Why this research question?

We would like to know if there is an effect of movie genres on the ratings of a movie. To answer this question, we will compare the average rating of two genres with each other. The result of this can be interesting for filmmakers, so they know which genre will get the highest ratings, which can influence how big of a financial success the movie will be. For example, a higher rating will lead to higher viewer satisfaction, leading people to recommend it to their friends. This leads to higher ticket sales and, thus, to a higher box office.

Why this research method?

To answer our research question, we want to know if there is a significant difference between the rating of genres. Genres are the independent variable, and they are categorial, and most of the time, ANOVA is used when dealing with categorical variables. Furthermore, we want to know if there is a significant difference between groups that can not be concluded with the results of a linear regression and can with the results of an ANOVA. If there are significant differences between groups, post hoc tests will be used to examine these differences further.