

## ONE-SAMPLE KOLMOGOROV-SMIRNOV TEST ANALYSED INFLUENCE OF IPHONE FILM MAKING

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### Abstract

I phone technology has had an undeniable impact on photography and film making. The iphone technology has revolutionized the film industry because of their camera features and the easiness to use for many filmmakers even with just a little filmmaking knowledge. Independent filmmakers dominate the group of iphone filmmakers in specific within the past five years, the i phone filmmakers have been increased with improve and techniques. Iphones will become more attractive way for creators to express their stories and explore their creativity in india. Few films only have been shot on iphones in various languages. Iphone filmmaking in the Tamil film industry is imminent and near on the horizon to accomplish a great victory. This study has analyzed with one-sample kolmogorov-smirnov test with significant value.

**KEY WORDS:** Lenses, Digital manipulation, Filming, Augmented reality, Social media platforms.

### Introduction

The benefits of the iPhone film are that it's miles a totally cheap medium, as some distance as it can be handled, it makes anyone a filmmaker. The iPhone app also permits such professionals to file, edit and percentage their very own paintings. Filmmakers in any respect tiers were forced to recall the use of iPhones in their initiatives for the desires of the film enterprise[1] iPhone technology has had an simple impact on pictures and iPhone generation has revolutionized the film enterprise due to their camera features and ease. independent filmmakers have dominated the organization of iPhone filmmakers over the last five years, albeit with little filmmaking information to apply for many filmmakers. With iPhone film makers upgraded and complex, iPhones are the most important manner for creators to express their tales. only some pics were shot on iPhones to discover their creativity in India. The iPhone film production is prepared to be a big hit within the Tamil film enterprise.[2]

Even as iPhone technology has had an undeniable effect on photography and filmmaking, iPhone technology has revolutionized the movie enterprise due to their camera capabilities and ease of use for many filmmakers. during the last five years, with iPhone filmmakers improving and complicated. iPhones have come to be the most attractive way to explicit their memories and explore their creativity in India. The enterprise is on the verge of accomplishing a major achievement. This is because the iPhone is good enough to provide comparable displays with cameras[3]. Also, Apple should consider using their iPhone in any way to address the needs of film company makers. With the advancement of the digital age, the analysis of image realities makes many changes through the algorithm. Includes functions including merging various facts over time and storing image documents that the iPhone camera opens with diversity in the new vicinity[4].

Over the past decade, filming on the iPhone has become increasingly popular. Because, in particular, the best way to shoot on the iPhone, attracts many creators. As a useful media tool for making Tamil films, the modern cinematography of the speculations that make the iPhone film to detect various professionals and evils has been significantly modified. Allows iPhone experts to record, proportionate and edit their personal art work responses to Apple's movie[5].

An iPhone is capable of rendering displays associated with full-size cameras. For the needs of the film industry, filmmakers at all levels have been forced to remember to use their iPhones for their tasks. In addition, many combinations can be done with digital functions such as reading image information, algorithm adjustment, merging with different information areas, and storing photo documents[6-7].

With the new technology of the iPhone digital camera diversity, it is possible to go beyond capturing traditional images and do instant digital manipulation and format recognition. Thus, over the past decade, filming on the iPhone has been on the rise as the iPhone has attracted many creators. Because, it is very easy to share views directly on social media sites. Therefore, we can see the increasing use of the iPhone as a powerful media tool for Tamil filmmaking. Today's cinematography has been significantly altered by the speculations of iPhone film making[8-9]. Recently all cell phone cameras, including iPhone are convenient and handy. The iPhone allows experts to report, percentage, and edit their own works in response to Apple's demand for the film industry. It forced filmmakers at all levels to keep in mind the use of the iPhone for their tasks. The iPhone has had an undeniable impact on today's generation. Filmmaking and filmmaking has revolutionized the iPhone generation film industry. Despite their Digicom features and expertise in making a small film, it is easy for many filmmakers to use[10].

IPhone movie makers are enhanced with upgrades and techniques. IPHones are becoming a very attractive way for creators to mention their stories in India and explore their creativity. Some very simple movies filmed on iPhones in multiple languages. The iPhone movie production is becoming an opportunity to make an extraordinary success in the Tamil film industry[11-12].

#### **Aim of the study**

- To develop it as a powerful media tool for Tamil Film making.

#### **Objective of the study**

- To visualize the potential of iPhone filmmaking in the Tamil film industry.
- To know how it can be used as a promising technology for upcoming film makers.
- To explore the various pros and cons of iPhone film making.

#### **Hypothesis**

- Today's cinematography has changed considerably, even within the last 5-10 years.
- A major change is the type and availability of equipment used, which recently includes all phone cameras such as iPhone.
- With convenience & ease, the iPhone allows professionals to record, share and edit their own works of art.
- Apple's responses to the film industry's need has compelled film makers of all levels to consider using their iPhone for projects.

#### **METHODOLOGY**

The research methodology is ways to systematically solve the research problem, which may be understood by scientific analysis of how the research is done scientifically. This research survey method has been used for collecting samples of targeted from Industries of Film makers by questionnaire method. It will help of holding to know the expert perception of the iPhone Filmmaking. Impacts of iPhone Filmmaking and empirical study of samples have taken 100 samples in India. The collected data will be processed and analyzed with relevant statistical methods which will be used to substantiate the objectives.

#### **RESULT:**

The sample of 100 has analyzed by Non-parametric variables which will be studied the following factors of Theatrical release, OTT release, Success of iPhone films, Process and style, Cost factor, Game changer and Promotion of films.

**Categorical Variable Information  
 Percent**

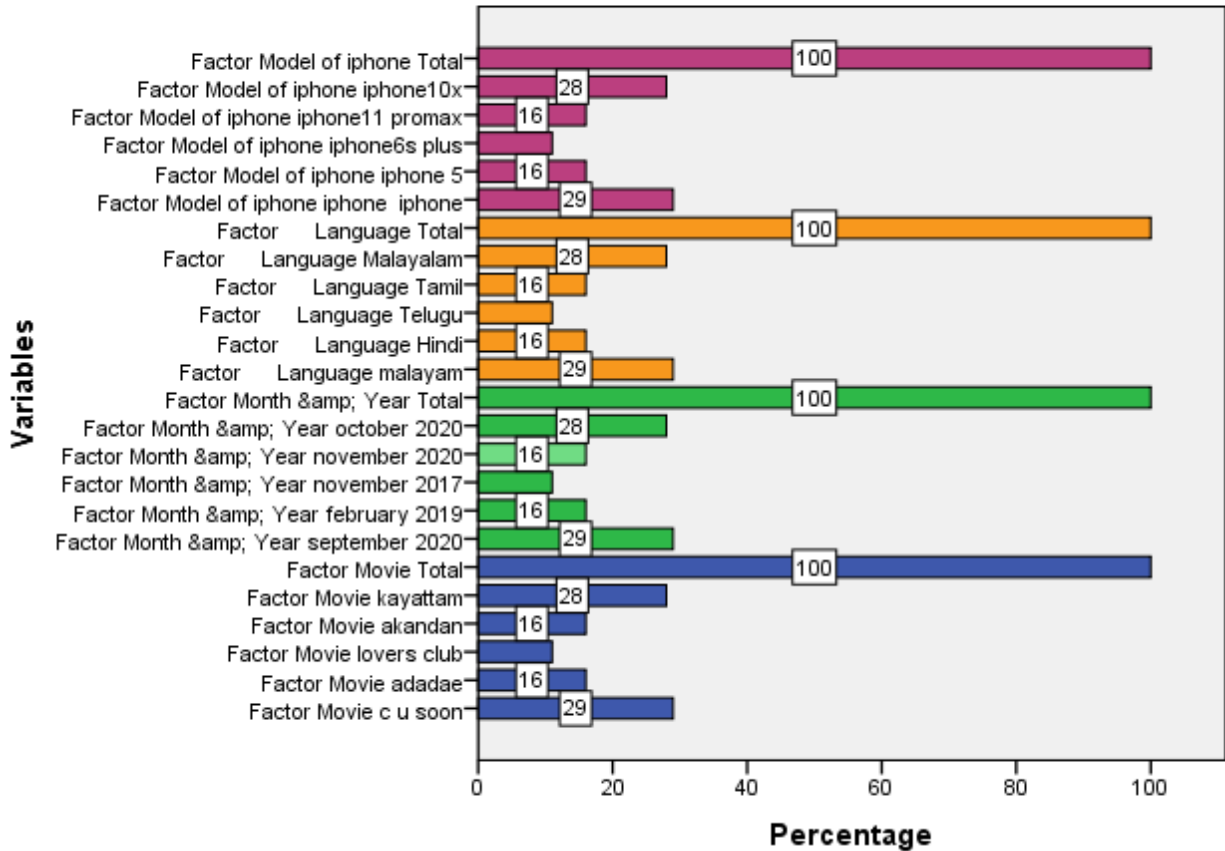


Figure -1

Mahesh Narayanan has a maximum of 29.0% and Sanal Kumar Sasitharan has a maximum of 28.0%. At least Kamal Saro Muni and Santosh Nambirajan reported 16.0%. At the very least, Dhruv Sehgar reported 11.0%.

Iphone movies reported the highest Cu Soon 29.0% and Kayat 28.0%. . At least Adadae & Akandan reported 16.0%. Lovers Club reported the lowest at 11.0%.

Monthly and annual films are released in September 2020 29.0%, February 2019 16.0%, November 2017 11.0%, November 2020 16.0% and October 2020 28.0%.

The language of the movies is Hindi 25.0%, Telugu 24.0%, Tamil 19.0% and maximum 32.0% Malayalam.

iphone model iphone 29.0%, iphone 5 16.0%, iphone6s plus 11.0%, iphone11 promax 16.0% and iphone10x 28.0%.

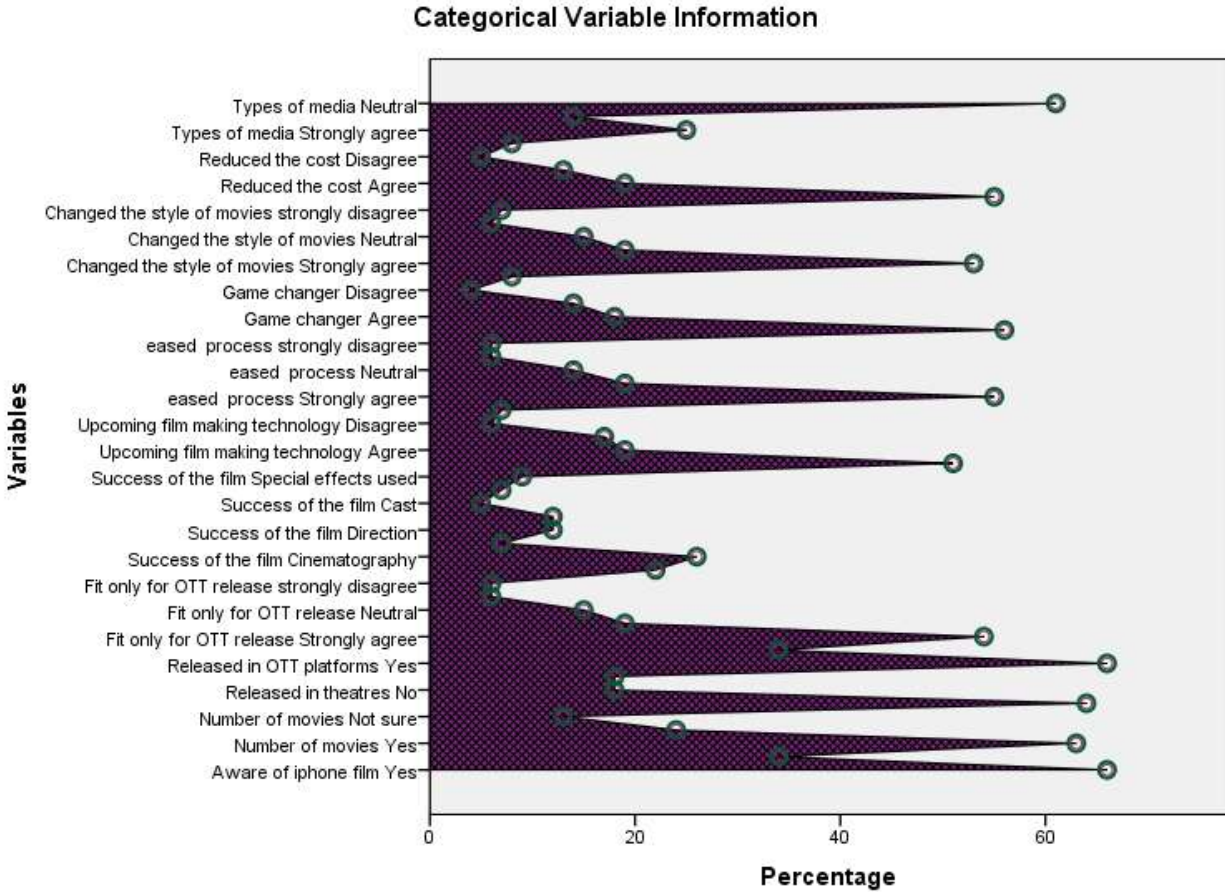


Figure - 2

Aware of iphone film Yes 66.0% No 34.0% Number of movies Yes 63.0% No 24.0% Not sure 13.0% Released in theaters Yes 64.0% No 18.0% Not sure 18.0% Released in OTT platforms Yes 66.0% No 34.0% Fit only for OTT release Strongly agree 54.0% Agree 19.0% Neutral 15.0% Disagree 6.0% strongly disagree 6.0% Success of the film Technology of filming with iphone 22.0% Cinematography 26.0% Screenplay 7.0% Direction 12.0% Story 12.0% Cast 5.0% Music 7.0% Special effects used 9.0% Upcoming film making technology Strongly agree 51.0% Agree 19.0% Neutral 17.0% Disagree 6.0% strongly disagree 7.0% eased process Strongly agree 55.0% Agree 19.0% Neutral 14.0% Disagree 6.0% strongly disagree 6.0% Game changer Strongly agree 56.0% Agree 18.0% Neutral 14.0% Disagree 4.0% strongly disagree 8.0% Changed the style of movies Strongly agree 53.0% Agree 19.0% Neutral 15.0% Disagree 6.0% strongly disagree 7.0% Reduced the cost Strongly agree 55.0% Agree 19.0% Neutral 13.0% Disagree 5.0% strongly disagree 8.0% Types of media Strongly agree 25.0% Agree 14.0% Neutral 61.0% .

**High values**

- Types of Media Neutral
- Released in OTT platforms
- Aware of iphone films

**NPar Tests**

**One-Sample Kolmogorov-Smirnov Test**

	N	Normal Parameters <sup>a,b</sup>		Most Extreme Differences			Kolmogorov-Smirnov Z	Asymp. Sig. (2-tailed)
		Mean	Std. Deviation	Absolute	Positive	Negative		
Theatrical release	100	1.54	.784	.395	.395	-.245	3.945	0.001**
Ott release	100	7.77	2.943	.166	.166	-.116	1.662	0.008**
Success of iphone films	100	3.54	2.307	.228	.228	-.135	2.278	0.001**
Process and style	100	3.8800	2.10473	.212	.212	-.186	2.121	0.001**
Cost factor	100	1.9200	1.26874	.316	.316	-.234	3.158	0.001**
Game changer	100	3.8700	2.13983	.229	.229	-.191	2.289	0.001**
Promotion of films	100	2.3600	.85894	.382	.228	-.382	3.819	0.001**

a. Test distribution is Normal.

b. Calculated from data.

One-Sample Kolmogorov-Smirnov Test Theatrical release Mean value 1.54 .784 Kolmogorov Smirnov Z-value 3.945 and Asymp. Sig. (2) 0.001 \*\*. Ott release Mean value 7.77 2.943 Kolmogorov Smirnov Z-value 1.662 Asymp. Sig. (2) 0.008 \*\*. Success of iphone films Mean value 3.54 2.307 Kolmogorov Smirnov Z-value 2.278 Asymp. Sig. (2) 0.001 \*\*. Process and style Mean value 3.8800 2.10473 Kolmogorov Smirnov Z-value 2.121 Asymp. Sig. (2) 0.001 \*\*. Cost factor Mean value 1.9200 1.26874 Kolmogorov Smirnov Z-value 3.158 Asymp. Sig. (2) 0.001 \*\*. Game changer Mean value 3.8700 2.13983 Kolmogorov Smirnov Z-value 2.289 Asymp. Sig. (2) 0.001 \*\*. Promotion of films Mean value 2.3600 .85894 Kolmogorov Smirnov Z-value 3.819 and Asymp. Sig. (2) 0.001 \*\*.

**One-Sample Kolmogorov-Smirnov Test  
 Kolmogorov-Smirnov Z**

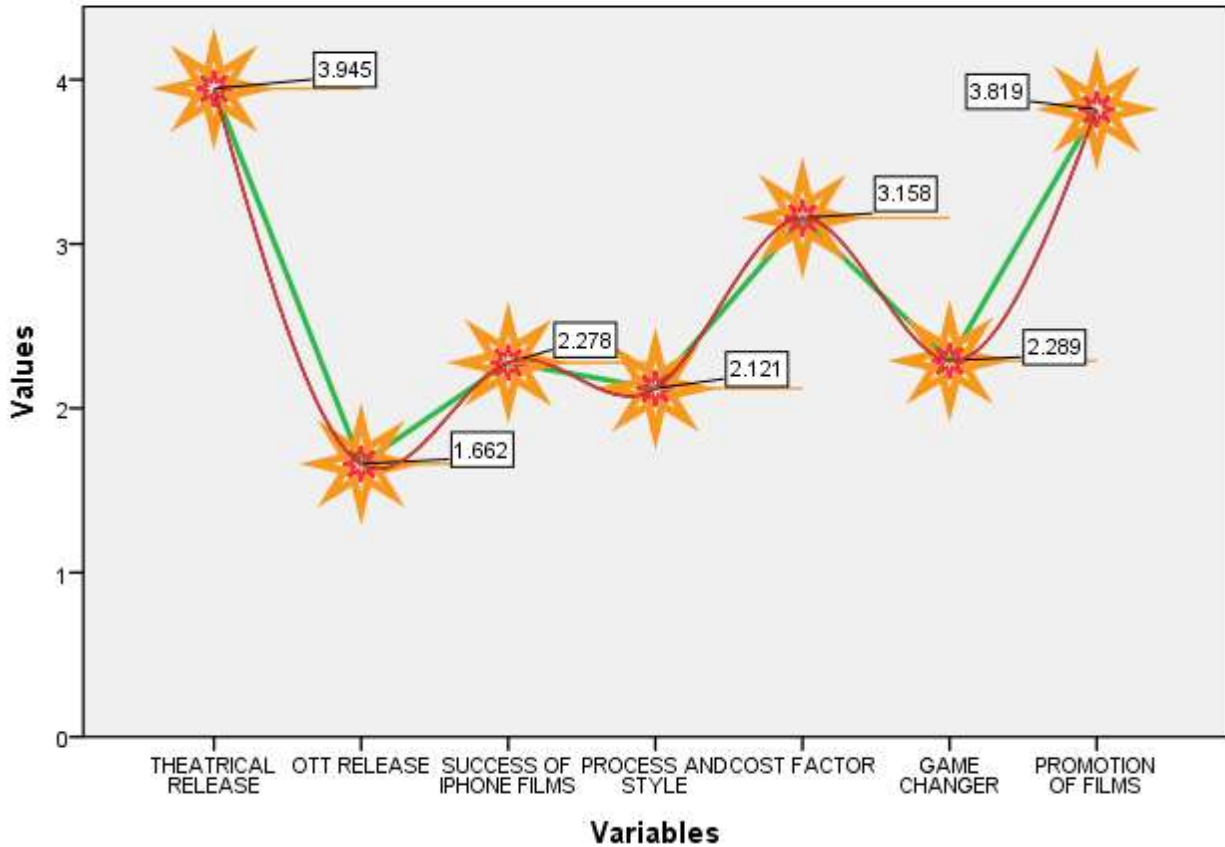


Figure -3

**Discussion:**

**High values**

- 3.945-Theatrical release
- 3.819-Promotion of films
- 3.158-Cost factor

**Table 2 Hypothesis**

S:NO	Null Hypothesis	Test	Sign	Decision
1	The distribution of theatrical release is the same across categories of iphone filming.	Independent-Samples Jonckheere-Terpstra Test for Ordered Alternatives	0.001**	Reject the null hypothesis.
2	The distribution of ott release is the same across categories of iphone filming.	Independent-Samples Jonckheere-Terpstra Test for Ordered Alternatives	0.001**	Reject the null hypothesis.
3	the distribution of success of iphone films is the same across categories of iphone filming	Independent-Samples Jonckheere-Terpstra Test for Ordered Alternatives	0.341	Retain the null hypothesis.
4	The distribution of process and style is the same across categories of iphone	Independent-Samples Jonckheere-Terpstra Test for Ordered	0.001**	Reject the null hypothesis.

	filming.	Alternatives		
5	The Distribution Of Cost Factor Is The Same Across Categories Of Iphone Filming	Independent-Samples Jonckheere-Terpstra Test for Ordered Alternatives	0.001**	Reject the null hypothesis.
6	The Distribution Of Game Changer Is The Same Across Categories Of Iphone Filming	Independent-Samples Jonckheere-Terpstra Test for Ordered Alternatives	0.001**	Reject the null hypothesis.
7	The distribution of promotion of films is the same across categories of iphone filming.	Independent-Samples Jonckheere-Terpstra Test for Ordered Alternatives	0.001**	Reject the null hypothesis.

Apple has got the iPhone more and more with time, which eventually redounded in serving their client base with the best- in- class quality bias. Be it iPhone or Mac; Apple bias do what exactly they're designed to. And that's why grueling tasks like shooting pictures are possible on the iPhone. iPhones do n't need any kind of preface. The brand and the products themselves have established their name in due course of time. From great camera capacities to the box processing power, iPhones have always been in the public eyes. With the new iPhone 12 series coming into the request, the camera quality has bettered a lot. In fact, several filmmakers and videotape generators are using iPhones to make flicks and prisoner good quality videos.

After Akshay Kumar's BellBottom set the ball rolling, other filmmakers have also given a sense of confidence to other filmmakers who have planned theatrical releases of their pictures in the coming months.

Workrooms are veritably reliant on box office deals, which rose from 26 of total global earnings in 2000 to 46 in 2019. With nearly half of their earnings from theatrical releases, workrooms are understandably concerned about pitching a century-old model in favor of digital distribution.

One- Sample Kolmogorov- Smirnov Test in Theatrical release has proved Z value 3.945, Asymp. Sig. 0.001 \*\*. Theatrical releases not only drive box office earnings; they also generally determine how profit from posterior windows is negotiated. For illustration, the license figure for Television windows is determined by the success of the theatrical release the advanced the box office profit, the advanced the license figure paid to studios. However, smaller pictures would probably be suitable to induce needed box office results or reach minimums for Television deals, If further pictures skip theaters or dock theatrical windows in favor of digital platforms.

Likewise, pictures still regard for important of the diurnal scheduling on decoration string networks. Changes to the theatrical window — similar as releasing a movie on PVoD rather of in a theater — could produce a domino effect of change across other windows and put further pressure on the success of streaming sweats to compensate.

Movie theaters should include new services and apply different approaches for drawing observers in theatres. Reducing ticket costs, opting quality content, specialized inventions and safety preventives are the essential considerations that will be taken into account by the theater drivers that can bring the followership back to the theaters.

One- Sample Kolmogorov- Smirnov in Promotion of flicks has proved Z value 3.819, Asymp. Sig. 0.001 \*\*. Film creation is the practice of creation specifically in the film assiduity and generally occurs in collaboration with the process of film distribution. Occasionally called the press jaunt or film jaunt, film creation generally includes press releases, advertising juggernauts, retailing, franchising, media, and interviews with the crucial people involved with the timber of the film, like actors and directors. As with all businesses, it's an important part of any release because of the essential high fiscal threat; film workrooms will invest in precious marketing juggernauts to maximize profit beforehand in the release cycle. Marketing budgets tend to equal about half the product budget. Hype is generally handled by the distributor and fair.

**Conclusion:**

Advantages of the iPhone movie, it's easy to use as low-cost media. Because it provides manageable size and weight. It transforms anyone into a filmmaker, and it allows professionals to record, edit and share their own art app. The answer to the needs of the film industry is that filmmakers at all levels are compelled to consider using iPhones for their projects. iPhone technology has had an undeniable impact on photography and iPhone technology has revolutionized the film industry. Because of the iPhone camera features and ease of use for many filmmakers with little filmmaking knowledge, independent filmmakers have dominated the iPhone filmmakers' group for the past five years. iPhone filmmakers are integrated with development and technology. Only a few films exploring the stories and their creativity in India have been shot on iPhones in different languages. The iPhone movie production is on the verge of huge success in the Tamil film industry. Apple's response to the needs of the film industry has

compelled filmmakers of all levels, as an iPhone is capable of delivering scenes comparable to full-size cameras. As they consider using their iPhone for their projects, they can perform a number of digital functions, including analyzing image data, making algorithmic changes, merging with other data spaces, and storing image files. Filming on the iPhone especially attracts many creators. This research article has proven through various analyzes that it is very easy to share scenes directly with lowest budget by iPhone film making.

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