**Taxonomy Guide for Analyzing Media Coverage of *Emilia Pérez***

1. **Motivation:**

This taxonomy was designed to answer the specific research question:  
**"How much coverage has the movie *Emilia Pérez* received relative to other movies that came out at a similar time?"**

Netflix is particularly interested in the visibility and audience reception of *Emilia Pérez* in the competitive landscape of post-pandemic movie releases. This taxonomy categorizes articles into distinct groups to quantify and analyze the nature of media coverage of *Emilia Pérez*, ensuring clarity and consistency in coding.

1. **Taxonomy Categories**

**Overview of the four categories:**

* Category 1: Focus on "Emilia Pérez"
* Category 2: Focus on Other Movies
* Category 3: Mentions "Emilia Pérez"
* Category 4: Does Not Mention "Emilia Pérez"

**Category 1: Focus on "Emilia Pérez"**

* **Definition**:  
  Articles that are primarily and explicitly about *Emilia Pérez*. These articles focus on the movie's production, cast, release, or any other aspect where *Emilia Pérez* is the central topic.
  + **Inclusion Rules**:
    - The title and/or description directly mentions *Emilia Pérez* as the main subject.
    - If unclear from the title, check the article content (via URL) to confirm that *Emilia Pérez* is the main focus.
  + **Exclusion Rules**:
    - Articles that only briefly mention *Emilia Pérez* but focus on other movies or broader trends.
* **Examples (What’s In)**:
  + *"Selena Gomez Joins Emilia Pérez Co-Stars Karla Sofía Gascón & Zoe Saldaña at Opening Night of French American Film Festival 2024."*
  + *"* *Selena Gomez says 'Emilia Pérez' helped her reinvent herself."*
* **Edge Cases**:
  + **What’s In, But Might Not Look Like It**:
    - Articles where the title is ambiguous but the content reveals *Emilia Pérez* as the primary focus.
  + **What’s Out, But Might Look Like It**:
    - Articles mentioning *Emilia Pérez* as part of a broader trend without focusing solely on it.

**Category 2: Focus on Other Movies**

* **Definition**:  
  Articles that explicitly focus on movies other than *Emilia Pérez*. These articles discuss another movie’s production, release, reception, or related topics, with no substantial mention of *Emilia Pérez*.
  + **Inclusion Rules**:
    - The title and/or description clearly indicate that the focus is on another movie.
  + **Exclusion Rules**:
    - Articles that mention *Emilia Pérez* even briefly should not be included here.
* **Examples (What’s In)**:
  + *"Where To Watch Conclave: Showtimes & Streaming Status."*
  + *"Venom: The Last Dance’ Hopes to Make October Box Office Prance With $70M Opening – Forecast."*
* **Edge Cases**:
  + **What’s In, But Might Not Look Like It**:
    - Articles that mention broader trends but clearly focus on another movie.
  + **What’s Out, But Might Look Like It**:
    - Articles that mention *Emilia Pérez* alongside other movies. These belong in Category 3.

**Category 3: Mentions "Emilia Pérez"**

* **Definition**:  
  Articles where *Emilia Pérez* is mentioned, but it is not the primary focus. These articles often discuss broader trends or other movies with *Emilia Pérez* as a secondary topic.
  + **Inclusion Rules**:
    - *Emilia Pérez* is mentioned, but the main focus is on something else.
    - The article is not exclusively about *Emilia Pérez*.
  + **Exclusion Rules**:
    - Articles where *Emilia Pérez* is the primary focus (Category 1).
* **Examples (What’s In)**:
  + *"New on Netflix Canada: November 2024."*
  + *"Selena Gomez's Top 2024 Projects: Emilia Pérez and More."*
* **Edge Cases**:
  + **What’s In, But Might Not Look Like It**:
    - Articles with a broad topic that includes *Emilia Pérez* as one of several examples.
    - Example: *"T LOunge for October 22nd 2024" (here this article discusses multiple topis and briefly mentions 'Emilia Pérez')*
  + **What’s Out, But Might Look Like It**:
    - Articles that discuss new Netflix movies but do not explicitly mention *Emilia Pérez*.

**Category 4: Does Not Mention "Emilia Pérez"**

* **Definition**:  
  Articles that do not mention *Emilia Pérez* at all. These articles may discuss broader industry trends, other movies, or unrelated topics.
  + **Inclusion Rules**:
    - Articles where *Emilia Pérez* is entirely absent from the title, description, or content.
  + **Exclusion Rules**:
    - Articles that mention *Emilia Pérez*, even briefly.
* **Examples (What’s In)**:
  + *"The 11 Best Movies and TV Shows to Watch This Weekend."*
  + *"Post-Pandemic Trends: How Movie Theaters are Reclaiming Audiences in 2024."*
* **Edge Cases**:
  + **What’s In, But Might Not Look Like It**:
    - Articles with ambiguous titles but no mention of *Emilia Pérez* in the content.
  + **What’s Out, But Might Look Like It**:
    - Articles about Netflix trends that mention *Emilia Pérez*. These belong in Category 3.

**3. Handling Ambiguous Cases**

* **Focus Rule:**If it’s unclear whether the article focuses on *Emilia Pérez* based on the title, review the article’s content (via the URL or description) to determine its main focus:
* If *Emilia Pérez* is clearly prioritized, assign the article to:
  + Category 1 (Focus on "Emilia Pérez"), or
  + Category 2 (Focus on Other Movies).
* If the focus is unclear or *Emilia Pérez* is only mentioned briefly, assign it to:
  + Category 3 (Mentions "Emilia Pérez"), or
  + Category 4 (Does Not Mention "Emilia Pérez").
* For vague or general titles (e.g., "2024’s Best Netflix Movies"), check the article’s opening content to confirm whether *Emilia Pérez* is included or emphasized. If no mention, classify it as Category 4.