

# International Conference on Nurturing Sustainability through Innovations in Science and Technology for Global Welfare



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## To study the relationship between movie preferences with personality and lifestyle choices among emerging adults.

**Introduction:** What we see and become seems to have a relation. There is a dilemma of whether our personality and lifestyle are based on what we watch in media or vice versa. The current study will measure the relationship between movie preferences with personality and lifestyle choices among emerging adults. There is limited research on understanding the relationship between movie preferences with personality and lifestyle choices.

**Method:** The Study will be quantitative with a sample of 120 adults sampled through convenience sampling from educational institutions and workplaces. The participants will be asked about their movie preferences through the Film Preference Questionnaire (Andrew Romans), secondly, the Manasa Prakrti Inventory (A. Arhanth Kumar, Shreevathsa Manjunath, and Arun Jain) will be administered to assess personality traits and the Lifestyle questionnaire (Douglas Wilson & Ciliska) will be used to identify the lifestyle choices of 120 adult participants.

**Analysis:** Pearson's product moment Correlation will be used to understand whether a relationship exists between movie preference with personality and lifestyle choices among emerging adults.

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