Possible topics:

1. Potential research questions
   1. Which categories of Super Bowl advertisements are predicted to be the most popular in 2022?
   2. Will brands stick to a proven formula or change things up based on prior advertising success/failure
2. Potential datasets
   1. <https://projects.fivethirtyeight.com/super-bowl-ads/>
   2. <https://github.com/fivethirtyeight/superbowl-ads>
      1. Ratio of likes:dislikes on video links
      2. <https://www.kantarmedia.com/us/newsroom/press-releases/super-bowl-ad-rates-reached-4-million-for-a-30-second-spot-in-2019>
   3. <https://en.wikipedia.org/wiki/Super_Bowl_television_ratings>

Prof Ideas

Probability that someone would like vs dislike the advertisement

Logistic regression:

Estimate proportion

Estimate number of engagements (poisson regression)

Theta is a function of different ad characteristics

Use results to critique the model

Prior predictive checks / posterior predictive chekcs

Does it resemble the dataset?