Capstone for Springboard Foundation of Data Science

Dimitri Kourouniotis

Do Movie Critics and Fans Give Biased Reviews

To determine if reviewers and film critics exhibit bias with respect to actors, genre or directors. And if possible to see if there is evidence of bias with respect towards writers, producers or studios.

Client

The audience for this study is the general cinema going public, and possibly movie review aggregator sites such as Flixster/IMDB. A film review site could potentially weight a rating to account where bias was a factor, or where reviewers see their own rating trends.

Data

The data for this analysis will be gathered mostly through web scrapping IMDB.com and Rotten Tomatoes.com. Some additional research will need to be done to gather writer, producer and studio credits possibly through the API of TheMovieDatabase.org.

Methodology

I will use the 5000 IMDB movie dataset listing mainstream Hollywood and larger Independent production films. I will create a dataset of actors and genres. For each film I will also gather 2 groups of reviewers, that is, official movie critics and the reviews of the general public.

I will do analysis to see if there is any correlation or fit for a reviewer score bias consistent with actors, genres, studios and producers that breaks significantly from the average rating received.

Deliverables

I will deliver code to do the analysis along with a summary report and slide show presentation outlining the analysis observations. An app or website further down the road potentially allowing fans to receive recommendation similar to movies they rated highly based on their bias/preference.