama movies, given the genre's focus on deep emotions and complex human relationships (Cantador et al., 2013). In our results, none of the Big Five personality traits were significant predictors of the enjoyment of Drama movies. Additionally, the predictor enjoying watching alone showed a very strong significant positive relationship, suggesting that those who prefer watching movies when they are alone particularly enjoy the genre of Drama films. A possible explanation for this finding could be that Drama movies often have a very introspective nature, therefore, these movies could be enjoyed and appreciated more in a safe and private environment. Interestingly, the predictors drawn to happy endings and movie-watching frequency also showed significant negative relationships, indicating that those who frequently watch movies or prefer happy endings may be less inclined to enjoy Dramas. Furthermore, being drawn to realistic endings emerged as a significant positive predictor, suggesting that individuals who appreciate realistic endings in movies are more likely to enjoy Drama films. This lines up with the genre's tendency to portray lifelike scenarios and evoke complex human emotions.

For the Science Fiction genre, it was proposed that the traits of openness, conscientiousness, and extraversion would be positive predictors of its enjoyment. Mixed results were found in previous literature, with a study indicating that openness and conscientiousness are positively

associated with a preference for Science Fiction, while the others didn't find an association between openness and the enjoyment of Science Fiction (Monteiro et al., 2023, Cantador et al., 2013, Kubrak, 2017). Openness to experience showed a strong significant positive relationship with the enjoyment of Science Fiction, confirming the hypothesis. Emotional stability also showed a significant positive relationship, meaning that emotionally stable individuals might be more inclined to enjoy the Science Fiction genre. Conscientiousness showed a significant negative relationship with the enjoyment of Science Fiction which diverges from the finding that found conscientiousness as a positive predictor of the preference for this genre (Kubrak et al., 2017). Naturally, the predictor drawn to realistic endings showed a significant negative relationship with the enjoyment of Science Fiction, indicating that those who prefer realistic endings in movies might be less likely to enjoy the imaginative and often surreal nature of the Science Fiction genre. It was hypothesized that the traits of extraversion and openness would be positive predictors of the enjoyment of Crime films. These traits did not show a significant relationship with the enjoyment of the Crime genre in our study. Instead, being a self-identified movie lover showed a significant positive relationship with the enjoyment of Crime films, suggesting that individuals who consider themselves movie lovers/enthusiasts, in general, are more likely to enjoy films that fall into the Crime genre. It was also found that the predictor drawn to happy endings showed a significant negative relationship with the enjoyment of Crime films, which could be expected since the plots of Crime movies involve graphic and detailed visualizations of aggression and violence often resulting in the deaths of multiple characters. Regarding Horror films, it was proposed that the trait of openness would be a positive predictor and emotional stability a negative predictor for the enjoyment of the Horror genre. Prior studies have extensively studied Horror preferences. The trait of openness has been strongly linked to a preference for Horror due to its capacity to elicit strong physiological and emotional reactions (Money & Agius, 2009). The trait of neuroticism has also been found to

be positively related to a preference for Horror movies (Scrivner & Christensen, 2021). Contrary to our expectations, openness was not identified as a significant positive predictor, and emotional stability as a negative one in this study. Instead, the predictors of gender and movie-watching frequency showed a significant positive relationship, and being drawn to happy endings a negative relationship. For the Fantasy genre, hypothesized that the traits of openness to experience and agreeableness would emerge as positive predictors, and the trait of extraversion negative predictor for the enjoyment of this genre. Our expectations were based on the findings of studies suggesting that agreeableness is positively associated with a preference for light and Fantasy-oriented films and that individuals scoring low on extraversion tend to enjoy genres like Fantasy and Science Fiction (Yang, 2023, Nave et al., 2020). Furthermore, it has also been found that the Fantasy genre is likely to be popular among individuals who are open to experience and less extroverted (Chausson, 2010). Our findings partially supported the hypothesis. Openness showed a significant positive relationship with the enjoyment of the Fantasy genre. This aligns with the expectation that those who are open to new experiences are drawn to the creative nature of Fantasy movies. On the contrary, agreeableness did not emerge as a significant positive predictor for the enjoyment of Fantasy movies. Finally, when it comes to Musicals, extraversion showed a significant positive relationship with the enjoyment of Musicals. This suggests that individuals who score higher on extraversion may be more inclined to enjoy Musicals. Emotional stability and conscientiousness showed a significant negative relationship with the enjoyment of Musicals, indicating that emotionally stable individuals and conscientious individuals are less attracted to Musical films. On the other hand, the predictor drawn to happy endings showed a strong significant positive relationship with the enjoyment of Musicals, which aligns with the nature of this fims. Individuals who appreciate happy endings are likely to find Musicals enjoyable, given their tendency to feature feel-good narratives and emotionally satisfying endings.

Implications

This study provides insights into the relationships between personality, specifically the Big Five personality traits, and preferences for different movie genres. Understanding how the users' characteristics affect the contents they are most likely to engage with and enjoy is useful to developers and producers for marketing and building recommendation systems. The information can be used by streaming platforms and movie recommendation systems to give their users more personalized content. This will make users more engaged with the service. For instance, individuals who are open to experiences might get suggested thrillers or sci-fi movies. These findings can be used by movie makers and marketers to create advertising campaigns for target populations. Marketers can have a better chance of getting through to their target audience if they promote movies based on their personality characteristics.

Knowing which personalities go with what genres might affect what kinds of movies get made. Content creators may decide to concentrate on certain types of films that appeal to underrepresented demographics.

Limitations

Generalizability is one of our limitations due to possible sampling bias. A snowball sample was used which can lead to gathering participants mainly from personal networks and can skew the results towards certain groups. In our study, 39% of the students who participated were from the academic field of social sciences, the rest of the fields were less represented in our sample which led to an overrepresentation of Social Science students. Additionally, there was a gender imbalance since 73% of our sample were female participants which could have skewed the results toward preferences that are more prevalent and expressed in females.

A survey was used as a measurement tool in this study which could lead to limitations like response bias, including social desirability and acquiescence bias, that may affect the accuracy of the responses. Participants may respond in a way they perceive as more socially acceptable

rather than providing their true preferences which could lead to an overestimation of the popularity or the positive associations with certain genres. Also, people with a tendency toward acquiescence might have responded to these statements without really thinking about what they like. This could cause their scores in every category to be higher than they should be, which would make it impossible to tell what they truly prefer and could weaken links between types and categories.

Incomplete responses were also an issue since from the 247 answers that were received, 44 answers were not used for the analysis because they were submitted incomplete and had to be deleted which could have led to a reduction in the statistical power of our results.

Another limitation of our study is in the way movie preferences were assessed. A wide range of different genres were considered, however, the movie genre categories were broad which could potentially lead to our findings not capturing preferences for specific subgenres of themes within the categories. Participants may have struggled to report how enjoyable a genre is for them because preferences for their favorite genres could be lumped together with less preferable ones.

When movie genre preferences were measured in this study, bellow each statement regarding a specific genre, six photos of famous posters of movies that fall into that genre were attached. This could lead to recognition bias given that the participants might have rated their preferences for the genres based on how familiar they are or how much they enjoy those movies. The representativeness of a movie for a specific genre can be debatable since most movies have elements from more than a single genre.

Lastly, when measuring how much participants enjoy realistic movie endings, participants were asked to rate the statement "I am drawn to realistic endings" which could have led to possible misinterpretations. Our participants might have different opinions about what constitutes a realistic movie ending because it is subjective.

Future Research

To gain a deeper understanding of the relationship between personality and movie genre preferences, further research could focus on examining relationships between more specific subgenres and different personality traits. For example, the Comedy genre has a very wide spectrum of subgenres that includes dark Comedy, parodies, satire, rom-com, etc. Individuals with different personality types might enjoy different subgenres of Comedy. Studies like these would widen our understanding of the associations between personality and movie genre preferences among a Croatian sample. Another approach for future research might be to select a sample of individuals who identify as movie enthusiasts and study the relationship between personality and genres that are less known by the general population, like art House Horrors, neo-noir, Giallo, Yakuza, Slow Cinema, etc. Future studies could also ask individuals to report the reasons why they enjoy or avoid watching specific genres to widen our knowledge about why specific personality types choose and enjoy specific genres over others. This type of research could first be approached qualitatively to identify main themes and patterns among movie enthusiasts.

Conclusion

In conclusion, this study highlights the complex interplay between personality traits and movie genre preferences. Several associations were found between the Big Five and movie genre preferences. Our findings suggest that personality assessments can provide meaningful insights into media preferences and can contribute to a better understanding of the audience for the film industry. Future research could expand on these findings by exploring additional personality traits and considering other, more specific subgenres.
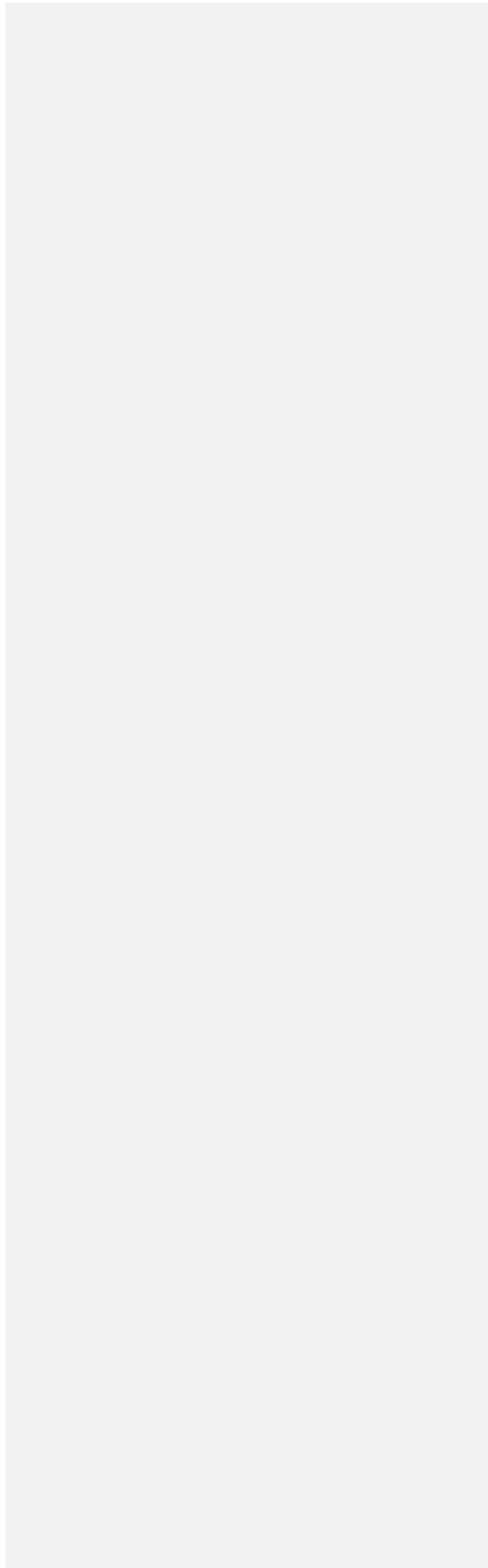
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Appendix A- The Full Questionnaire Used in The Study

Personality and Movie Genre Preferences Among Croatian Students (English version)

1. Age (please enter)

2. Which gender do you most identify with? a) Female b) Male c) Other (please specify)

3. To which academic field does your study belong?
a) Natural Sciences
b) Technical Sciences
c) Biomedicine and Health
d) Biotechnical Sciences
e) Social Sciences
f) Humanities
g) Arts

4. On average, I watch per month:
a) 1/2 films
b) 3-5 films
c) 5-10 films
d) More than 10 films

5. I would describe myself as a film lover.   1 2 3 4 5
6. I like to watch films when I am alone.   1 2 3 4 5
7. I like to watch films in the company of others. 1 2 3 4 5
8. I am attracted to films with a happy ending.   1 2 3 4 5
9. I am attracted to films with a realistic ending. 1 2 3 4 5

Below are statements that describe people's usual behavior. Please use the attached scale to assess how accurately each statement describes you. Describe yourself as you see yourself now, not how you would like to be in the future. Describe yourself as honestly as you can in relation to other people you usually know who are of the same gender and approximately the same age. Please read each statement carefully and then circle the number on the scale that corresponds to your self-description for that statement. There are no right or wrong answers,

so please complete this survey as honestly as possible. Also, remember that we do not collect any data that could identify you.

10. Am the life of the party.

11. Feel little concern for others.

12. Am always prepared.

Get stressed out easily.

Have a rich vocabulary.

Don't talk a lot.

Am interested in people.

Leave my belongings around.

Am relaxed most of the time.

Have difficulty understanding abstract ideas.

Feel comfortable around people.

Insult people.

Pay attention to details.

Worry about things.

Have a vivid imagination.

Keep in the background.

Sympathize with others' feelings.

Make a mess of things.

Seldom feel blue.

Am not interested in abstract ideas.

Start conversations.

Am not interested in other people's problems.

Get chores done right away.

Am easily disturbed.

Have excellent ideas.

Have little to say.

Have a soft heart.

Often forget to put things back in their proper place.

Get upset easily.

Do not have a good imagination.

Talk to a lot of different people at parties.

Am not really interested in others.

Like order.

Change my mood a lot.

Am quick to understand things.

Don't like to draw attention to myself.

Take time out for others.

Shirk my duties.

Have frequent mood swings.

Use difficult words.

Don't mind being the center of attention.

Feel others' emotions.

Follow a schedule.

Get irritated easily.

Spend time reflecting on things.

Am quiet around strangers.

Make people feel at ease.

Am exacting in my work.

Often feel blue.

The following eleven items will ask about your preferences for specific film genres. Below each statement about film genres, there are 6 movie posters that fall into that genre and a definition of the genre. This is the last part of this survey.

I enjoy watching thrillers.

A thriller is characterized by tension, suspense, excitement, and anticipation. These films include crime, mystery, psychological themes, or other intense subjects that keep viewers on the edge of their seats. They usually contain dynamic action and unexpected plot twists with the aim of thrilling and fascinating the audience throughout the story.

I enjoy watching romantic films.

The romantic genre is marked by themes of love, relationships, and emotional connections between characters. These films often focus on the development of romantic feelings and the challenges couples face. They usually explore themes such as passion, intimacy, emotional pain, and personal growth within the context of love.

I enjoy watching western films.

The western genre is characterized by stories set in the American Wild West during the late 19th to early 20th centuries. These films often depict life in the wilderness and harsh nature through portrayals of cowboys, outlaws, Native Americans, settlers, and lawmen. They typically explore themes of honor, justice, individualism, and survival in rugged landscapes.

I enjoy watching comedies.

Comedy aims to provoke laughter from the audience. These films feature humorous situations, dialogues, and characters, addressing everyday life situations in a funny or satirical way. Comedies are often divided into sub-genres such as romantic comedies, black comedies, parodies, and other forms of humor.

I enjoy watching action films.

Action films focus on exciting and dynamic action scenes. They usually contain fast-paced and intense fights, shootouts, explosions, and other spectacular elements to maintain a high tempo and tension in the storyline. Main characters are typically heroes who face various obstacles, challenges, and enemies.

I enjoy watching dramas.

Dramatic films focus on deep emotions, character development, and complex human relationships. These films often explore difficult themes such as loss, suffering, and the struggles of individuals or groups with internal and/or external conflicts. The plot usually unfolds more slowly than in other genres, allowing viewers to connect more deeply with the characters and their experiences.

I enjoy watching science fiction.

Science fiction films explore ideas such as technological advancement, time travel, space adventures, alternate realities, and encounters with extra-terrestrials. These films allow creators to explore social, moral, and philosophical themes in innovative ways.

I enjoy watching crime films.

Crime films focus on depicting crimes, investigations, criminal activities, and legal battles. This genre explores themes such as corruption, revenge, moral ambiguity, and justice, providing viewers with insights into the world of crime and the judicial system.

I enjoy watching horror films.

Horror films aim to evoke fear, tension, and dread in the audience. The setting of horror films can vary from haunted houses, abandoned spaces, or dark forests, often exploring themes such as supernatural occurrences, violence, zombies, vampires, and murders.

I enjoy watching fantasy films.

The fantasy genre is based on imaginary worlds, characters, and elements that are supernatural or fantastical. These films often include magic, mythological creatures, monsters, heroes, and epic battles, exploring themes such as the struggle between good and evil, journeys through time and space dimensions, and the discovery of hidden powers or destinies of the characters.

I enjoy watching musicals.

The musical genre is characterized by singing and dancing, with main characters expressing their thoughts and emotions through music and performance numbers. This genre can cover a wide range of themes, from love stories and family dramas to biographical portrayals of famous musicians or fictional worlds where music plays a key role in the storyline.

Thank you for taking the time to complete this survey! :)

Appendix B

Informed Consent (English version)

Hello,

I am Lydia Zamani, an undergraduate Psychology student at the Faculty of Humanities and Social Sciences in Split, conducting research under the mentorship of Dr. Darko Hren for my final thesis. We are inviting you to participate in a study aimed at determining the relationship between the Big Five personality traits and preferences for film genres among Croatian students. If you decide to participate, you will first be asked to complete a scale that measures personality traits, after which you will rate your preferences for eleven film genres. Completing this survey should take no longer than 10 minutes. Only my mentor, Dr. Hren, and I will have access to your responses. This research is completely anonymous. No risks are anticipated for participants, and your participation is entirely voluntary. If you do not wish to participate, you do not have to. You also have the right to refuse to answer and skip any question and to withdraw from participation at any time without any consequences.

If you have any questions or need additional information, don't hesitate to get in touch with the research associate Lydia Zamani or mentor Dr. Darko Hren (lzamani@ffst.hr, dhren@ffst.hr).

By clicking the "next" button in the designated space below, you confirm that:

1....you have read the information about the research.

2....you understand the purpose and procedures of the research.

3....you have received satisfactory answers to questions about participating in this research.

4....you are voluntarily participating in this research and are aware that you can withdraw at any time without consequences.

Abstract

This study examined the relationship between the Big Five personality traits and movie genre preferences among Croatian student respondents. The Big Five traits of 203 participants were measured as well as their level of enjoyment of eleven different film genres namely: Thriller, Romance, Western, Comedy, Action, Drama, Science Fiction, Crime, Horror, Fantasy, and Musical. Other than personality traits, factors as their movie-watching frequency, whether they identify as movie lovers/enthusiasts or not, their enjoyment of happy and realistic endings in movies, and their enjoyment of watching movies alone and in the company of others were considered.

Several significant associations were found between movie genre preferences and the Big Five. Specifically, agreeableness, conscientiousness, and openness were positively linked to a preference for thrillers, while extraversion and agreeableness were associated with a preference for romance. Comedy enjoyment was positively related to both agreeableness and conscientiousness, while the preference for drama with the traits of extraversion, agreeableness, conscientiousness, and openness. Openness was also positively linked to a preference for science fiction and fantasy. The enjoyment of Crime was positively associated with openness and agreeableness. Additionally, preferences for musicals were positively associated with agreeableness and extraversion. After the correlation analysis, 11 regression analyses in which additional measures of movie-watching preferences were added.

Our regression analysis showed that the predictor openness showed a significant positive relationship and the predictor drawn to happy endings a significant negative relationship with the enjoyment of Thrillers. The predictors of agreeableness and drawn to happy endings both showed a strong and significant positive relationship with the enjoyment of Romance. Openness showed a significant negative relationship with the enjoyment of Romance. The predictor gender showed a significant positive relationship with the enjoyment of Westerns.

The predictors drawn to happy endings and agreeableness showed a significant positive relationship with the enjoyment of Comedy. None of the predictors showed a statistically significant relationship with the enjoyment of Action. The predictor drawn to realistic endings showed a positive relationship with the enjoyment of Drama. The predictor enjoying watching alone showed a very strong positive relationship with the enjoyment of Drama. Movie-watching frequency and drawn to happy endings showed a negative relationship with the enjoyment of Drama. Openness and Emotional stability showed a positive relationship with the enjoyment of Science Fiction. The predictors conscientiousness and drawn to realistic endings showed a significant negative relationship with the enjoyment of Science Fiction. The predictor movie lover showed a positive relationship with the enjoyment of Crime and drawn to happy endings a negative relationship with the enjoyment of Crime. The predictors of gender and movie-watching frequency showed a significant positive relationship with the enjoyment of Horror. Drawn to happy endings showed a significant negative relationship with the enjoyment of Horror. Openness showed a significant positive relationship with the enjoyment of Fantasy. Drawn to realistic endings showed a significant negative relationship with the enjoyment of Fantasy. Drawn to happy endings showed a strong significant positive relationship with the enjoyment of Musicals. The predictor extraversion showed a significant positive relationship with the enjoyment of musicals. The predictors of emotional stability and conscientiousness showed a significant negative relationship with the enjoyment of Musicals. Thus, these findings contribute to the understanding of how personality differences affect media choice. The practical implications of these findings can be useful to content creators, marketers, and recommendation systems about tailoring movie recommendations to users' personalities to enhance viewer satisfaction and engagement.

Form A.

UNIVERSITY OF SPLIT

FACULTY OF HUMANITIES AND SOCIAL SCIENCES

ACADEMIC INTEGRITY STATEMENT

by which I, as an applicant for obtaining a title university Bachelor's degree in psychology, I

declare that this graduation thesis is the result of my own work only, that it is based on my

research and draws on the published literature as indicated by the notes and bibliography

used. I declare that not a single part of the thesis was written in an impermissible manner, that

is, that it is not copied from an uncited work, and that it does not violate anyone's copyright. I

also declare that no part of this thesis has been used for any other work at any other time

higher education, scientific or work institution.

In Split, 19.09.2024.

Signature:

Statement on the Storage and Publication of Assessment Paper

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Student: Lydia Zamani

Work title: The Relationships between the Big Five Personality Traits and Movie Genre Preferences among a Sample of Croatian Students

Scientific area and field: Psychology

Type of work: Final thesis

Thesis Supervisor (first and last name, academic degree and title)

Darko Hren, Izv. Prof. Dr. Sc.

Thesis Co-supervisor (first and last name, academic degree and title)

-

Committee members (first and last name, academic degree and title):
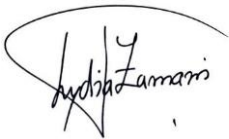
Goran Kardum, Prof. Dr. Sc.

Darko Hren, Izv. Prof. Dr. Sc.

Bruno Barać, Dr. Sc.

By this statement, I confirm that I am the author of the submitted assessment paper (final/graduate/specialist/doctoral thesis - circle as appropriate) and that the content of its electronic version fully corresponds to the content of the work defended and edited after defense. As the author, I declare that I agree to have my assessment paper published permanently and publicly in open access, free of charge, in the Digital Repository of the Faculty of Humanities at the University of Split and the repository of the National and University Library in Zagreb (in accordance with the provisions of the *Law on Higher Education and Scientific Activity* (Official Gazette no. 119/22).

Split, 19.09.2024.

Student signature:

Note: In the case of a need to restrict access to the assessment paper in accordance with the provisions of the Copyright and Related Rights Act (111/21), a substantiated request should be submitted to the Dean of the Faculty of Humanities in Split.