Movie Goer Alignment Diagram Research Conducted by Indi Young June 2004	Decide to Watch a Film	Encounter a Film I Haven't Heard Of	Choose Film Look for Certain Qualities	Learn More about a Film	Choose a Theater	Choose a Time	Go to the Theater	Watch a Film at Home	Eat Dinner	Attend a Film Event	Watch the Film	Allow a Film to Permeate My Life Buy Soundtrack Allow a Film to Permeate My Life	Interact with People about the Film	Follow the Industry
Legend Mental Space Conceptual Group Popular (5+ Voices) Normal (2-4 Voices) Rare (1 Voice) Added During Workshop Primary Location for Content or Function Another Place	Watch a Film to Audience a Mod Watch a Film to Audience Watch a Film to Culture W	Encounter a Film I Havent Heard Of Read a Book Search for Films Online Hear about a Film See a Trailer What's Playing Today (by title)	Choose Films by Director Choose Self-Deprecating Films Choose Self-Deprecating Films Choose Self-Deprecating Films Choose Fi	Read Review to Get an Idea of the Film Read Review to Get an Idea of the Film Read Review to Get an Idea of the Film Read Review to Get an Idea of the Film Read Review to Get an Idea of the Film Read Review to Get an Idea of the Film Read Review to Get Expectations Look for Trailers Online Look for Trailers Online Look for Trailers Online Look for Trailers Online Set Expectations Read Reviews Out of Curlosity Read Reviews Out of Curlosity Read Film Festival Reviews Film List (compiled reviews) Film List (by Film Chat List of Extras Link to Official Theater Film List (by	Choose a Good Theater Choose Theater wild Good Earls Choose Easy Theater wild Good Earls Choose Easy Theater Earls Earls Choose Theater Close to Good Restaurants Choose Theater List My Favorite Theater List My Favorite Theater List My Favorite Theaters List My Favorite Theater List My Favorite Theaters List Pick Favorite What's Playing Pick	Choose Screening Time Choose Later Screening Avoid Early Screening Look Up Running Times (Length) Look Up Running Times Choose Early Screening Avoid Being Late to Theater Theaters Near Me My Favorite	Resolve Group Logistics Meet Group at Theater Get Tickets for a Group Schedule a Time with a Group Map to Theater Map to Theater Resolve Group Logistics Buy Tickets Avoid Concessions Loncessions Instead of Dinner Buy Concessions Choose Seats Avoid Concessions Choose Seats Arywhere Dinner Buy Chocolate Buy Chocolate Buy Chocolate Buy Chocolate Choose Seats with Good Sound Bring Coat to Co Theater Buy Popcom My Favorite Theaters List My Favorite Theaters List Driving Driving Driving Driving Driving Driving Driving Driving Driving Driving	Rent a Film Rent a Film to Save Money Try Renting through NetFix Rent if Don't Feel Like Going Out Rent a DVD trom Sponsor Resserve a DVD Resserve a DVD Watch DVD Extras Watch DVD Extras Avoid Extras on DVD Watch Extras on DVD Watch a Film on DirecTV Watch a Film on DirecTV Watch a Film on DirecTV Rent a DVD from Sponsor Resserve a DVD Resserve a DVD Resserve a DVD	Eat Dinner Eat Dinner with a Companion/ Date Eat Lunch Before a Film Eat Dinner After Film Decide When to Eat Dinner Eat Dinner Eat Dinner Decide When to Eat Dinner Local Restaurant Links Local Restaurant Links Local Restaurant Links	Attend a Film Retrospective Attend a Film Retrospective Attend A Film Retrospective Attend Academy Screening Attend Academy Screening Attend Opening Night Dress in Costume Dress in Costume Local Film Festival Links to Local Outdoor Screenings Links to Film	Reactto the Film During Screening Avoid Audible Reactions Hide My Eyes Feel Strong Emotions Share Reactions w/ Companion Compare Film to Book Immerse Myself in a Film DVDs Alone Immerse Myself in a Film Reactions w/ Companion Comment on Film During Screening Comment on Fi	Listen to Soundtrack Read the Book Afterwards Investigate Story of Film Afterwards Wish that a Film Can Change How! Act Let the Movie Linger Use Quote from Film in Conversation Alter my Behavior/ Opinion Alter my Behavior/ Opinion DVD Release Dates DVD Release Dates Write Fan Mai to a Director	Discuss the Film Afterward Avoid Discussions Ask Strangers Their Opinion After a Film Discuss Interpretation of Book Discuss the Quality of the Film Discuss Film Afterwards Go Somewhere to Sit and Discuss Film Rate a Film	Track Box Office Competition Track Box Office Competition Track Box Office Competition Track Box Office Competition Top Box Office Performers Top DVD Sales Performers Top DVD Sales Performers Top DVD Sales Performers Links to Gross Income Links to Film Links to Film
Another Place for Content or Function May So	Trailer Top Requested What's Trailers Top Requested What's Trailers This Film is Like Another released If you Like This Linkt Unit Like In Clarks to Film Like Sto Film Like Sto Film Like Sto Film Like Carr, You Will Like In Clarks Websites Like Another In Clark to Film Like Carr, You Will Like In Clark to Film Like Like Like Like Like Like Like Like	What's Playing Today (by director/actor) What's Playing Today (by director/actor) What's Playing (by director/actor) What's Playing Today (at favorite theaters) S Playing Favorite theaters List of Movies Coming Soon Theater Release Dates List of Movies Coming This Weekend	What's Playing Today (by director/actor) What's Playing Today (by genre) What's Playing (by director/actor) Us to do	favorite reviewer) Fim Clast (by peer rating) Fim Chat Room (by director) Fim Chat Room (by related films) My Favorite Reviewers List Pick Favorite Reviewer Links to Entertainment Websites Links to Entertainment Websites Links to Film Archive Reviewers List Links to Other Reviewers List Links to Film Archive Reviewers List Links to Other Reviewers List Links to Film Archive Reviewers List Links to Film List (by Decrease Dates Links to Film Archive Reviewers List Links to Film List (by Links to	Theater (by peer rating) Pick Favorite Theater (by peer rating) Pick Favorite Theater (by peer rating) Pick Favorite Theater (by peer rating) Rate a Theater Rate a Theater (by concessions) Pick Favorite Theater (by location) Pick Favorite Theater (by concessions) Pick Favorite Theater (by location) Pick Favorite Theater (by loc	Theater List Theater List Link to Theater Website What's Playing Today (by location) What's Playing Today (by title) Link to Theater Website What's Playing Today (by location) What's Playing Today (by title) Link to Theater What's Playing Directions for Theater What's Playing Today (by title) What's Playing Today (by title) What's Playing (by title) What's Playing (by location) What's Playing (by location) What's Playing Today (at favorite theaters) What's Playing Today (at favorite theaters) What's Playing (at favorite theaters) What's Playing (at favorite theaters)	Directions to Theater Parking Directions for Theater Link to Theater Website What's Playing (by location) What's Playing Today (at favorite theaters) What's Playing (at favorite theaters) Showtimes Prices to Theater Line? Is It Sold Out? Is There a Line? Is There a Line?	Reserve a DVD from Sponsor DVD Release Dates Reserve a DVD from Sponsor Reserve a DVD from Sponsor Reserve a DVD from Sponsor		Festival Websites National Film Festival List Links to Film Festival Schedules		with Fait was to an Actor	My Favorite Films, and Why Rate the Mood of a Film This Film is Like Another If You Like This Director, You Will Like If You Like This Actor, You Will Like If You Like This Actor, You Will Like	Tracking on Films Links to Box Office Websites Links to Film Institute Websites