

## **Do Movie Critics Have a Backbone? - Hook Document**

### **Introduction**

On a Sunday evening, you sit down to watch a movie. You scroll through the options and end up stuck between two choices. How do you decide between them? The Rotten Tomatoes scores and reviews, of course! As you browse the reviews and glance at the certified reviewers names, you wonder - who are these certified reviewers? How do I know they are legitimate? How do I know they aren't just scoring based on popular consensus about the movie? Should I trust them?

### **Context**

With the rise of both online streaming platforms and online movie discussion forums, movie watching and critiquing is more accessible than ever for *anyone* in the general public. Audiences across the world have the power to share their thoughts on films, and to disagree vehemently with critic reviews. Rotten tomatoes critics reviews are written throughout the timeline of movie release - before box office release, after theater release, and after release into streaming platforms. While critics' initial pre-release reviews can be written without influence from online audiences, once movies are released in theaters and again when they are released for streaming, audiences flock to X, Reddit, Letterboxd, and more to share their personal thoughts. As the power of confirmation bias is on the forefront of online publishers' minds, especially as their role is increasingly being questioned, critics may skew their reviews to better match the perspectives of online audiences.

### **Deliverable**

In order to figure out just how susceptible Rotten Tomatoes critics are to audience influence, you have been brought onto the team. Your task is to determine how the sentiment or Rotten Tomatoes movie critics scores shifts before and after a movie is released onto streaming platforms, and compare this shift to see if it aligns with audience scores over time. In order to do this, you will need to conduct a sentiment analysis on movie critics reviews before and after streaming release, and compare the sentiment scores to the audience given Rotten Tomatoes score.