Case Study Hook Document - DS 4002

Topic: The topic of interest that the student will be exploring is movie review sentiments, specifically how audiences' sentiments of movies change over time from the date of the film's release. In this case study, the student will examine these effects in a selection of animated Disney movies from the 2000s and 2010s.

Context and Motivation: Movie reviews can affect the livelihood of producers and also dictate if a consumer decides to watch the movie, which can impact profits for a studio. One of the motivations behind this topic is the interest in movies among society and the desire to understand the factors that influence movies' ratings. Reasoning for movie reviews differ immensely from each person, each review containing a good, bad, or neutral sentiment on the content of the film. The research aims to investigate how these sentiments change from within a year of the release date to years following the release date. In recent years, there has been a recency bias with movie ratings; this means that after people watch a new, popular movie that just released, they may think the movie is much better than it actually is due to positive discussion surrounding the movie. This phenomenon perhaps skews ratings of movies released in the 2010s and later, leading to more–and possibly even over–representation of movies from this time frame.

Deliverable: The student will reproduce a project investigating recency bias in animated Disney movie reviews and examine if recency bias is present in the given scenario. To do so, the student will produce code and data visualizations to first obtain sentiment scores for each review, and then they will indicate whether or not the sentiment scores for movie reviews released soon after the movie's release are more positive than those further from the movie's release date. The student will engage in statistical analysis to test the null hypothesis that there is no significant difference between the sentiment scores of recent versus non-recent movie review sentiments and will either reject or fail to reject the null hypothesis.

GitHub Access: To access the GitHub for this case study which includes all necessary materials to replicate the project, the student can visit this link: https://github.com/jillianhaig/CS3