# Just O(kay) Scott
## Critiquing the Critic

John Huynh

How much do you think Americans spend per day at the movie theater?

Hint : It’s in the millions

# 26.6 Million Dollars

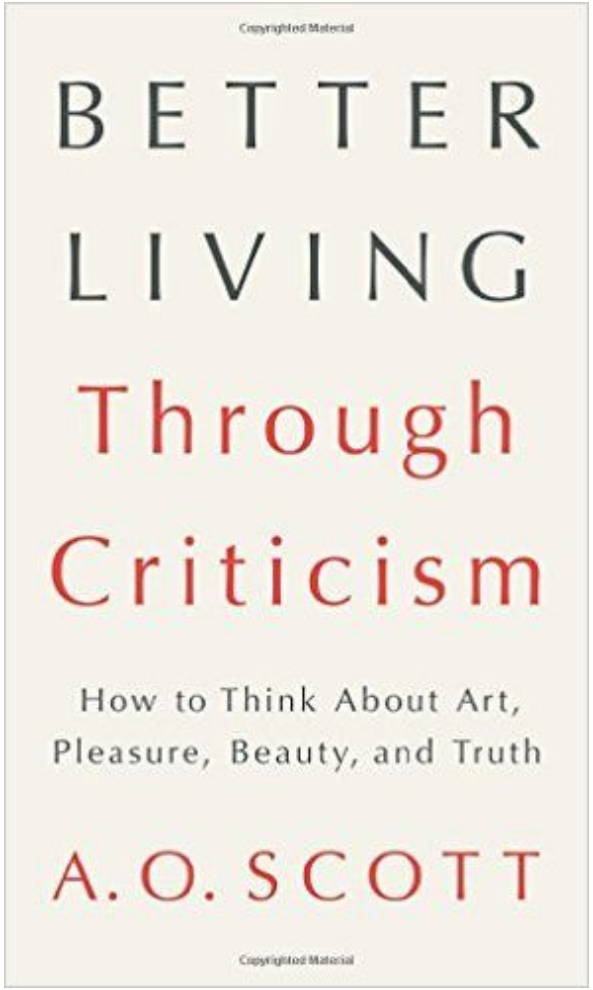
(Which comes out to be over **$9,700,000,000** a year)

# A.O Scott

- Started his career as a book critic
- Critiquing Films for over 16 years,
- Became Chief Film Critic of the New York Times in 2004
- A distinguished Film Studies professor Wesleyan University
- Recently released a book about his career/critiquing

# Critiception

"Few could explain, let alone seek out, a career in criticism. Yet what A.O. Scott shows in *Better Living Through Criticism* is that we are, in fact, all critics: because critical thinking informs almost every aspect of artistic creation, of civil action, of interpersonal life."



# Birdman Promotional Poster Analysis

- Minimalism
- Usage of well known symbols/logos (NY Times, Awards)
- Ratio of text to other items on the poster

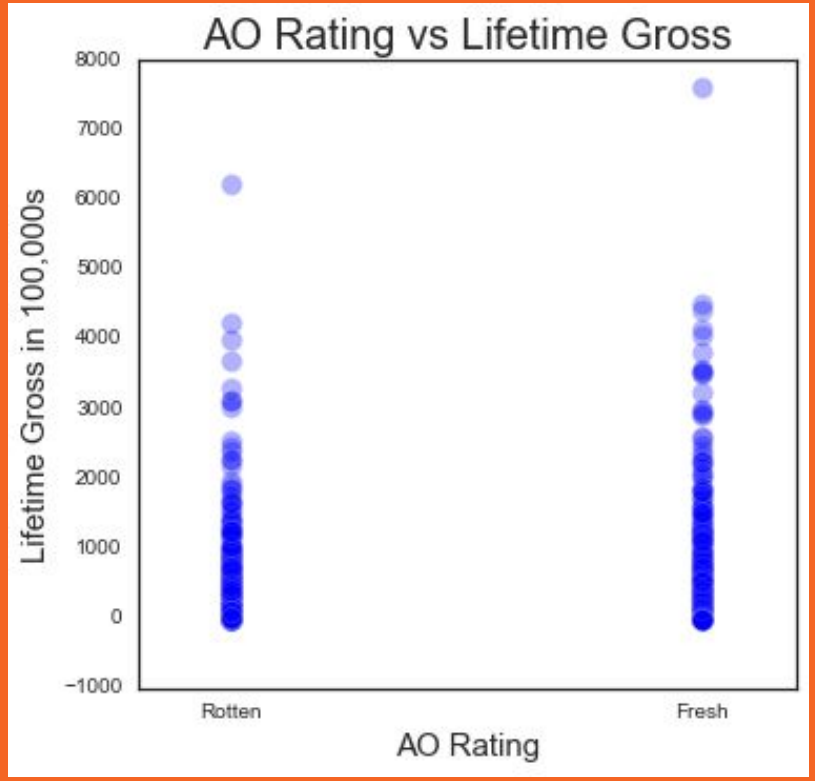
It never seems to get anywhere, taking up space and time without managing to be especially memorable or imposing
- A.O Scott

# A.O Scott said this after...

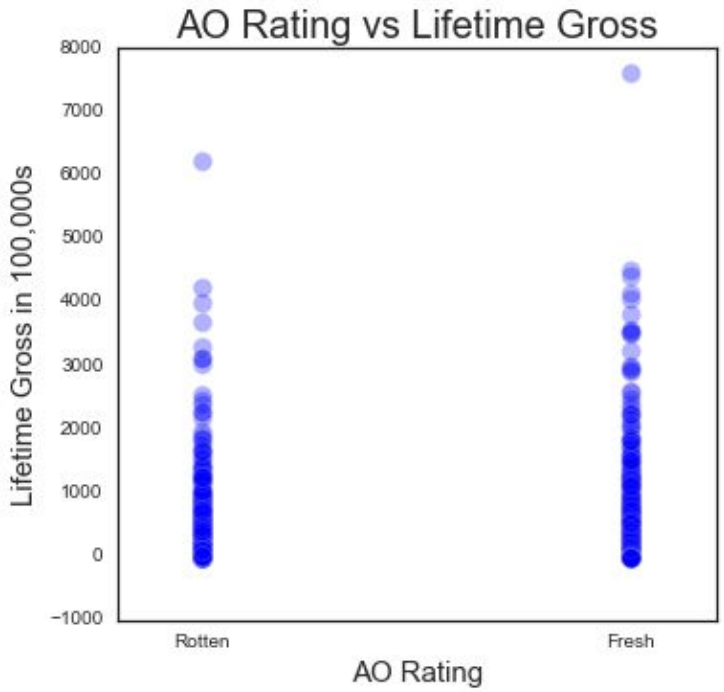
A. He saw my iPython notebook
B. He watched Everest (2015)
C. He contemplated about his own life
D. None of the Above

# Does A.O Scott have an influence on Gross?

# A.O Scott Ratings vs Lifetime Gross

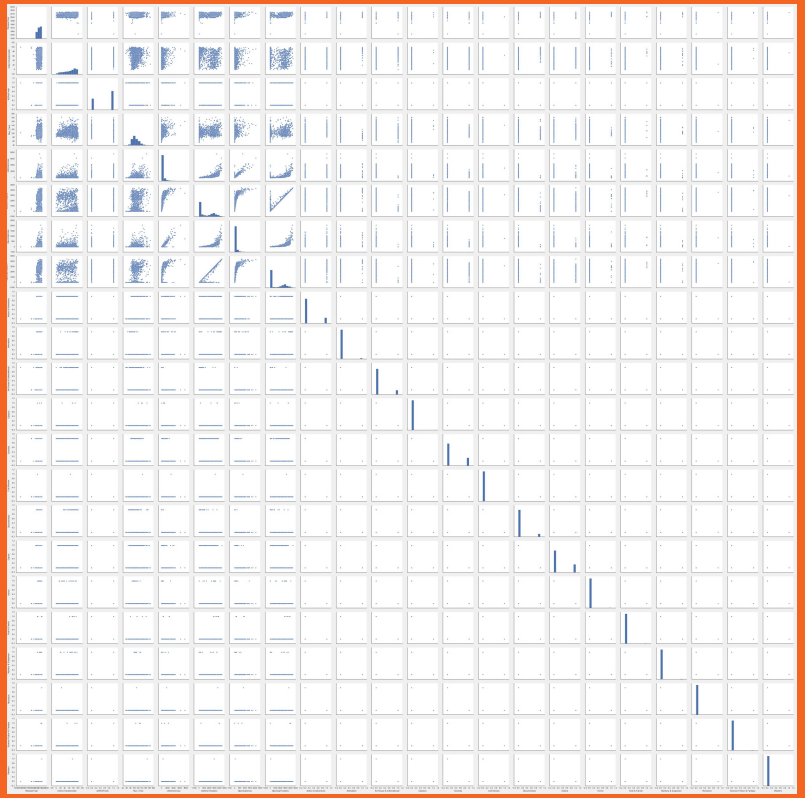


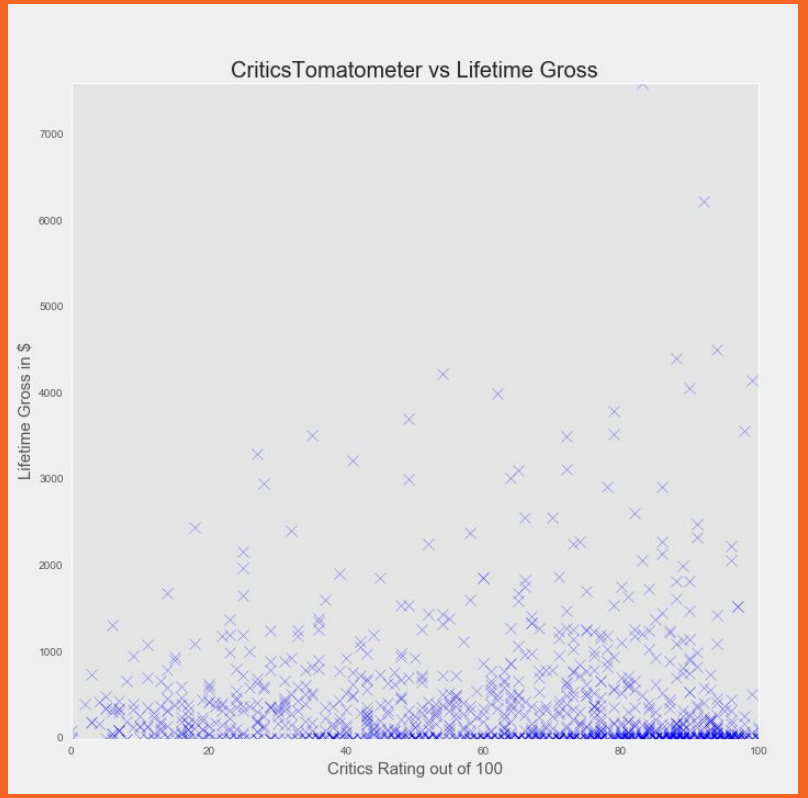
# Rotten Apple?




- Outliers exist in both Rotten and Fresh ratings
- Generally, movies Gross evenly whether or not A.O thinks it's Rotten or Fresh

# Initial Analysis





# What Critics Might Say:

**This picture achieves a level of badness that is its own form of sublimity.**

A Sound of Thunder (2005)

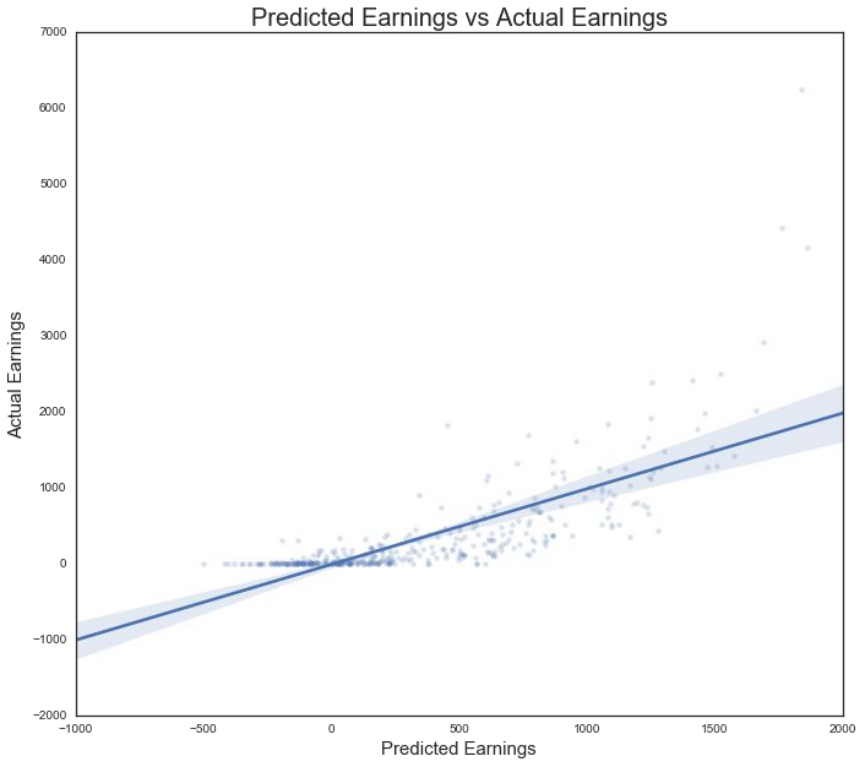
**An unholy, incoherent mess.**

Masked and Anonymous (2003)

**Here's a graph I pulled from /r/dataisugly. At least he labeled his axes...**

Metis Instructor

# So What?




- Plotting this using Multiple Linear Regression produced a score of 47.37

# So What?

**('Cult Movies', 1671.6830415520103)**
**('Romance', 561.77669243501759)**
**('Animation', 316.36134657134505)**
**('Run_Time', 7.6914462025825951)**
('CriticsTomatometer', 5.5031271293206849)
('OpeningTheaters', 0.28609084324751116)
**('AORotFresh', -19.788225316902491)**
('Mystery & Suspense', -58.203556519379731)
('Action & Adventure', -80.658594828396673)
('Science Fiction & Fantasy',
-82.696188268357503)
('Comedy', -208.50458598724126)
('Kids & Family', -226.67128229025104)
('Drama', -245.31598193088919)
('Western', -257.81210742254927)
('Horror', -267.23596536841592)
('Art House & International', -284.67721878048741)
('Documentary', -301.46318818637337)
('Classics', -536.58241097602865)

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"A PULSE POUNDING SUCCESS"

The New York Times

New York Times