**LEGISLATIVE COUNCIL PANEL ON
INFORMATION TECHNOLOGY AND BROADCASTING**

**2000 Public Opinion Survey
on Film Classification System**

PURPOSE

      This paper informs Members of the findings of the 2000 Public Opinion Survey on the Film Classification System.

BACKGROUND

2.   The Television and Entertainment Licensing Authority (TELA) conducts a large-scale public opinion survey on the film classification system on a biennial basis to assess the community's acceptance of the existing film classification system (including film classification standards). Such a survey was conducted this year and the one before was conducted in 1998.

METHODOLOGY OF THE SURVEY

3.   In line with past practices, the 2000 Public Opinion Survey was commissioned to a research company. The survey comprises a main survey to collect views from the general public, and two supplementary surveys on the panel of advisers of TELA and moviegoers respectively. Field work for the survey was conducted between April and May 2000.

4.   <u>The main survey</u> covered 617 members of the public (aged 13 to 59) of which 568 were adults. The sample was selected in close resemblance to the demographic profile of the Hong Kong population in terms of age, sex and occupation. Apart from completing a questionnaire on the film classification system, respondents were invited to give their views on the classification of 32 film segments featuring sexuality, violence, horror, offensive behaviour or triad depiction.

5.　　　　The supplementary survey on the panel of advisers involved 108 advisers from the 300-member panel of advisers who are volunteers appointed by the Film Censorship Authority (FCA) (who is the Commissioner for Television and Entertainment Licensing) to view films with censors and advise on film classification.　 This supplementary survey was conducted in the same way as the main survey.

6.　　　　The supplementary survey on moviegoers involved 472 moviegoers (of which 76 were young persons aged 13-17 and 396 were adults) that had viewed six selected commercial films.　 Telephone interviews were conducted to collect their views on film classification standards in general and on the selected films they had viewed.

7.　　　　Two copies of the full report of the survey have been deposited with the Legislative Council Secretariat for perusal by Members.　 The executive summary of the report is at Annex.

SURVEY FINDINGS

8.　　　　In brief, the 2000 Public Opinion Survey on the Film Classification System revealed that:

(a)　　there is general community support and acceptance of the existing film classification system;

(b)　　the existing film classification standards are generally in line with the expectations of the community; and

(c)　　the film classification system is generally regarded by members of public as a useful guide for selecting films for their children.

Details of the findings are elaborated in paragraphs 9 to 16 below.

THE MAIN SURVEY

Knowledge of Film Classification System

9.　　　　The survey revealed that although only 59% of the public were able to identify the existing classification system with its Category symbols and classification notices, 99% were aware of the system and 89% were able to identify its Category symbols.

Role of Classification System in Film Selections

10.   The film classification system has provided useful guidance to the public in selecting films for viewing.   68% of the adult respondents and 65% of the respondents aged 13-17 would refer to the category which a film is classified when selecting films for viewing.

Parental Guidance

11.   The advisory Category IIA (i.e. not suitable for children) and Category IIB (i.e. not suitable for young persons and children) proved to be useful to parents in selecting films for viewing by their children.   81% of the adult respondents considered the advisory Categories IIA and IIB useful as a tool for exercising parental guidance and 82% of the parent respondents would make use of these advisory Categories when selecting films for their children.

Access to Category III Films by Young Persons

12.   Some 49% of the respondents aged 13-17 had seen Category III films (i.e. for persons aged 18 or above only) at their own home (63%), at their friends' homes (58%) or at cinema (4%).   The main reason for viewing was curiosity (71%).

Views on Film Classification Standards

13.   21% of the respondents considered the current film classification standards just right, 17% a bit strict and 42% a bit lenient.   Despite these views, 94% of the respondents considered that, overall, the current film classification standards were acceptable.

Views on Controversial Film Dialogues

14.   The survey results confirmed that the existing classification standards on film dialogues were generally in line with the community standards. Respondents were shown ten film segments with dialogues in Cantonese, English and Mandarin covering sexual reference, foul expression and crude expression.   They considered FCA's decisions appropriate in nine cases and strict in one case.

THE SUPPLEMENTARY SURVEYS

Survey on Public Advisers

15.   The survey revealed that views of public advisers on the classification standards were largely the same as those expressed by the general public in the main survey. This suggests that the classification standards of public advisers are fairly representative of the community standards.

Survey on Moviegoers

16.   Some 23% of the respondents considered the existing film classification standards appropriate, 24% a bit lenient and 31% a bit strict. 95% of the respondents considered that, overall, the current film classification standards were acceptable.

Television and Entertainment Licensing Authority
December 2000

<u>Annex</u>

Survey on Film
Censorship
Standards
2000

14 November, 2000

ACNielsen

Survey on Film Censorship Standards 2000 - Executive Summary (Final)

Television and Entertainment Licensing Authority (TELA)

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Statement of Professional Commitment

ACNielsen certifies that the information contained in this report has been compiled in accordance with sound market research methodologies developed by, or for, ACNielsen. ACNielsen believes that this report represents a fair, accurate and comprehensive analysis of the information collected, with all sampled information subject to normal statistical variance.

Introduction

In 1995, there were significant changes to the Film Censorship Ordinance (FCO), which included the introduction of a refined Category II classification with the sub-division of Categories IIA and IIB. In order to collect opinions from the public on the classification system and standards, the Film Censorship Authority (FCA) commissioned independent survey companies to carry out opinion surveys biennially. The last survey was conducted in October 1998.

Research Objectives The objective of the survey in 2000 is to gauge the public opinion on the film classification system and standards, and, where appropriate, to identify the areas for improvement in both the classification system and standards.

More specifically, the survey explores the following issues:

(1) Film Classification System
- Public awareness of the 3-tier Film Classification System and the work of the FCA
- Public attitudes towards the advisory categories (Categories I, IIA and IIB) and the mandatory age restrictions (Category III) in the existing Film Classification System
- Public awareness and support for Categories IIA and IIB classifications as appropriate guidelines for choosing films for minors
- Parents'/Adults' guidance to minors on the choice of film and minors' accessibility to Category III films

(2) Film Censorship Standards
- Public attitudes towards film censorship standards adopted by the FCA on the depiction of sex, violence, horror, language, offensive behaviour, criminality and thematic materials
- Public opinions on the censorship standards on film titles, Category III film packaging and advertising materials

(3) Other areas of concern on the film censorship

Research Design

Research Design

In view of the above-mentioned research objectives, the study was divided into three parts in order to collect comprehensive opinions from the general public:
➢ Part 1 – the Main Survey
➢ Part 2 – the Public Advisors Survey
➢ Part 3 – the Movie-goers Survey

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Research Design, continued

Main Survey This survey intended to collect opinions on the Film Classification System from the community at large based on relevant demographic features (e.g. sex, age, occupation, education, etc.).

Survey Coverage
The target respondents were the general public aged 13-59 who satisfied the following criteria:
- Ordinary movie-goers who had been to the cinema at least two times in the past 12 months
- Did not hold strong opinions (good or bad) towards film production
- Neither knew nor were related to other respondents in the same interviewing session

Sampling Method/Sample Composition
The target sample size is 600 and the respondents were recruited based on the quotas of sex, age, education, occupation, type of housing and parenthood recommended by the Census and Statistics Department (C&SD) of the Hong Kong Special Administrative Region (HKSAR).

Sample Achieved
A total sample of 617 was achieved.

Data Collection Method
The respondents attended the group interviewing sessions in a studio. In the session, the respondents viewed the selected film segments and dialogues extracted from the films previously classified by the FCA. The packaging and advertising materials of the Category III films were also shown to the respondents. For the respondents aged between 13 and 17, they were only shown the film segments and other visual materials that are of Category IIB or below.

A self-completion questionnaire was used to collect the respondents' opinions on different areas of the Film Classification System.

Fieldwork Period
Fieldwork took place between 17 April and 6 May, 2000.

Research Design, continued

Public Advisors Survey

This survey collected opinions on the Film Classification System from the existing public advisors appointed under the Film Censorship Ordinance (FCO).

Survey Coverage

The target respondents were defined as the public advisors appointed under the FCO.

Sampling Method

The public advisors were invited by TELA to participate in the survey. ACNielsen was responsible for making appointments with the public advisors who were willing to attend the group interviewing sessions.

Sample Achieved

A total sample of 108 public advisors was achieved.

Data Collection Method

Similar to the Main Survey, the public advisors viewed the film segments and dialogues extracted from the films previously classified by the FCA. The packaging and advertising materials of the Category III films were also shown to the public advisors for their opinions.

The public advisors were requested to fill in a self-completion questionnaire.

All the group interviewing sessions were held at the mini-cinema in TELA's office.

Fieldwork Period

Fieldwork took place between 8 and 15 May, 2000.

Response Rate

A total of 142 public advisors replied to TELA that they were willing to participate in the survey. Finally, 108 public advisors attended the group interviewing sessions while the remaining 34 were unsuccessfully recruited.

Research Design, continued

Movie-goers Survey

This part of the survey aimed to collect opinions from the movie-goers who had attended the selected screenings for the survey.

Survey Coverage

The target respondents were defined as ordinary movie-goers aged between 13 and 59 who had attended one of the selected screenings.

Sampling Method

The viewers of each film were recruited at the selected cinemas. Their names and telephone numbers were recorded and they were then randomly selected for telephone interviewing.

Sample Achieved

A total sample of 472 was achieved with the following breakdown:
- 77 movie-goers of "Anywhere But Here"（幸福頂心杉）
- 89 movie-goers of "Galaxy Quest"（星河救兵）
- 89 movie-goers of "The Ninth Gate"（魔鬼手記）
- 94 movie-goers of "Don't look back...or You'll Be Sorry"（唔該借歪）
- 94 movie-goers of "American Psycho"（美色殺人狂）
- 29 movie-goers of "The Annabel Chung's Story"（性女傳奇）

Data Collection Method

The above-mentioned six films of different categories (Categories IIA, IIB and III), each with three screenings at different cinemas, were selected by TELA for the survey. After the recruitment of movie-goers at the selected cinemas, telephone interviewing method was employed to collect the movie-goers' opinions on the Film Classification System and the films they had seen. All the recruited movie-goers were contacted within three days of the recruitment date.

Fieldwork Period

Fieldwork took place between 20 and 31 May, 2000.

Detailed Findings

Detailed Findings - Knowledge on the Film Classification System

Awareness of the Film Classification System

The awareness level of the Film Classification System was very high. Virtually the whole general public (99%) had heard of the Film Classification System.

For the public advisors, all of them were aware of the Film Classification System while 99% of the movie-goers also had heard of it.

Correct knowledge of the System

The general public who had heard of the Film Classification System were shown the following three versions of the Film Classification System and were asked to identify which one was currently adopted in Hong Kong.

1. <u>Classification System A</u>
    Category I – Suitable for all ages
    Category II – Not suitable for children
    Category III – Persons aged 18 or above only

2. <u>Classification System B</u>
    Category I – Suitable for all ages
    Category IIA – Not suitable for children
    Category IIB – Not suitable for young persons and children
    Category III – Persons aged 18 or above only

3. <u>Classification System C</u>
    Category I – Suitable for all ages
    Category IIA – Parental guidance for children
    Category IIB – Parental guidance for yound persons and children
    Category III – Persons aged 18 or above only

Detailed Findings - Knowledge on the Film Classification System, continued

Correct knowledge of the System, continued

Over half (59%) of the general public could correctly identify the existing Film Classification System.

Similar to the general public, the public advisors were asked to identify the existing Film Classification System amongst the three Classification Systems shown. Seventy-nine percent (79%) of the public advisors could correctly choose the existing Film Classification System. A minority (19%) of the public advisors, however, was not clear about the description of Categories IIA and IIB.

(Table 1)

Table 1 *Identification of the existing Film Classification System by general public and public advisors*

	General Public	Public Advisors
Sample size	**617**	**108**
Classification System A	11%	2%
Classification System B (existing)	59%	79%
Classification System C	30%	19%
Total	**100%**	**100%**

For the movie-goers, the description of each category was read out to them and they were then asked whether the description was correct. The majority of the movie-goers had correct knowledge of the description of each category:
- ➢ Category I (99%)
- ➢ Category IIA (81%)
- ➢ Category IIB (91%)
- ➢ Category III (100%)

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Detailed Findings - Opinions on the Film Classification System

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Acceptance of the Film Classification System

Seventy-eight percent (78%) of the general public accepted the existing Film Classification System.

On the other hand, 80% of the public advisors considered the existing Film Classification System acceptable while virtually all (95%) the movie-goers thought so.

(Table 2)

Table 2   Acceptance of the Film Classification System by the general public, public advisors and movie-goers

	General Public	Public Advisors	Movie-goers
Sample size	**617**	**108**	**472**
Very acceptable (4)	51%	59%	66%
Quite acceptable (3)	27%	21%	29%
Quite unacceptable (2)	9%	17%	3%
Unacceptable at all (1)	1%	1%	1%
No comment	13%	2%	1%
Total	**100%**	**100%**	**100%**
Mean	**3.46**	**3.42**	**3.62**

Promotion of the Film Classification System

With regard to the promotion of the Film Classification System, 53% of the general public considered that the Classification System had been clearly explained to the public.

Amongst the public advisors, 87% perceived that the Classification System had been clearly explained to the public while 67% of the movie-goers thought so.

Perceived effective means to promote the Film Classification System

Television was perceived as an effective means to promote the Film Classification System to the public by 88% of the general public.

Amongst the public advisors and the movie-goers, over 80% of them also selected television as an effective means to promote the Classification System.

Detailed Findings - Opinions on the Film Classification System, continued

Age restriction of seeing Category III films

Eighty-three percent (83%) of the general public agreed that it was appropriate to set the minimum age of watching Category III films at 18. Amongst those who did not agree to the existing age restriction for Category III films, virtually the whole general public proposed a stricter age restriction.

Over 80% of the public advisors and the movie-goers thought that it was appropriate to set the minimum age of watching Category III films at 18.

Organisation to carry out film classification and censorship

The general public were asked whether TELA was appropriate to carry out the film classification and censorship. Around two-thirds (64%) of the general public considered TELA appropriate for carrying out such tasks.

However, the majority of the movie-goers (90%) and the public advisors (85%) also thought that TELA was appropriate for carrying out film classification and censorship.

Amongst the general public who did not consider TELA appropriate to carry out film classification and censorship, 39% of them commented that an organization from the general public would be more appropriate than TELA to carry out the tasks.

For the public advisors who did not consider TELA appropriate to carry out film classification and censorship, half of them considered an organization from the general public more appropriate than TELA to carry out the tasks. On the other hand, 39% of the movie-goers thought that an organization from the film industry (39%) was the best choice for such responsibilities.

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Detailed Findings - Reference Made to the Film Classification System When Selecting Films

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Incidence of referring to film category when selecting films

Two-thirds (68%) of the general public referred to the film category when selecting films. The general public were asked the likelihood of paying attention to whether the film was classified as Categories IIA or IIB when selecting films. About half (48%) of the general public said they paid attention to whether the films belonged to Categories IIA or IIB when selecting films.

Amongst the public advisors, 86% of them referred to the film category when selecting films while 63% of the movie-goers did so. These two groups were further asked whether they paid attention to whether the film was classified as Categories IIA or IIB. Sixty-eight percent (68%) of the public advisors paid attention to whether the film belonged to Category IIA or IIB when selecting films while one-third (34%) of the movie-goers did so.

Helpfulness of the sub-division of Category II

Eighty-one percent (81%) of the general public aged 18-59 regarded the sub-division of Category II as helpful to parents in selecting films for children.

The majority of the public advisors (88%) and the movie-goers aged 18-59 (73%) also thought that the sub-division of Category II was helpful in selecting films for children.

Provision of information by TELA

Over 80% of the general public considered the provision of information about the degree of sex, violence and objectionable language in the films helpful when selecting films.

Amongst the public advisors, 87% of them commented the provision of information concerning the degree of sex, violence and objectionable language in the films was helpful while around three quarters (73%) of the movie-goers held the same view.

Detailed Findings - Parental Guidance on Selecting Films for Children

Parental guidance on selecting films for children

Amongst the general public who had children aged below 18, three quarters (76%) chose films for minors. Eighty-two percent (82%) of the parents said they considered whether the films were Categories IIA or IIB when selecting Category II films for children aged below 18.

Eighty-five percent (85%) of the public advisors chose films for their children aged below 18 while 73% of the movie-goers did so. Amongst these two groups who chose films for children aged below 18, virtually all the public advisors checked whether the films belonged to Categories IIA or IIB when selecting films for their children while two-thirds of the movie-goers (67%) held the same view.

Incidence of seeking opinions from parents when selecting Category II films

Only 6% of the general public aged 13-17 sought opinions from their parents when selecting Category II films.

Likewise, a small portion (12%) of the movie-goers aged 13-17 consulted their parents when choosing Category II films.

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Detailed Findings - Young Persons' Habits of Viewing Category III Films

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Incidence of seeing Category III films

Nearly half (49%) of the general public aged 13-17 (referred to as 'young general public' hereafter) had ever seen Category III films.

A smaller portion (28%) of the movie-goers aged 13-17 (referred to as 'young movie-goers' hereafter) had ever seen Category III films.

Number of time(s) seeing Category III

Among the young general public who had ever seen Category III films, most (83%) had seen such films for five times or less in the past year.

Among the young movie-goers who had ever seen Category III films, ninety percentage (90%) had seen such films for five times or less in the past year.

Place of seeing Category III films

Home (63%) was the most popular place of seeing Category III films amongst the young general public. The second most popular place was friends' homes (58%).

Seven in ten (71%) of the young movie-goers who had ever seen Category III films did so at their own home.

Person(s) who provide(s) the video tapes/ LDs/ VCDs

Two-thirds (68%) of the young general public who had seen Category III films got the video tapes/LDs/VCDs of such films from friends aged below 18.

Sixty-seven percent (67%) of the young movie-goers obtained the video tapes/LDs/VCDs of Category III films from their friends aged below 18.

Source of obtaining the video tapes/ LDs/VCDs

Amongst the young general public, the video tapes/LDs/VCDs of Category III films were mainly bought from shops selling unauthorized video tapes/LDs/VCDs (64%). The second most popular source was video clubs/shops (43%).

For the young movie-goers, shops selling unauthorized video tapes/LDs/VCDs (73%) were the most popular source of obtaining the video tapes/LDs/VCDs of Category III films.

Detailed Findings - Young Persons' Habits of Viewing Category III Films, continued

Parents aware of seeing Category III films

The majority (71%) of young general public who had watched Category III films at their own or friends' homes did not let their parents know that they had seen such kind of films.

Seventy-one percent (71%) of the young movie-goers also did not let their parents know that they had seen Category III films.

Reason(s) for seeing Category III films

Amongst the young general public, the main reason for seeing Category III films was out of curiosity (71%). The second reason was the young general public thought that the contents of these films did not have any bad influence on young persons, following at a far distance at 29%.

Two-thirds of the young movie-goers saw Category III films mainly because of curiosity. The perception that the contents of the Category III films did not have any bad influence on young persons came next (19%).

Detailed Findings - Attitudes Towards Film Classification and Censorship Standards

Acceptance toward film classification and censorship

The vast majority (94%) of the general public considered the current film classification standards acceptable.

Virtually all public advisors (95%) and movie-goers (94%) commented that the current film classification standards were acceptable.

Attitudes towards film classification standards

The general public were asked to show their attitudes towards the film classification standards based on a five-point rating scale:
➢ Very lenient (1)
➢ A bit lenient (2)
➢ Just right (3)
➢ A bit strict (4)
➢ Very strict (5)

A relatively significant proportion (42%) of the general public considered the classification standards a bit lenient, followed by those who perceived as just right (21%). For the general public who commented the classification standards were 'a bit lenient' or 'a bit strict', virtually all of them accepted the existing classification standards.

The public advisors and the movie-goers were also asked to express their views on the current classification standards based on the same rating scale. Amongst the public advisors, a relatively large portion (36%) considered the current classification standards a bit lenient. However, 31% of the movie-goers perceived the current classification standards as a bit strict.

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Detailed Findings - Attitudes Towards Film Classification and Censorship Standards, continued

Attitudes towards existing censorship standards

The general public were asked to use a five-point rating scale to show their attitudes towards the existing censorship standards of each Category for the films containing scenes or depictions of the following:

➢ Violence and Torture
➢ Horror and Shock
➢ Sex and Nudity
➢ Objectionable languages
➢ Offensive behaviour
➢ Triad

A relatively significant portion of the general public commented the censorship standards towards these scenes or depictions of sex and nudity, torture and violence in Category I were very lenient. For Category IIA, a relatively large proportion of respondents considered the censorship standards for such scenes or depictions 'a bit lenient'. Almost all these scenes or depictions in Categories IIB and III were perceived as 'just right' by the majority of the general public.

(Table 3)

Over 40% of the public advisors considered the depiction of sex and nudity, triad, torture and violence and objectionable language in Category I films very lenient. For Category IIA, the above mentioned scenes or depictions were perceived as a bit lenient in this category by a relatively large proportion of the public advisors. The scenes or depictions of torture and violence, objectionable language and horror and shock were considered just right under Category IIB by the majority of the public advisors while other scenes or depictions were still perceived as a bit lenient in this category. However, over half of the public advisors perceived the above mentioned scenes or depictions in Category III films as just right.

Detailed Findings - Attitudes Towards Film Classification and Censorship Standards, continued

Table 3   Attitudes towards the film censorship standards by general public

	Very lenient (%)	A bit lenient (%)	Just right (%)	A bit strict (%)	Very strict (%)	No comment/ don't know (%)
Category I						
(Suitable for all ages)						
Sex and nudity	42	20	27	5	2	3
Torture and violence	36	28	27	4	1	3
Depiction of triad	30	34	24	5	2	5
Objectionable language	29	35	24	4	2	6
Offensive behaviour	28	35	26	4	2	5
(e.g. criminal, taking of drug, perversion behaviour)						
Horror and shock	26	31	34	4	1	4
Category IIA						
(Not suitable for children)						
Sex and nudity	31	37	22	6	1	3
Torture and violence	21	41	31	6	*	1
Depiction of triad	19	41	29	5	1	5
Offensive behaviour	17	43	29	6	1	4
(e.g. criminal, taking of drug, perversion behaviour)						
Objectionable language	16	45	29	5	1	4
Horror and shock	13	35	41	7	1	3
Category IIB						
(Not suitable for young persons and children)						
Sex and nudity	19	43	25	10	2	2
Torture and violence	17	31	40	9	1	2
Depiction of triad	17	30	37	10	3	3
Offensive behaviour	13	30	41	9	2	4
(e.g. criminal, taking of drug, perversion behaviour)						
Objectionable language	12	33	38	10	2	4
Horror and shock	10	27	47	12	2	2
Category III *						
(Person aged 18 or above only)						
Sex and nudity	13	17	41	15	10	5
Offensive behaviour	12	17	43	13	8	7
(e.g. criminal, taking of drug, perversion behaviour)						
Depiction of triad	12	17	40	13	9	8
Objectionable language	11	20	40	14	9	7
Torture and violence	10	17	45	16	8	5
Horror and shock	8	15	48	15	10	5

Base: All respondents aged 13-59
Sample size   (617)
** These scenes or depictions of Category III films were asked for respondents aged 18-59 only (Sample size: 568)*
** Less than 0.5%*

Detailed Findings - Attitudes Towards Film Classification and Censorship Standards, continued

Level of acceptance towards titles, advertising materials and packaging of Category III films

Over 40% of the general public accepted all or most of the titles, advertising materials and packaging of the existing Category III films. The general public were further asked to show their attitude towards the titles, posters and packaging of Category III films selected by TELA. Overall speaking, the level of acceptability of the general public is similar to that of TELA.

On the other hand, the majority of the public advisors and the movie-goers considered all or most of the titles, advertising materials and packaging of the existing Category III films acceptable:
➢ Titles – public advisors: 63%, movie-goers: 63%
➢ Advertising materials – public advisors: 71%, movie-goers: 66%
➢ Packaging – public advisors: 68%, movie-goers: 64%

Detailed Findings - Suggested Classification for Selected Film Segments and Dialogues

Suggested classification for selected film segments

In the survey, the general public were shown 32 film segments selected by TELA with the following breakdown:

8 film segments of violence and torture
- 13 film segments of sex and nudity
- 7 film segments of horror and shock
- 3 film segments of offensive behaviour and other disturbing scenes
- 1 film segment of triad

More than half of the 32 film segments were classified by a relatively large proportion of the general public in the same category as TELA. The following table summarizes the classification standards of the general public compared to that of TELA.

(Table 4)

Table 4 *Comparison of the classification standards between TELA and the general public*

	Total no. of segments selected	Stricter than TELA's standard	Same standard as TELA	More lenient than TELA's standard
Violence and Torture	8	3	4	1
Sex and Nudity	13	5	7	1
Horror and Shock	7	4	2	1
Offensive behaviour and other disturbing scenes	3	-	3	-
Triad	1	-	1	-

The public advisor were also shown the 32 film segments selected by TELA. The results indicated that the public advisors had stricter classification standards for the depictions of violence, torture, horror and shock than TELA. The following table summarizes the classification standards of public advisors compared to that of TELA.

(Table 5)

Table 5 *Comparison of the classification standards between TELA and the public advisors*

	Total no. of segments selected	Stricter than TELA's standard	Same standard as TELA	More lenient than TELA's standard
Violence and Torture	8	5	3	-
Sex and Nudity	13	5	8	-
Horror and Shock	7	6	1	-
Offensive behaviour and other disturbing scenes	3	-	3	-
Triad	1	1	-	-

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Detailed Findings - Suggested Classification for Selected Film Segments and Dialogues, continued

Suggested classification for selected film dialogues

In the survey, the general public were shown 10 film segments selected by TELA and were asked to classify the film segments regarding the dialogues. The film dialogues were classified as:

- Foul languages (6 film dialogues)
- Sexual references (4 film dialogues)

Almost all the film dialogues, except one of sexual references, were classified by the general public in the same category as TELA.

Similar to the general public, the public advisors were asked to classify the 10 film segments selected by TELA regarding the dialogues. Three segments of foul languages and one segment of sexual references were classified by a relatively large proportion of public advisors in a stricter category than TELA.

Appropriate-ness of the existing category of the selected films

The movie-goers were asked about the appropriateness of the designated categories of the selected films that they had seen. Over three-quarters of the movie-goers of the respective film perceived that the current category was appropriate.

Amongst those movie-goers who did not agree to the existing classification, over half of them classified three of the six selected films in a category more lenient than the existing one.

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