

Analyzing the Sentiment and Success of the Best Picture Nominees



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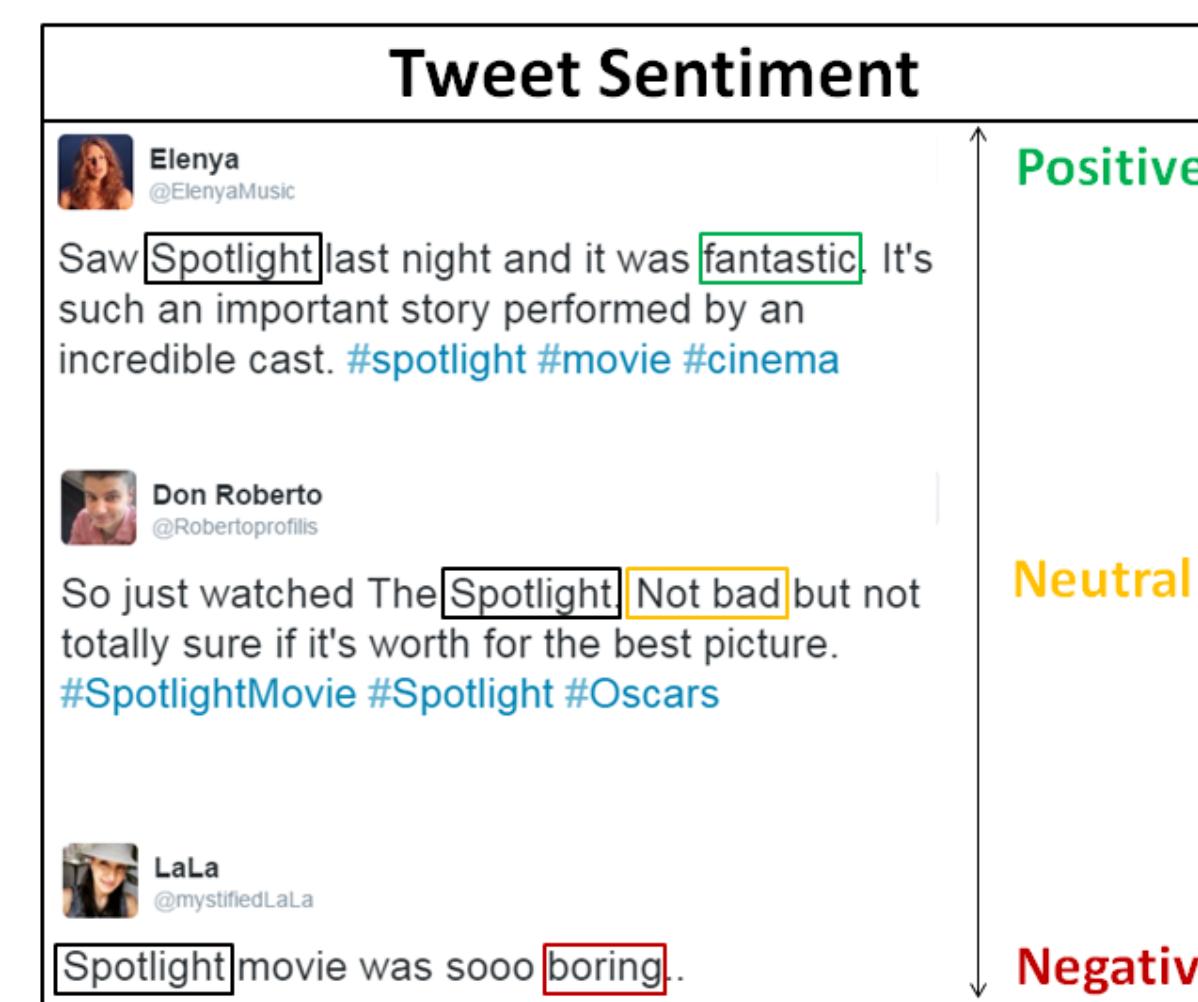
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ABSTRACT

The "twittersphere" provides a vast trove of textual information, which can be mined to determine consumers' opinions on a wide array of topics. With the Oscars looming, we set out to answer the question: **What is the relationship between the sentiment and number of tweets about the 2016 Oscar's best picture nominees and their commercial or critical success?** We found that there exists a negative association between the average positivity of tweets and commercial success, and a positive association between the average positivity of tweets and critical success. In addition, among the tweets we analyzed, we found that more people tweeted about movies which had more success at the box office, but fewer people tweeted about those movies which were favorites amongst critics. **Based on our analysis, who do you think the award will go to?**

EVALUATING SENTIMENT

Search and Streaming API: 64,064 tweets January 29 – February 3, 2016



CONCLUSION

- Despite the common perception that critics and moviegoers have differing opinions on popular movies, our analysis suggests the contrary for the eight Best Picture Nominees: moviegoers' and critics actually tend to agree.
- Positive tweets about *The Revenant* are focused on the main actor, rather than about the movie itself as with positive tweets about *Spotlight*. *The Revenant* also has much more negative words within its negative tweets than does *Spotlight*, showing a split in sentiment intensity.
- Although box office success does seem to trend with higher numbers of mentions on Twitter, a higher proportion of positive tweets does not. Although box office success does seem to trend with higher numbers of mention on Twitter, it does not guarantee a higher proportion of positive tweets.
- Validating, the wisdom of the crowds hypothesis, "Spotlight" won Best Picture on 2/28/2016. Nate Silver's FiveThirtyEight.com had predicted "The Revenant."**

SENTIMENT AND SUCCESS

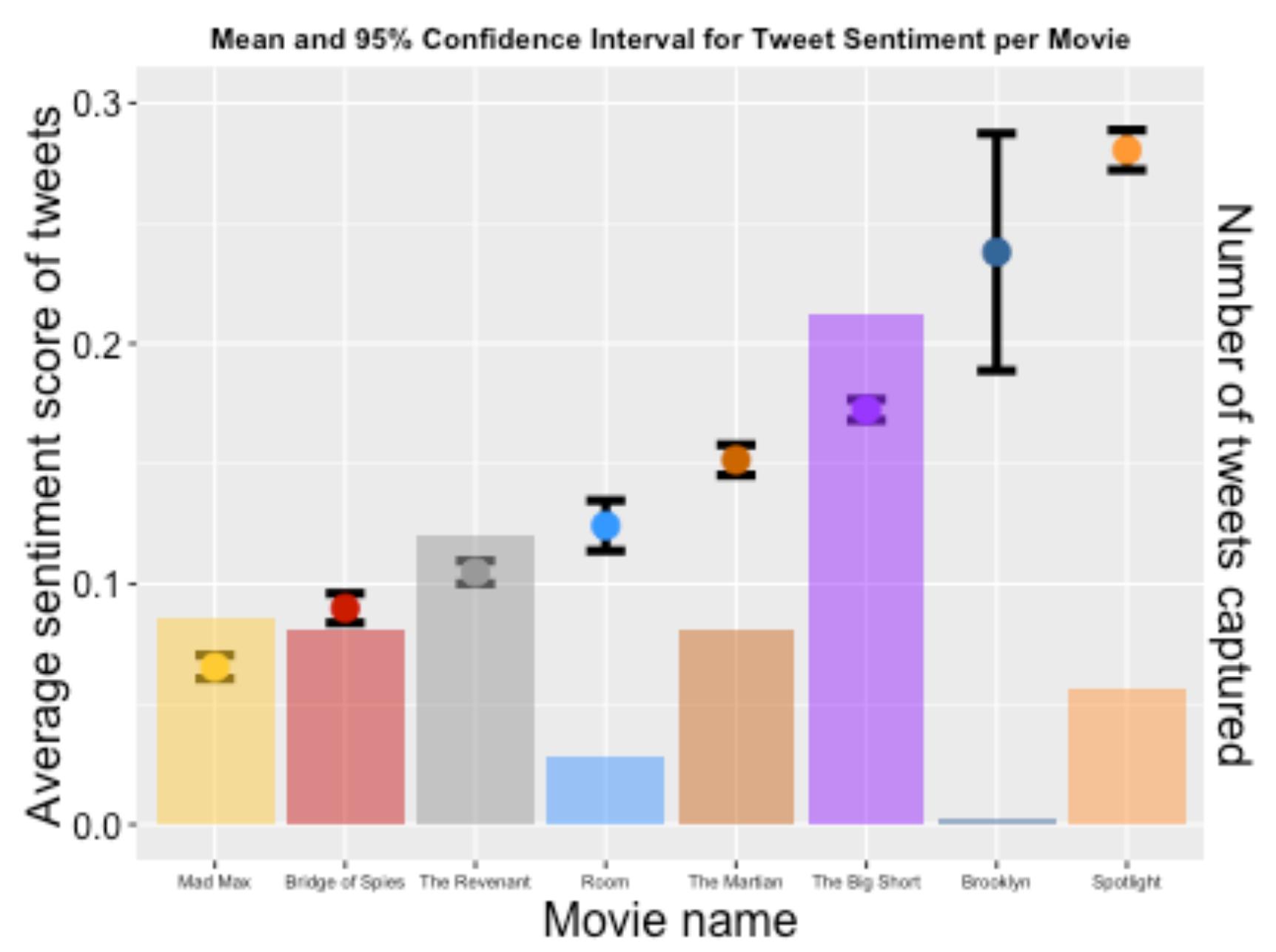


Figure 1: Mean and 95% confidence interval of average sentiment per movie. The large CI around Brooklyn is explained by the low number of tweets.

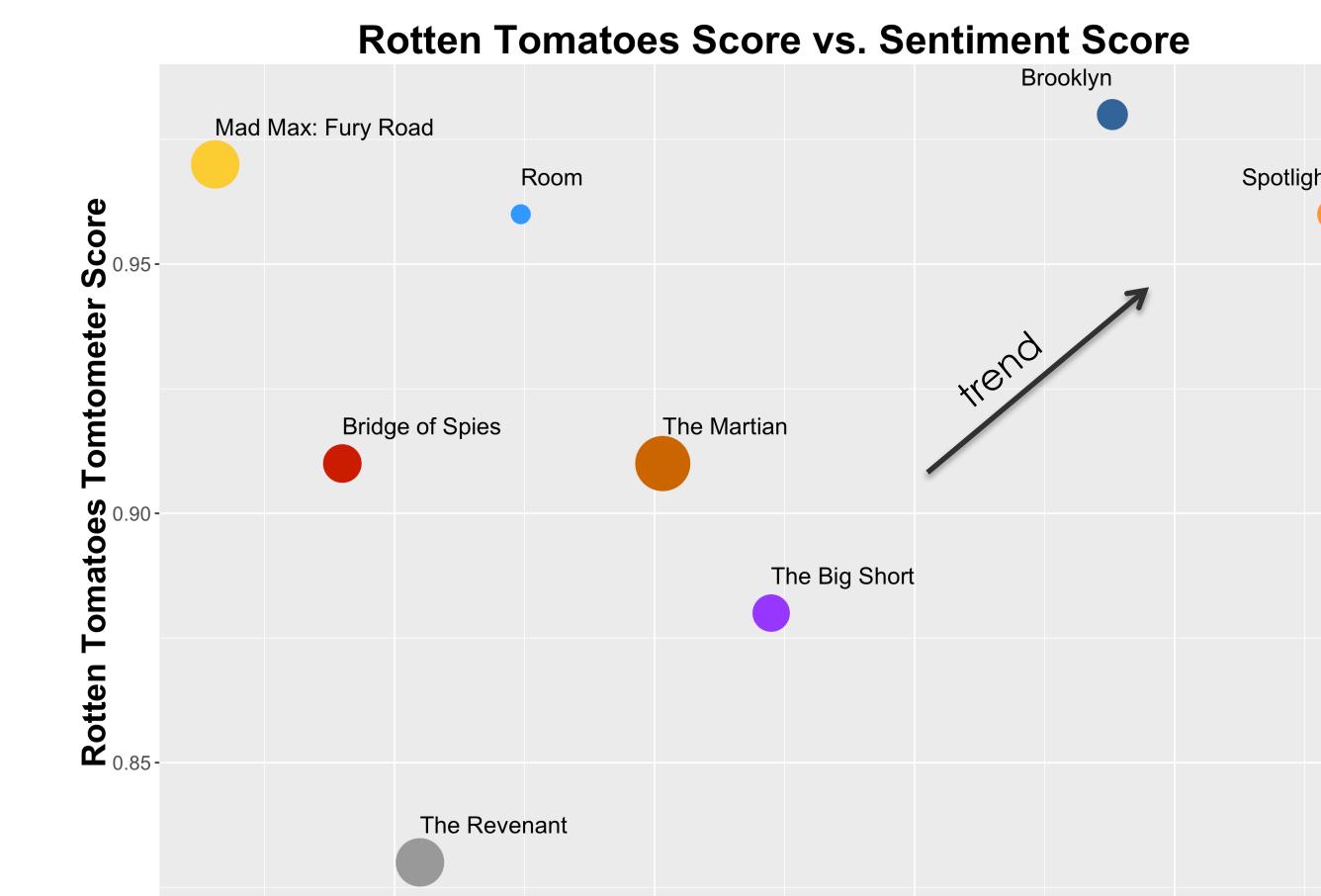
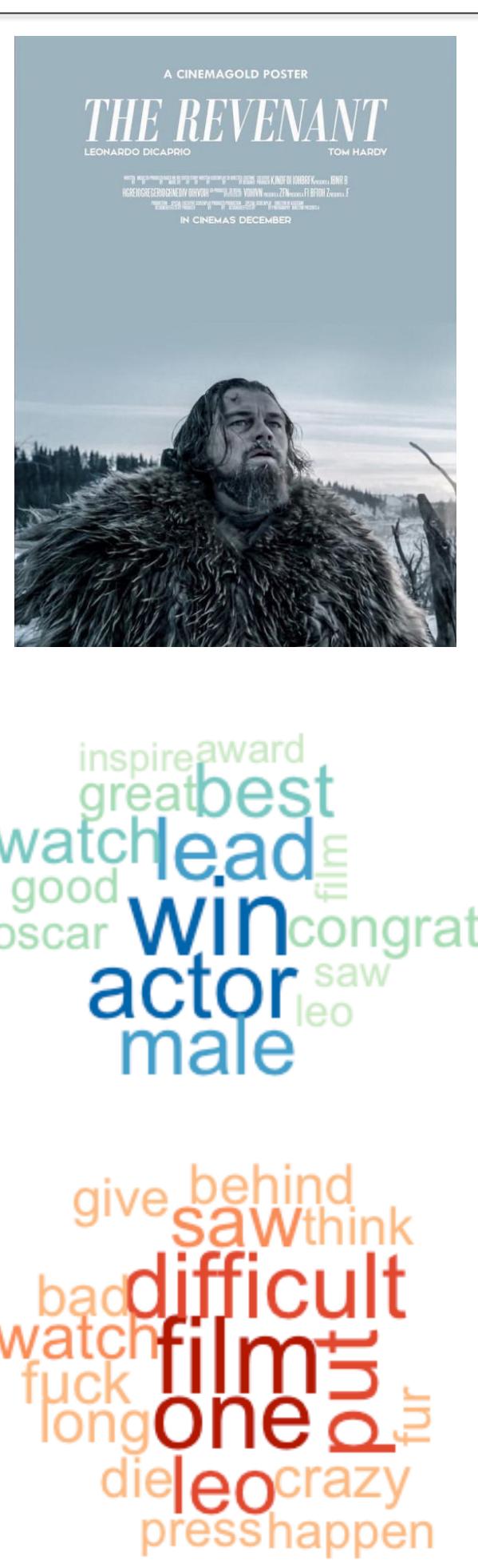


Figure 2: Moviegoers and critics tend to agree.

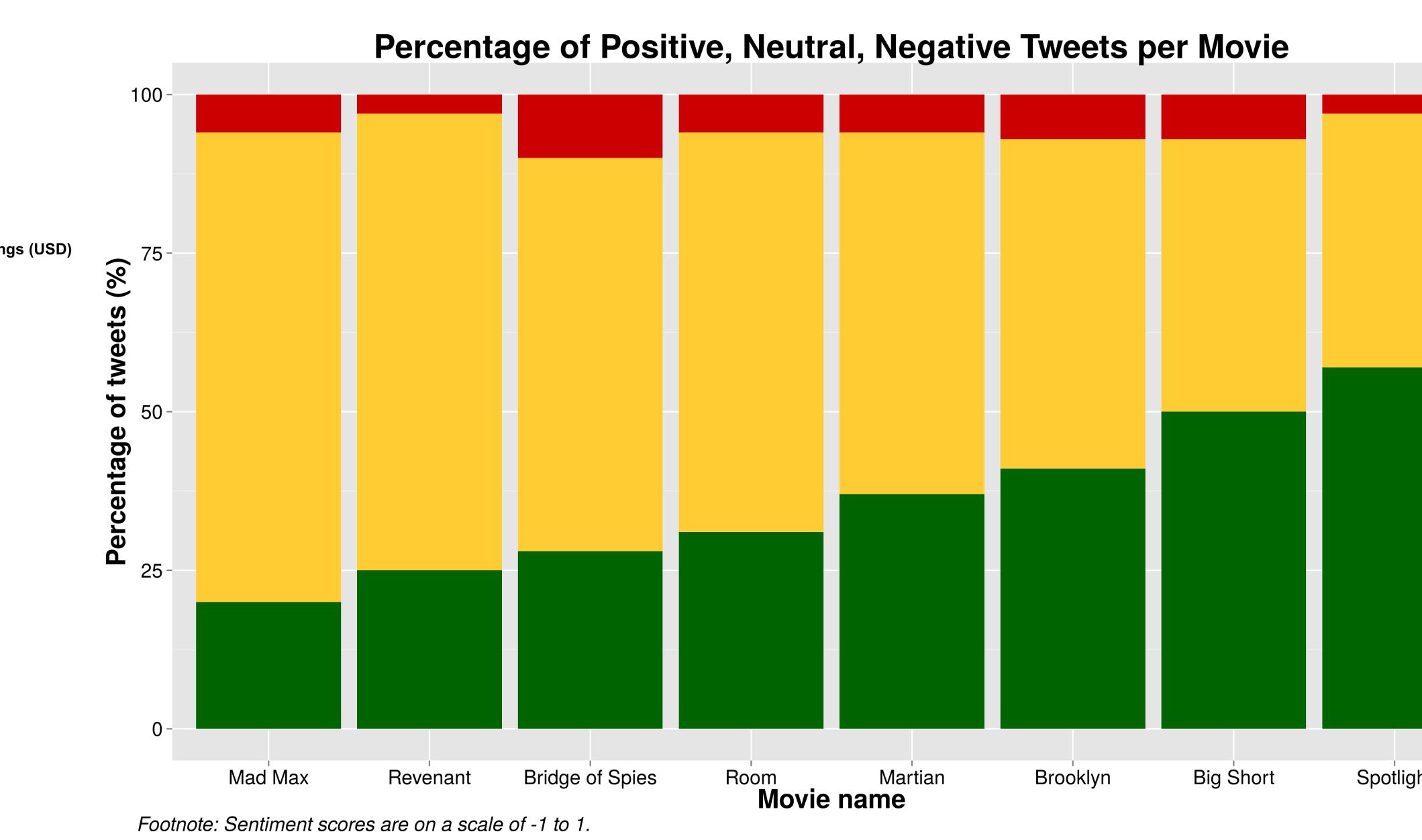


Figure 3: *Spotlight* had the highest percentage of positive tweets, while *The Revenant* had the second lowest.

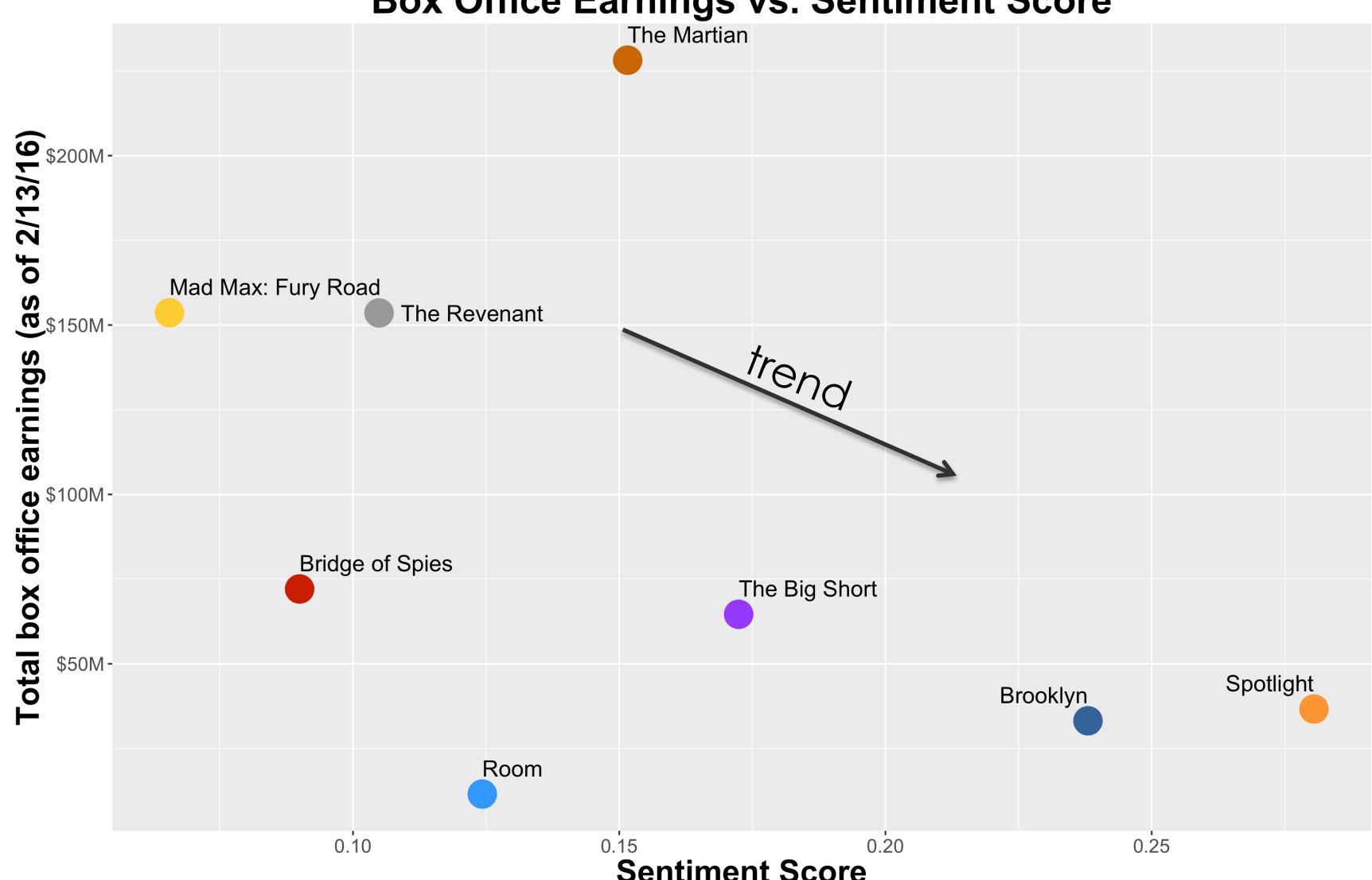


Figure 4: Positive sentiment does not guarantee box office success.

| The Revenant | | Spotlight | |
|--------------|-----------|-------------|------------|
| Positive | Negative | Positive | Negative |
| actor | difficult | cast | people |
| wins | films | outstanding | ordinary |
| male | put | motion | explains |
| leading | leo | sag | speaks |
| best | saw | award | courage |
| congrats | long | receives | empowering |
| win | oscar | best | years |
| great | mad | wins | movie |
| saw | never | winning | behind |
| good | crazy | ensemble | film |

Table 1: Top 10 frequent words in both positive and negative tweets.



POPULARITY AND SUCCESS

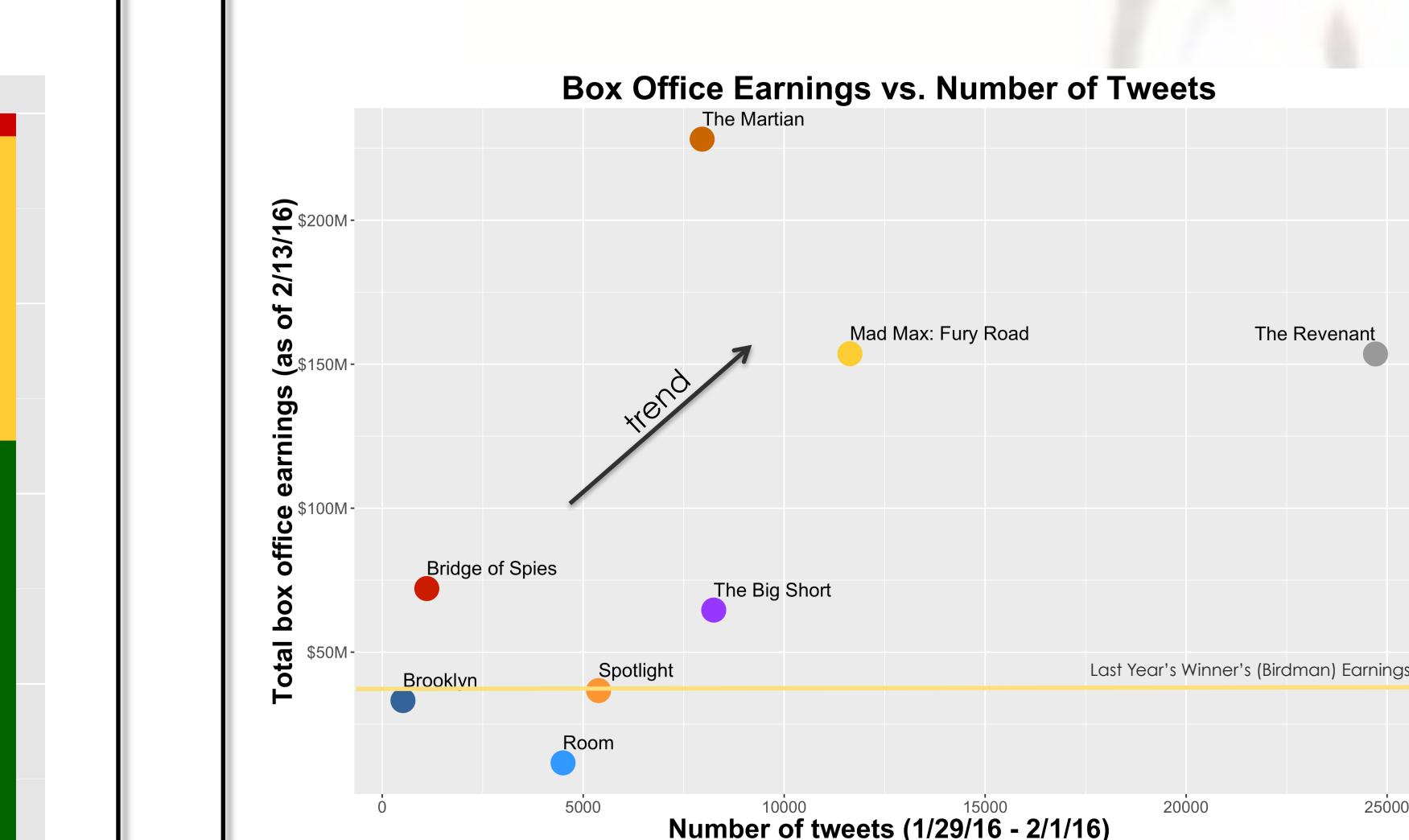


Figure 5: Positive association between number of tweets and box office success per movie.

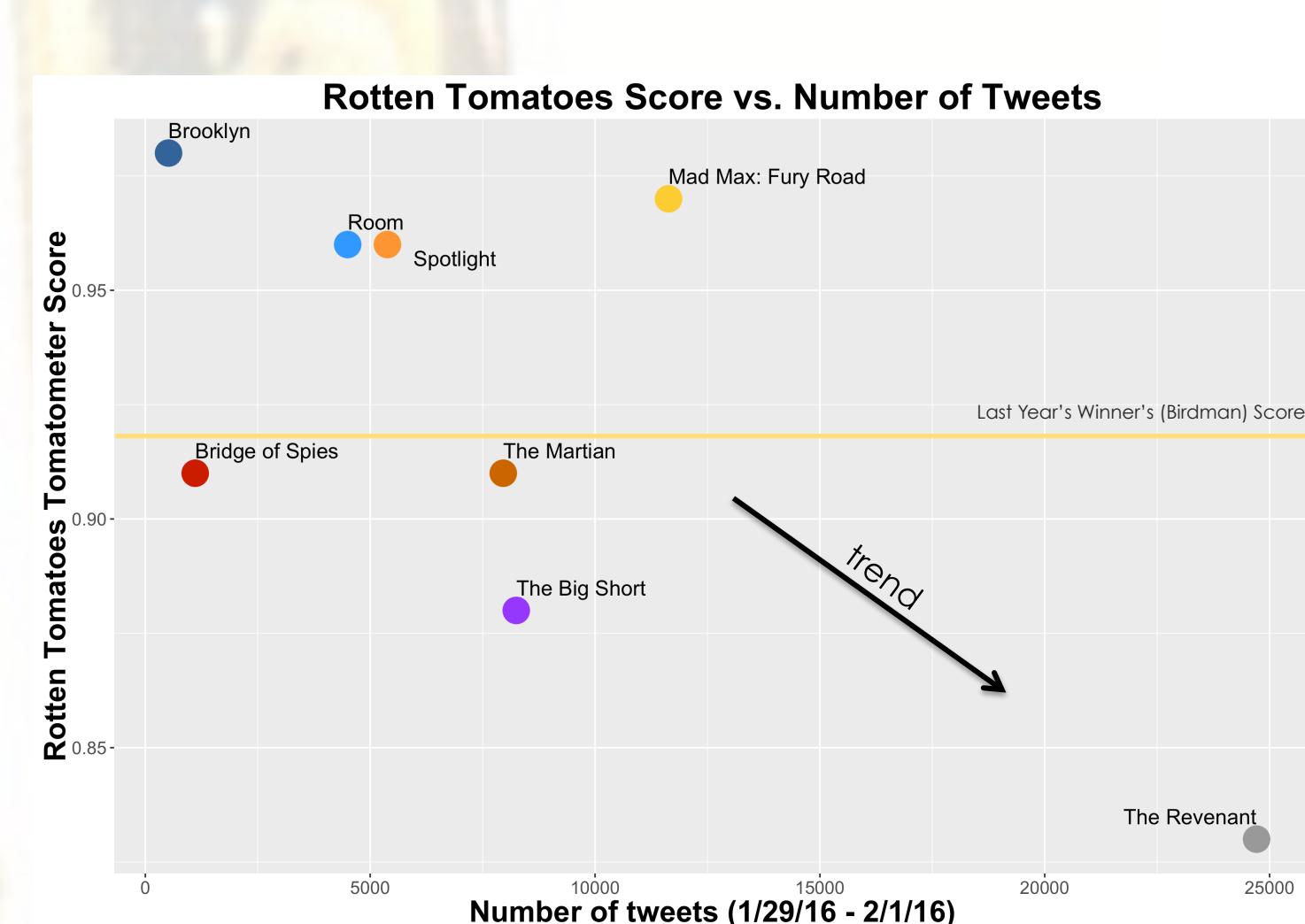


Figure 6: More critically acclaimed movies are mentioned less frequently on Twitter.

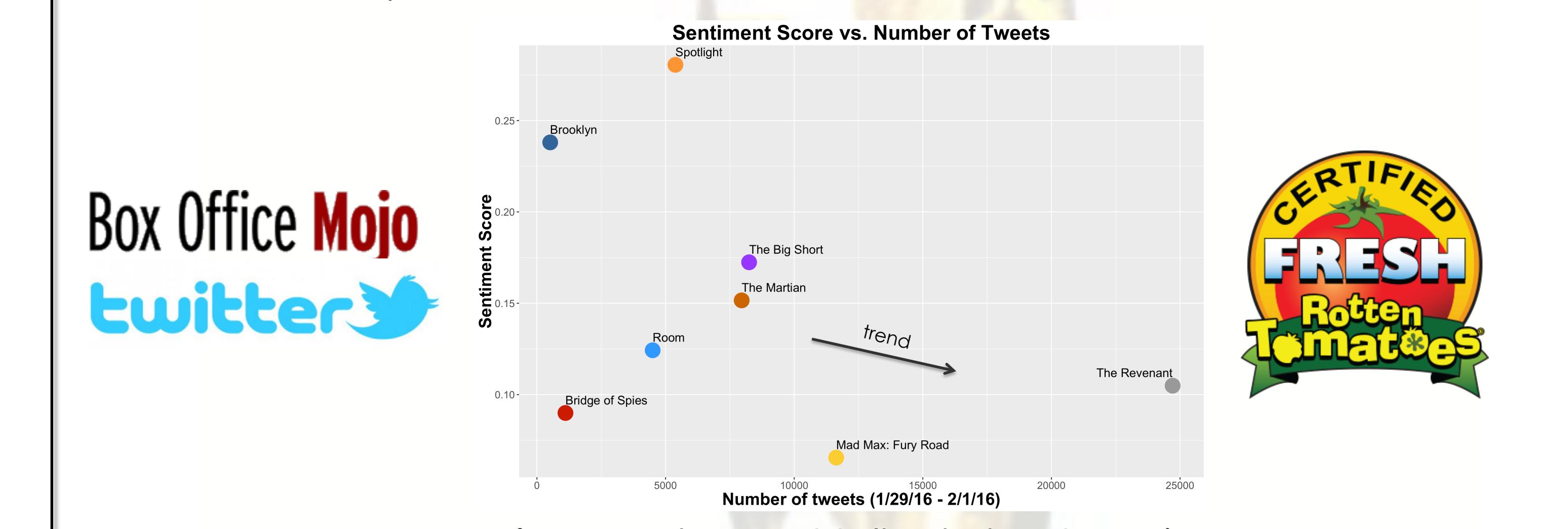


Figure 7: The most talked about movies are not always the most well-liked.

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