

ADA - PROJECT MILESTONE 1

CMU Movies

Idea 1 : Correlation between movies plot, characters and actors

We could investigate whether there is a significant correlation between the emotional themes of a movie's plot (and/or latent personas of the film) and the ethnicity or age of its leading actors. This analysis could help discover patterns in how certain stories are paired with specific demographic groups.

Additionally, we could extend this exploration to determine whether the combination of plot tone, actor ethnicity, and age has any measurable impact on a film's commercial success. We might even discover broader trends within the industry, highlighting how representation in terms of age and ethnicity affects storytelling, audience engagement and box office performance.

Idea 2 : Impacts of technological advancements on film production, distribution and consumption

In recent years, technological advancements have significantly transformed the film industry, influencing both the production process and the way movies are consumed. Thus, we could explore how technological advancements in film production and distribution (such as new camera models, cinema technology, streaming platform, etc.) have shaped the movie industry in recent years regarding both the movie itself and the actors playing in it.

At the same time, the accessibility of affordable recording equipment and platforms like YouTube and social media has offered alternative forms of entertainment, impacting the traditional film industry. We should therefore be examining innovations that have positively impacted the industry (professional-grade cameras, enhanced theater experiences, visual effects) as well as those that may have led people to other forms of entertainment (high-quality phone cameras, more affordable recording equipment, youtube and social networks, streaming).

Idea 3 : Casting Diversity and Market Reach

We could study the connection between casting diversity, such as gender, ethnicity, and age, and how far a movie can reach in the market. It would also be interesting to see if films with more diverse casts perform better globally or in certain regions, especially when taking into account the different preferences of audiences in various parts of the world.

For example, some countries might prefer movies with more local or familiar characters, while others might appreciate more international representation. This research could help us understand how diversity influences a movie's appeal to

audiences from different cultural or geographic areas, and if it leads to higher box office revenue, more streaming views, or increased popularity on social media.