Tasks to be completed

1. Background – Brooke

* Where it came from
* What it represents
* Quick description of the columns
* Any potential issues

1. Why is it multivariate – Carson

* Does it have multiple variables.
* Do we have reason to believe that there is structure in the data.
* Non-univariate between the data.
* Can’t be modelled by a linear model.
* Emphasis is on continuous variables with factor variables being secondary.

1. General Aims – Enoch & Shuang

* Investigate relationship between social media and movie characteristics.
* Investigate the relationship between gross income, budget and country of origin.
  + Do Hollywood’s stereotypes and films from English-speaking countries dominate in reality, or cultural diversity in films do exist
  + (Tentative idea to undergo Cluster analysis) to express inter-country cultural difference in terms of film characteristics or corresponding social media application
    - Do facebook-likes differ in countries
    - Mainstream film characteristics in countries
  + Have a glimpse into the niche markets for film industry *(A MAYBE)*
    - Difference in countries respond to non-mainstream films
    - Budget and gross