

The Evolution of Film Themes and Their Correlation with Box Office Success

The aim of this project is to analyse how the taste of people has evolved over time. Typically all films revolve around a small set of universal themes, such as love, war, family, technology, etc.. Our objective is to extract these themes from the movie summaries and correlate them with box office success to identify which themes were "in fashion" during different periods. In addition, by incorporating data on real-world events, we will examine whether major historical occurrences, such as wars, economic crises, and technological advancements, influence the themes present in popular movies. Lastly, since tastes can vary across regions and not all historical events are global, we would like to take this into account by differentiating our analysis over different countries.

The Bacon Number and Actor Connectivity in Cinema

The "Bacon Number" refers to the number of degrees of separation an actor has from Kevin Bacon in terms of shared film appearances. In the mid-90s, the "Six Degrees of Kevin Bacon" theory became a popular meme, suggesting any actor can be connected to him within six steps, illustrating the film industry's interconnectedness. The aim of this project is to analyse the degrees of separation between actors, using the Bacon Number as a starting point, to better understand the structure and connectivity of the film industry. By calculating the separation between all actors, we seek to reveal patterns of collaboration, identify key actors who frequently connect others, and explore how these connections evolve over time. In addition, we aim to map out the entire actor network, identifying clusters of actors who frequently work together. These clusters can then be examined in relation to box office performance and awards recognition, offering insights into how collaboration patterns contribute to both financial success and critical acclaim. In doing so, we hope to uncover key dynamics of how actor networks drive the success of films and shape the careers of actors across the industry.

The Impact of Franchises vs. Standalone Films

The film industry is characterized by a mix of standalone films, which tell a complete story in a single movie, and franchise films, which are part of a larger series or cinematic universe. The aim of this project is to separate films into franchises and standalones and to understand the differences between these two types, especially in terms of box office success, ROI, audience engagement, and critical reception. For example, we would expect that franchise films outperform standalone films in terms of overall box office revenue due to established fan bases and larger marketing budgets. However, standalone films may offer a higher return on investment (ROI) since they typically have smaller production costs and can succeed through strong critical reception or good reviews. To back our analysis, we will incorporate audience ratings and critical reviews to assess which type of film receives better public reception and more prestigious awards and how this impact the overall success of each movie.