

# Does cultural cinema influence desire to travel?

## Method

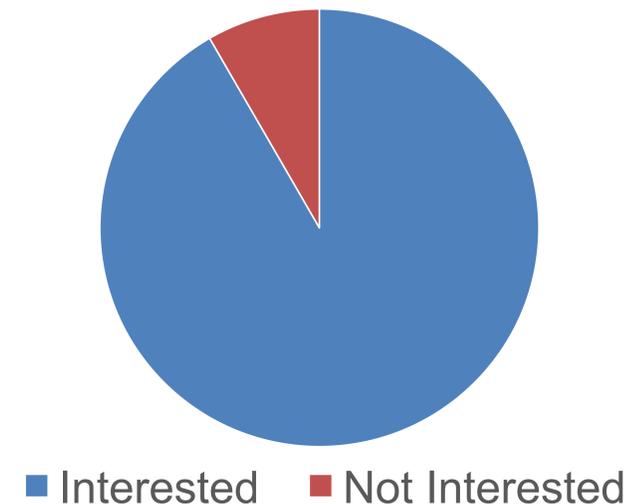
- Interview style. Seven small groups totalling to 36 interviewees. Participants were friends of the interviewers, not randomized.
- Interviewees were students enrolled in MACS 207, a class on Indian cinema and culture. Students were taught about the history and development of Indian cinema.
- Interviews were conducted outside of class, either in person or via an online survey, depending on the small group.

## Observations/Modifications

One factor that proved to hinder the research findings is the simple fact that the interview questions specified interest in traveling to India. Answers may have varied if asking about an influence to study abroad in general, rather than traveling to India in particular.

The research used interviews from a small portion of the class. A larger survey of the class or a randomized small group could provide more accurate results.

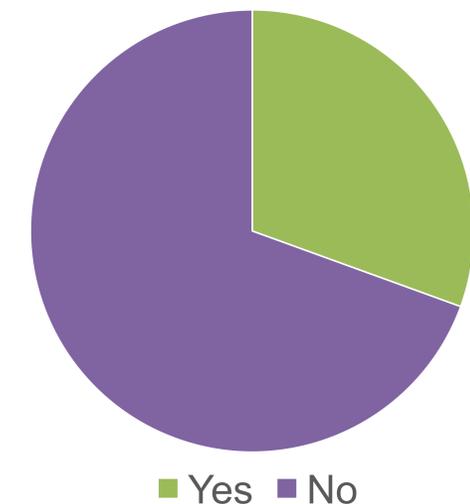
Interest in Traveling Abroad



*“I think if I were to have taken a class about a culture that I was not familiar with at all, I would be more inclined to travel there abroad.”*

*“Indian cinema was a catalyst for me because I’ve already seen that culture growing up and I feel like that culture is a huge part of me.”*

Influenced to Study Abroad from cultural cinema



## Data

The graphs displayed above show the answers to two of the key interview questions of my research. Both of the graphs represent percentages out of the total of 36 interviewees.

The graph above shows overall interest in studying abroad. About 92% of interviewees expressed interest.

The graph on the middle-right shows the percentage of interviewees that felt more inclined to study abroad following the class (MACS 207). Only 31% of interviewees were motivated by the class on Indian cinema.

## Findings

Based on the interview answers, I found that students taking MACS 207 did have a strong desire to travel abroad, but this desire was not influenced by taking the cultural cinema class for the majority of students.

During the interview, students provide a range of explanations for their answers. The most popular answer was that many students had already watched Bollywood movies and/or visited India before and therefore did not feel any more inclined to travel than before taking the class.

Many interviewees mentioned an interest in *other* cultures, which could spark further research in general desire to travel, rather than travel specific to the culture discussed in class.

## Acknowledgements

- Research completed by fellow classmates of MACS 207.
- Led by Professor Rini Bhattacharya Mehta.
- Assisted by the Ethnography of the University Initiative.

### Vanessa Aceves

vaceves2@illinois.edu  
Department of Liberal Arts and Science  
Major in Political Science