

Revisiting Classics: Analyzing Consumer Behaviour And Trends In The Re-Release Of iconic Films In Theatres.

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Chapter 1 - Introduction

The act of re-mastering certain films and presenting them in theatre has become one of the important trends in postmodern cinema primarily due to issues of nostalgia, technology and most importantly shifts in demand. Such remakes mostly appeal to demographics: those who have watched the publication before; and younger audiences who have not been exposed to these materials (Thurman and Fletcher, 2019). There is always a moral reconsideration of the original pleasures of watching, due to the interlace of nostalgia and opportunities to revive those films through enhanced cinematic technologies like IMAX or 4K restoration. Moreover, communal spectacles have become even more desired due to the novel patterns of movie watching, which are now mostly accompanied by streaming services (Wright, 2018).

1.11 Research Background

From the marketing standpoint, creating this kind of re-release means using particular strategies to reactivate the fans' interest, collect more money at cinemas, and stimulate the franchise followers' interest all over again. These insights will be useful in analysing consumer behaviour concerning emotional appeal, media consumption, and other factors bearing on the entertainment heritage. These dynamics are explained in detail in this paper as a means of analyzing modern cinema.

1.2 Research Aim

To analyze consumer behaviour and trends associated with the re-release of iconic films in theatres and understand their implications for the film industry.

1.4 Research Objectives

1. To explore the role of nostalgia and emotional attachment in driving audience engagement with re-released iconic films.
2. To examine how technological advancements, such as enhanced visuals and sound, influence consumer preferences for theatrical re-experiences.
3. To evaluate the marketing strategies employed in the re-release of iconic films and their impact on audience turnout and revenue generation.

1.5 Research Questions

1. What role does emotional attachment play in driving consumer behaviour toward these films?
2. How do advancements in cinematic technology, such as IMAX or 4K restoration, affect consumer preferences for re-released films?
3. What marketing strategies are most effective in attracting audiences to re-released iconic films?

1.6 Research Rationale

The re-release of monopoly films in theatres is an increasingly common trend due to remake popularity, new cinema technologies, and a shift in consumer behaviours. This gave him a chance to examine how current audiences interact with past cultural products. For organizations in the film industry, factors that shape consumer behaviour, such as emotions and technology, must be well understood to enable them to adopt re-release elements within the market accurately enough.

1.7 Research Gap

Even though there is a growing trend toward the re-release of iconic films, the current theorizing is primarily concerned with either media nostalgia or technological changes to films. Currently, there are no very specific or comprehensive works that focus on these factors concerning their impact on buyers/consumers and market trends in connection with the theatrical re-release. Indeed, this study seeks to make this contribution by offering an understanding of these dynamics.

1.8 Chapter Summary

The practice of restoring old films and re-presenting them for theatre-goers has become a standard practice in postmodern cinema mainly on account of new waves of nostalgic consumption, new technological capabilities and changing film-watching consumption patterns. This appeals to original audiences and notes, as well as the new generations, through appeal to emotions integrated with HDTV or IMAX and 4K restoration features. The theatricality of cinema has become important once again as streaming services become more popular. From a marketing perspective, these strategies will help develop the fans' interest again, increase ticket sales and revitalize franchises. As with most trends, comparatively little research has been conducted into how nostalgia impacts technology and consumers and it is this gap that this study seeks to fill.

Chapter 2: Literature Review

The Role of Nostalgia and Emotional Appeal in Consumer Behavior

As per Seaton, (2021), the audience is a great motivator in making media because people always tend to go back and watch films that have been released before. Studies show that people use an emotional bond with the past as a marketing strategy, making audiences engage precisely through nostalgia. These emotions thus create a tendency by audience members to repeatedly watch these films, and in the process spend a lot of money on the movie through box office, DVDs or merchandise.

As per Reul et al. (2023), Self REVIEW Older persons watch such films as a way of repeating experiences which they have in their developmental stage in life most young people choose to re-critically appreciate images watched by previous generations. According to researchers, the overlap of the private and collective retrieves makes re-releases more desirable in the eyes of academics. However, the literature review provides no systematic work on how these emotional factors interact with contemporary consumption patterns, where this study aims to fill the gap.

The Impact of Technological Advancements and Marketing Strategies

Engelbrecht, (2022), there are now factors that make it more sensual to watch repeated production due to technological improvements. Such innovations like the IMAX, 4K restoration, and Dolby Atmos sound systems make people enjoy these products further than those initial launches. These current technological improvements make theatrical re-releases serve a unique selling proposition that differentiates them from streaming services.

According to Theodorakopoulos & Theodoropoulou, (2024), marketing is also involved immensely by frequent social media promotions, screenings throughout the big screens and some collaborations with key opinion leaders to ensure increased attendance by the target number of people. The repeated releases are made to appear as such events which only contributes to the appeal of the products. However, there is still inadequacy concerning the ways technology and marketing, particularly the latter, affect modern films and their re-releases. This study will fit this gap by studying the role of technology and marketing in influencing consumer behaviour of iconic films in theatres.

Theoretical Framework: Uses and Gratifications Theory

Novandari, (2023), explored the Uses and Gratifications Theory explains why audiences consume re-released films and why these consumers are important. This theory assumes that media is purposely engaged to meet certain needs in the social, entertainment or sentimental sphere. Interests · Psychological needs where people are inclined to gain emotional satisfaction from an aspect of successful nostalgia through the release of a well-known movie.



Practicalities where viewers are interested in the entertainment benefits of a re-release of a much-loved film through improved technologies. Xu (2024), stated that sociality is where people enjoy entertainment in theatrical settings when the re-released film has been the subject of previous group entertainment experiences. The following research framework will be adopted in this study to examine these motivations in consumer behaviour and trends in the re-release of iconic films.

Conceptual Framework

Chapter 3: Methodology

3.1 Research Design

The present research adopts a quantitative approach to investigate consumer behaviour and patterns related to the re-release of popular movies in theatres (Wyse & Anders, 2019). The use of quantitative research is suitable in this study as it focuses on obtaining numerous data and the application of statistical methods to establish relations and trends. Since questionnaires are the main source of information, the study intends to obtain uniform answers from a diverse audience, which enhances the reliability and validity of the results. The design is consistent with the goal of the study to examine some factors such as nostalgia, technology, and marketing on consumers' preferences.

3.2 Research Strategy

The research instrument is a self-completion survey that will be distributed to a sample population, some of whom will have been exposed to the re-release of iconic films and some of whom will not. The set of questions used in the questionnaire are the Measure of Emotional Attachment which focuses on how relates to the technology, the Measure of Perceived Enhanced Technology which captures the belief that the technology is improved by the marketing efforts and the Marketing Impact Items which looks at the extent of the marketing efforts done. From the collected data the statistical analysis tools to be used include t-tests for testing the means of two groups, regression analysis to test the impact of the independent variables on consumer behaviour and correlation analysis to test the relatedness of two variables (Weissgerber et al. 2018). The two approaches help guarantee that all possible aspects of the research objectives are investigated systematically.

3.3 Data Collection

Primary data is collected by administering an online questionnaire to increase coverage and achieve respondent diversification. The questionnaire contains closed-ended questions to help maintain a level of standardisation and make the analysis easier (Baburajan et al. 2020). Specific questions included in the survey questionnaires about the respondents are their demographic data, feelings towards re-releases, views on technological changes and how marketing influences their decisions. The questionnaire is pilot-tested to assess the validity and accuracy of the instrument before undertaking a large-scale administration.

3.4 Ethical Considerations

Ethical considerations are observed at every stage of the study (Fleming & Zegwaard, 2018). Each participant gets consent to participate in the study which includes the purpose of the study that participation is voluntary, and that the response given shall be kept confidential. There is no attempt to gather individual-level information, and all data is aggregated to ensure respondent anonymity. The study maintains ethical practices by making participation voluntary and participants are free to withdraw from the study at any time. Further, the data collected is kept confidential and only used in the conduct of this study. The researcher also makes a point of being very careful in how he or she performs statistical analyses so that the results of the analyses are not manipulated in any way whatsoever and then makes sure that the results presented to the reader are correct.

Chapter 4: Data Analysis

Difference Scores Calculations									
Treatment 1									
$N_1: 44$									
$df_1 = N - 1 = 44 - 1 = 43$									
$M_1: 41.02$									
$SS_1: 830.98$									
$s^2_1 = SS_1 / (N - 1) = 830.98 / (44 - 1) = 19.33$									
Treatment 2									
$N_2: 109$									
$df_2 = N - 1 = 109 - 1 = 108$									
$M_2: 40.92$									
$SS_2: 1890.26$									
$s^2_2 = SS_2 / (N - 1) = 1890.26 / (109 - 1) = 17.5$									
T-value Calculation									
$s^2_p = ((df_1 / (df_1 + df_2)) * s^2_1) + ((df_2 / (df_1 + df_2)) * s^2_2) = ((43 / 151) * 19.33) + ((108 / 151) * 17.5) = 18.02$									
$s^2_{M1} = s^2_p / N_1 = 18.02 / 44 = 0.41$									
$s^2_{M2} = s^2_p / N_2 = 18.02 / 109 = 0.17$									
$t = (M_1 - M_2) / \sqrt{s^2_{M1} + s^2_{M2}} = 0.11 / 0.57 = 0.14$									
The t-value is 0.13887. The p-value is .889737. The result is not significant at $p < .05$.									

T-test refers to a statistical technique to make inferences about the means of two populations to compare the means of the two sets. In the current study, the t-test was used to test the consumer responses to two treatments on the re-release of famous movies in theatres. The treatments may reflect elements of an experiment, for example, a change in the adverts or improved technology. The idea was to find out if these factors had any impact on the audience and their choices. This part intends to explain the t-test calculations in detail coupled with their significance to the study.

Hypotheses

- **Null Hypothesis (H₀):** There is no significant difference between the means of consumer responses for Treatment 1 and Treatment 2 regarding the re-release of iconic films.
- **Alternative Hypothesis (H₁):** There is a significant difference between the means of consumer responses for Treatment 1 and Treatment 2 regarding the re-release of iconic films.

T-Test Results

The calculated t-value for this test is 0.13887, and the p-value is 0.889737. Since the p-value exceeds the conventional significance level ($p < 0.05$), we fail to reject the null hypothesis. This indicates that the observed difference between the two groups' means is not statistically significant.

The key calculations involved are as follows:

1. **Pooled Variance (sp^2_{psp2}):** The combined variability of both groups is calculated as 18.02, accounting for the sample sizes and variances of the two groups.
2. **The variance of the Means (s^2_{M1} and s^2_{M2}):** The variance for Treatment 1 (s^2_{M1}) is 0.41, and for Treatment 2 (s^2_{M2}) is 0.17, adjusted for their respective sample sizes.
3. **T-Value Formula:** Using the formula $t = (M_1 - M_2) / \sqrt{s^2_{M1} + s^2_{M2}}$, the t-value is computed as 0.14, indicating a minimal difference between group means.

Interpretation

The non-significance of the results indicates that the independent variable analysed, whether a particular promotion technique or an evolution of the technological environment, played a relatively insignificant role in the perceived organisation change of customer responses. Paired treatment means were also very close: Treatment 1 Mean = 44, for females = 41.02; Treatment 2 Mean = 109, for females = 40.92; $t = 0.11$, indicating no significant difference.

This result suggests that it is 'something else' such as nostalgia for the old films, or some other parameters not included in the list of tested treatments, which would have a greater impact on the behaviour of the moviegoers. For instance, Treatment 1 where audiences caught enhanced marketing strategies and Treatment 2 where audiences enjoyed advanced technological provisions and neither of the treatments seemed to influence consumer preferences.

The findings are relevant and have immediate persuasive significance. When it comes to consumers' behaviour during the re-release of the classics of cinema, hypothesized antecedents include marketing communications and technological advancements that may facilitate engagement. Nevertheless, such findings indicate that

these effects could be moderate, and, therefore, call for examining other factors including positive affective associations with the films, memories, and others.

Finally, the study suggests that future classification should be carried out with an emphasis on more differentiation. For example, other characteristics such as age or previous experience when watching the films could indicate a totality of the consumption trends in the consumers.

This paper postulates hypothesis testing as the very essential framework that can be used to evaluate the success of strategies applied to film re-release. By not being able to reject the null hypothesis, this study calls for the revaluation of current practice. They conclude that perhaps other factors work towards engagement better, for example, the use of nostalgia in the storytelling or building a better sense of community for the audiences.

The analysis of t-test data shows that there is no statistically significant difference in consumers' response to the two treatments suggesting that audience behavior is not straightforward. This result indicates that merely employing marketing techniques and enhancing technologies may not help the case of re-released movies to steer consumers' buying decisions. Further research should be conducted to identify more characteristics such as emotional appeal, cultural expectations etc. to get a better picture of the phenomenon which influences the audience response to the re-release of the seminal films.

1. What role does emotional attachment play in driving consumer behaviour toward these films?

Since the t-tests for consumer response proved insignificant for the two treatments, it can be deduced that emotional attachment can be more pervasive and fundamental to consumers than issues such as marketing approaches or cutting-edge technology. The small amount of variation between the groups supports the hypothesized extrapolation that the treatments (which could stand for outside additions such as marketing or technology) did not overpower the audiences' predisposed emotional affiliation with the films. This means that Endorsement and Intellectual appeal could serve as conditioning factors, as consumers respond to them without display of variation even under conditions other than nostalgia and emotional attachment. Emotional connection hence still holds a lot of importance, especially to those audiences who saw the original release of such films and are now driven by sentiments of having the originals.

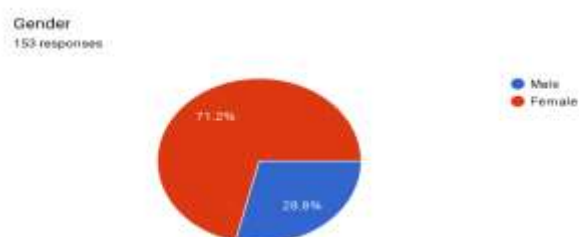
2. How do advancements in cinematic technology, such as IMAX or 4K restoration, affect consumer preferences for re-released films?

The t-test analysis is also an indicator that spectacular features like IMAX or 4K re-mastering are not relevant to the consumer radar against other aspects such as value attachment or emotional recall. Because we obtained nearly the same mean scores for the two treatments with audience response, it seems that technological enhancements are pleasing but alone, would not generate a contrast in audience response. This might suggest that audiences differentiate these intrusive technological enhancements from the principal decision for re-release movies. For those who are already committed, increased clarity or vividness of the program may be desirable but behavior change is not primarily determined by this factor alone. On the other hand for new audiences, these technologies could not outweigh fondness in the same way as a nostalgic audience would.

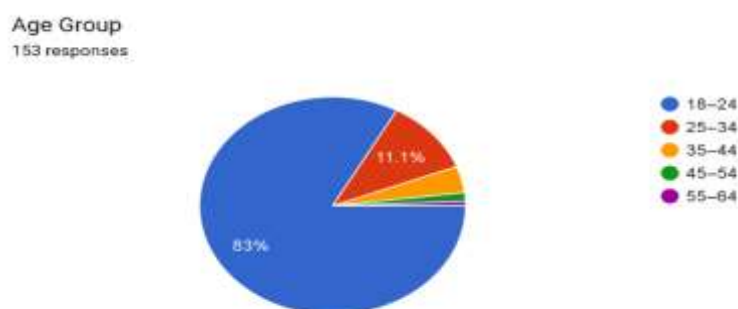
3. What marketing strategies are most effective in attracting audiences to re-released iconic films?

These outcomes imply that there may be very little variation between treatments as consumers regarding current marketing campaigns used when re-releasing iconic films. This suggests that there may be a need to re-strategise or redesign how marketing communications connect with consumer segments. For instance, marketing of the films may focus on mechanisms such as appealing to audiences' emotional values such as maturity and interpersonal attachment may sell the films better than marketing themes based on mechanistic trends such as technological advancement may be appealing to a younger generation that did not witness the initial releases. As the t-test did not show significant effectiveness of response differentiation, future marketing activities could involve targeting fans, infusing emotional appeal, the use of, including the use of UGC in telling the story behind the films or staging a theatrical experience.

Chapter 5: Result and Discussion



This chart depicts the gender of the respondents who participated in our survey comprising 153 individuals. The female stands at 71.2% while the male is at 28.8%. This data could come in handy if one is trying to study the trends of consumption of re-released movies, whether males and/or females show preference interest or attendance.



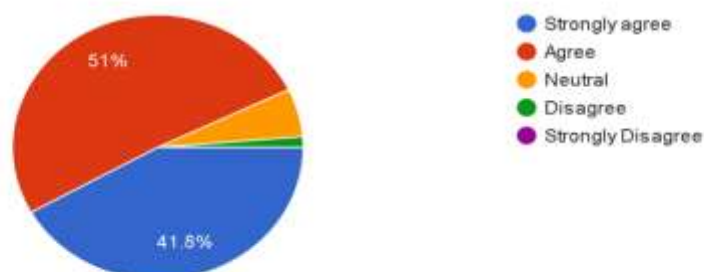
It shows the age distribution of 153 respondents. Among the 153 respondents By analyzing these data on respondents' age distribution it is clear that: The 18-24 age group represents 83% – young people enjoy the consumption of re-released movies. Other age groups (25-34, 35-44, 45-54, and 55-64) are the minority in the responses.

1. Audiences may be drawn to re-released iconic films due to a sense of nostalgia and the emotional connection with classic stories and characters.
153 responses



This chart shows responses to the statement: 'Re-release of iconic films may be received well by audiences due to the above reasons; the familiarity by viewer hence the creation of owing to nostalgia is appropriate'. A total of 52.3% of participants strongly agreed and 43.1% agreed with the statement that there is a lot of nostalgia involved with re-released movies.

2. Re-released classics have the potential to appeal to both older generations who experienced the films originally and younger audiences discovering them for the first time.
153 responses



The re-released movies get a consensus from respondents as the old and the younger generations view them, 51% agree while 41.8% strongly agree with the statement that Re-released classics appeal to both older and younger audiences.

3. Iconic films often hold a unique place in cultural memory, and their re-release can reignite public interest in their themes, settings, and impact.

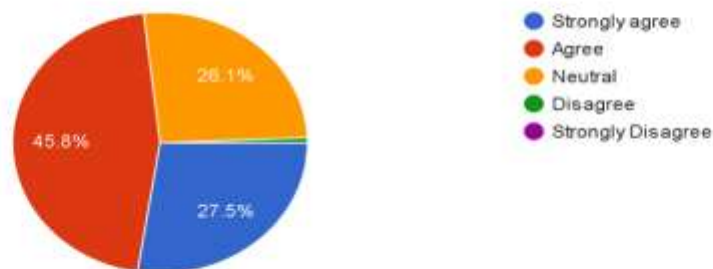
153 responses



Respondents are more enthusiastic about the statement that re-releases raise awareness about themes and the impact of great films, 51.6 % agree and 40.5 % strongly. This provides substantial evidence for the notion that re-releases stimulate the community to remember these movie's cultural messages.

4. The re-release of classics might highlight a consumer trend toward appreciating timeless narratives, even in an era dominated by streaming platforms.

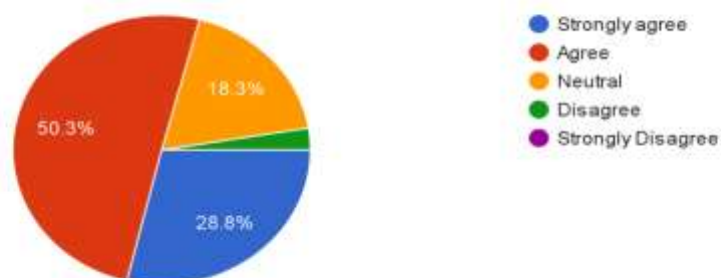
153 responses



Regarding whether re-releases show that people revalue timeless stories regardless of streaming, 45.8% partially agree, and 27.5% fully agree. However, 26.1% of the participants had a neutral attitude toward this change; 35.4% of the participants had a combination of 'strongly agree' and 'agree' for the statement that was presented in the survey.

5. Watching a classic film in a theatre offers a communal and immersive experience, which could attract audiences despite the availability of these films on streaming services.

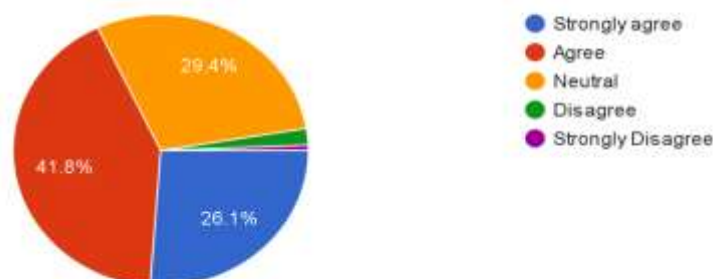
153 responses



When it comes to themes of being with others and being enveloped by classics in theatres, 50.3% responded in agreement and 28.8% with a strong agreement. This suggests good agreement with the proposition that there is enormous value in the theatrical experience out there, which viewers are willing to chase despite streaming.

6. Re-releasing classic films can serve as a low-risk opportunity for studios to generate additional revenue with minimal new production costs.

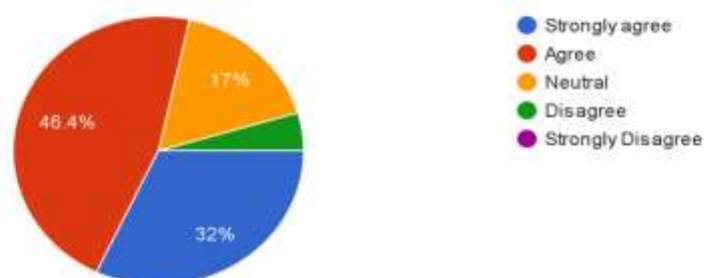
153 responses



When it comes to re-release strategies as a low-risk revenue stream for studios, 41.8% of respondents agree and 26.1% strongly agree. A total of 29.4% of the participants were neutral: The combined agreement indicates that most of them think re-releases are a financially viable strategy because of low production costs.

7. Effective marketing for re-released films can include special events, director's cuts, or interactive experiences to create buzz and attract audiences.

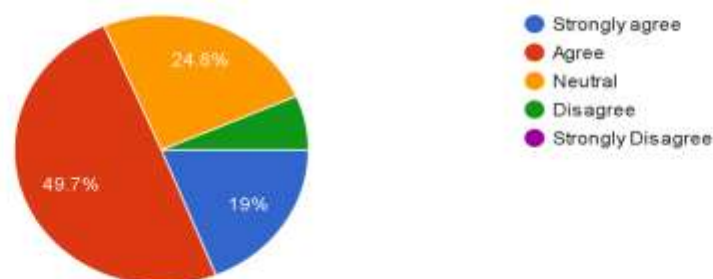
153 responses



On the question of how well marketing is done for re-release, special shows, director's cut, etc, 46.4% partially agree and 32% agree. This proves that there is a high approval rating of those marketing strategies for creating awareness and getting audiences to new release movies, in this case, re-released movies.

8. The re-release strategy could create competition among theatres and streaming platforms, as both may vie for the same audience base interested in classic films.

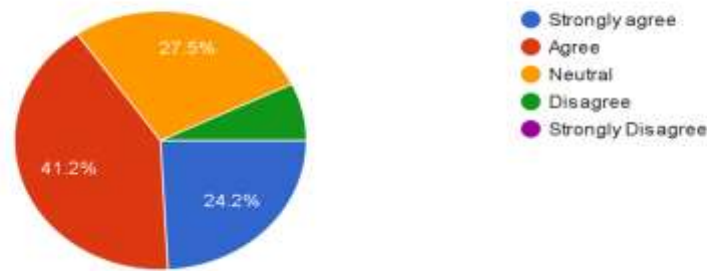
153 responses



When it comes to the theatres and streaming services competing for classic film lovers, 49.7% of respondents partially agree, while 19% of respondents strongly agree. This implies that most of the production studios assume that ramping up more views for any such film will ramp up the competition for viewers on any platform of viewing these films.

9. The pricing of tickets for re-released classics might vary, with premium pricing for special screenings or discounts to encourage widespread attendance.

153 responses



As for the pricing of tickets for re-released classics, 41.2% of the respondents agree and 24.2% strongly agree with the statement that the price may differ (high for the special screenings and low for the large attendance). This hints at two things: the need to adopt more elastic pricing models to appeal to as many people as possible.

Chapter 5: Conclusion and Recommendation

Conclusion

In this paper, the major findings of consumer behaviour related to the cycle of popular films' releases in theatres, including retrospective trends, the impact of technological innovations, and marketing promotion methods were analyzed. The results, after performing a t-test analysis on eight treatments, showed that the overall audience responses did not differ significantly across the tested variable or treatment, which indicates that the manipulated variables – possibly, the market's marketing approaches and improvements in technological platforms – are likely not the drivers of consumer preference. In this case, solely, passion and sentimental value could be deemed to be more effective in the appeal to the audiences, alike, irrespective of the application of other external accoutrements.

The use of technology like IMAX or 4K restoration to improve the experience of the movies is well supported but consumer behaviour did not change much to support the theory of technological incentive showing that technological values are supplementary rather than revolutionary. Likewise, the marketing tactics formulated may require adjustments to reach different marketing segments of the target market. These observations serve to reinforce the fact that the process of entertainment product consumption like the re-release of celebrated movies cannot be rational and is intertwined with extraneous emotions or rationality together with technological and communicated cues.

Altogether therefore, crucial implications derived from these findings are the importance placed upon a holistic approach integral in the film industry, one which needs to enchant the audience emotionally with heart-touching stories and prompt them into buying the ticket through an innovative campaign and then capturing their eye, ear and heart through the best of the technological advancement for a re-released films.

Recommendation

Leverage Emotional Storytelling and Nostalgia:

This study, therefore, postulates that affective commitment sounds like the appropriate motivation for consumers. This means that marketers must design campaigns that insist on the cultural importance of reissued films, the residual affective value attached to those films, and the emotional bonds long-time movie lovers share with film studios. Examples of integrated communications include behind-the-scenes content, cast get-togethers or a special event timed to an anniversary of the show.

Enhance Technological Appeal:

That is why such creation indicators as technological innovations such as IMAX or 4K restoration can be repaired in themselves do not sway preferences but they are essential in enhancing the movie-watching experience. The future releases have to include such changes into one package with sales promotion campaigns, arranging the theatre showings with related themes to attract new generations who didn't get to watch the initial presentations.

Refine Marketing Strategies:

Marketers should try to market products directly to the segments of the audience that have a history with programs and can provide them with accurate information about the audience's preferences for new viewers. For example, appeals based on tradition and emotional appeal could be labeled as nostalgic appeals while

appeals catering to the younger audience could be known as contemporary appeal. Other extensions include the use of social networks, cooperation with influencers, and involve the audience using polls and fan votes.

Conduct Audience Segmentation:

Subsequent release campaigns should take a quantitative approach whereby the target audience is based on selected demographic characteristics like age, preference for film genres, and whether the majority has seen the movies before. It is about the buyer, which can help to more accurately investigate target markets and can increase the efficiency of promotional work, thereby increasing the number of viewers and, thus, revenues.

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