

# Survey Research on Hayao Miyazaki's Animation Movies: Who Are the Fans?

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## ABSTRACT

This research is aiming to understand who love and understand Miyazaki's movies. This research could help us to reproduce Miyazaki's experience and understand the trend of market in the future. We also can realize why Miyazaki's movies are so popular and many people like it. My research question first is what is the development of animated movie in Japan. Second, what are the main themes of Miyazaki's movies. Third, according to the survey research who are the fans, how do people perceive Miyazaki's movies.

To answer these questions, I chose both movie review and survey research to resolve my questions. I design the questionnaire based on movie review. In 2016 summer, I went to Ghibli animation exhibition in Huashan creative park (華山文創園區吉卜力展覽) to conduct my survey research.

The findings are that first, as expected, younger people, student, girl, children are more likely to be the fan of Miyazaki's movies. Second, fans are interested more on the theme of natural world (comparing with the theme of dream pursuing and war/peace). Third, anime movie is an escape, a paradise and a vacation for people in modern society. We could find a temporary comfort by enjoying the world made by creativeness and imagination.

Key word: Japanese animation, Hayao Miyazaki, survey