Dallin Loftus

Lit Review

**Elberse, A. (2007). The Power of Stars: Do Star Actors Drive the Success of Movies? Journal of Marketing, 71(4), 102-120.**  
This study examines how stars influence theatrical revenues, revealing that stars do boost expected revenues by an average of $3 million. The impact is especially significant when a new star with past box office hits or strong recognition joins a well-established cast. However, the study also suggests that stars may not increase the overall value of film companies, as they tend to capture much of the value they create. This finding aligns with my project by highlighting the importance of specific attributes, like acting, in driving success. By extending this to a broader set of attributes (e.g., cinematography and soundtrack), my research aims to evaluate how these attributes—across different genres—impact review scores and box office performance.

**Chen, Y., Liu, Y., & Zhang, J. (2012). When do Third-Party Product Reviews Affect Firm Value and what can Firms Do? The Case of Media Critics and Professional Movie Reviews. Journal of Marketing, 76(2), 116-134.**  
This article investigates the role of third-party product reviews (TPRs), particularly online, and their influence on stock prices. It finds that the impact of reviews on stock prices is greater when reviews compare to previous ones, with prerelease reviews having the strongest effect, particularly on the release day. Advertising helps amplify the positive effects and buffer the negative ones. This research is relevant to my project as it highlights the significance of reviews and consumer perceptions. By integrating cross-genre comparisons and focusing on specific attributes, I aim to investigate how movie reviews impact box office performance across different formats (e.g., digital rentals or Blu-rays).

**Moon, S., Bergey, P. K., & Iacobucci, D. (2010). Dynamic Effects among Movie Ratings, Movie Revenues, and Viewer Satisfaction. Journal of Marketing, 74(1), 108-121.**  
This study explores how movie ratings from critics, communities, and viewers influence movie revenues and viewer satisfaction. The research reveals that early box office success boosts later ratings, and strong advertising maximizes revenues when combined with high ratings. Sequels tend to earn more but receive lower ratings than originals. These findings provide valuable insights for my project, which will examine how different attributes (e.g., plot, pacing, and soundtrack) influence review scores and sales. By incorporating cross-genre comparisons, my project will expand this analysis to understand how these dynamics vary across genres and how they impact sales.

**Pei, J., Zhang, ZL. & Liu, WA. Sentiment classification of movie reviews: a powerful method based on ensemble of classifiers and features. Int. J. Mach. Learn. & Cyber. 15, 6027–6048 (2024).**  
This paper presents a novel approach for sentiment analysis of movie reviews using an ensemble of classifiers and features. The study improves sentiment classification by identifying the most useful features from reviews and applying dynamic meta-learning methods. By using machine learning techniques, the study achieves impressive classification accuracy. This directly relates to my project as I aim to build a predictive model that utilizes early review attributes to predict box office performance or review scores. The methodology from this study could be applied to enhance my model's ability to predict a movie’s success based on extracted features from reviews.

**Shaukat, Z., Zulfiqar, A.A., Xiao, C. et al. Sentiment analysis on IMDB using lexicon and neural networks. SN Appl. Sci. 2, 148 (2020).**  
This research focuses on sentiment analysis using neural networks and a lexicon-based approach to classify movie reviews. By training the network on large datasets, the study achieves 91% accuracy in sentiment classification. This methodology is valuable for my research, which involves extracting attributes from movie reviews and analyzing how positive or negative sentiments impact review scores and sales. Additionally, by introducing machine learning-based predictive models, I plan to apply similar sentiment analysis techniques to forecast movie success across different genres, further enhancing the relevance and applicability of my findings for film studios and marketers.

My Project:

The research investigates how specific attributes of movies—such as genre, plot, acting, pacing, cinematography, and soundtrack—impact review scores and box office performance across various formats like DVDs, Blu-rays, and digital rentals or purchases. By analyzing reviews, I will extract mentions of these attributes and assess how positive or negative perceptions of each correlate with changes in sales across different genres (e.g., action, comedy, drama). This cross-genre comparison aims to provide insights into how the relative importance of these attributes varies by genre, offering a more nuanced view of consumer preferences and sales. Additionally, the project will introduce a machine learning-based predictive model to estimate box office performance or review scores based on attributes extracted from early reviews. This model will provide a data-driven tool for forecasting a movie’s commercial success before its release, making the findings highly applicable for film studios and marketers seeking to optimize movie performance based on consumer feedback.