

Public Abstract

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In-depth interviews were conducted where 30 participants provided information about their social media usage and interactions with films online. Participants answered questions dealing with their average social media usage, their favorite social media sites, their history with film interaction online, their knowledge of the film Suicide Squad, their current interactions with the film online, and how they viewed Suicide Squad's social media campaigns and how they believed they could be improved. Individuals with high usage of Facebook and Instagram showed high levels of interactions with the film's accounts. Participants who used Facebook, Twitter, and Instagram daily were aware of the social media accounts for the film and believed the Facebook and Instagram accounts were the strongest of the three. Whiting and Williams theory of uses and gratifications for social media (2013) was used as a basis to discover why participants use social media to better explain why they specifically use social media for film interaction. This theory showed five major categories participants belonged to for why they interact with films online.

Keywords: uses and gratifications theory, film interaction online, social media usage, interactive advertising