Dallin Loftus

20 Abstracts and Research Plan

For my research idea, I propose to investigate how specific attributes of movies, mentioned in Amazon reviews—such as genre, plot, acting, pacing, cinematography, and soundtrack—impact the sales of movie DVDs, Blu-rays, and digital rentals or purchases. By analyzing reviews from Amazon customers, I will extract mentions of these attributes and assess how positive or negative perceptions of each correlate with changes in sales across different genres and formats. By focusing on Amazon reviews, which offer detailed consumer feedback, the research will offer insights into how different elements of a movie, such as its plot structure, character development, and visual or auditory appeal, directly affect its sales performance on Amazon.

This study aims to fill a gap in current research by focusing on Amazon reviews and sales data, an area that has not been extensively explored. While previous research has analyzed sentiment in movie reviews on platforms like IMDB and Rotten Tomatoes, correlating sentiment with box office success, there is limited research on how Amazon reviews influence Amazon sales.

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