

Joshua Banks Mailman

Predicting film-director ratings

Questions investigated

Characterizing response to film directors

The investor, sponsor, or granting agency that funds film directors may be interested in...

- Besides profit margins they may be interested in alternative gauges of success of a movie
- Crowd-sourced critical response to the films of prolific acclaimed directors are a valuable resource to exploit to address this.

Predicting the ratings of their films

Based on data freely available to the general public, it may be possible to build predictive models tailored to various film directors of the past.

- Such types of models can also be applied to directors that are still active.
- Most of the film directors examined are still active today.

Who?

Seven acclaimed directors who are prolific



Alfred
Hitchcock



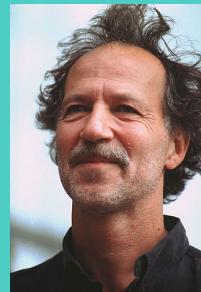
Ingmar
Bergman



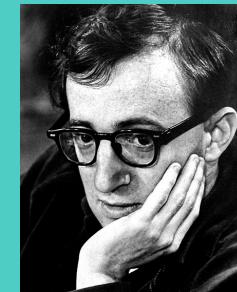
Jean-Luc
Godard



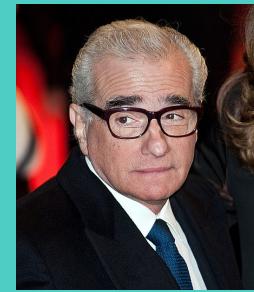
Rainer
Fassbinder



Werner
Herzog



Woody
Allen

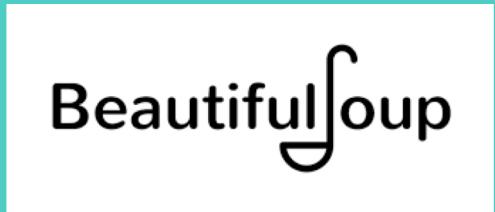


Martin
Scorsese

Source

IMDB

(Internet Movie Database)



- A ***nested web-scraping algorithm*** was required, since IMDB lists all of a director's films on one page, but includes cast members and other info on a separate page dedicated to each film
- To improve on the ***worldwide gross*** box office returns data, www.the-numbers.com, was also scraped and joined, but this data was ultimately ***discarded*** for being incomplete

Target variable

Viewers' Ratings

(scale from 1 to 10)



Maria marries Hermann Braun in the last days of World War II, only for him to go missing in the war. Alone, Maria puts to use her beauty and ambition in order to find prosperity during Germany's "economic miracle" of the 1950s.

Director: Rainer Werner Fassbinder

Target variable

Viewers' Ratings

Features examined

continuous

- Year released
- Duration (in minutes)
- Rating count (total number of times the film was rated on IMDB)
- Budget

categorical

- TV series vs. theatrical release
- Documentary or not
- Cinematographer
- Cast members

7 directors x ~50 films each
x 15 actors & 10 other features

> 9,000
data points

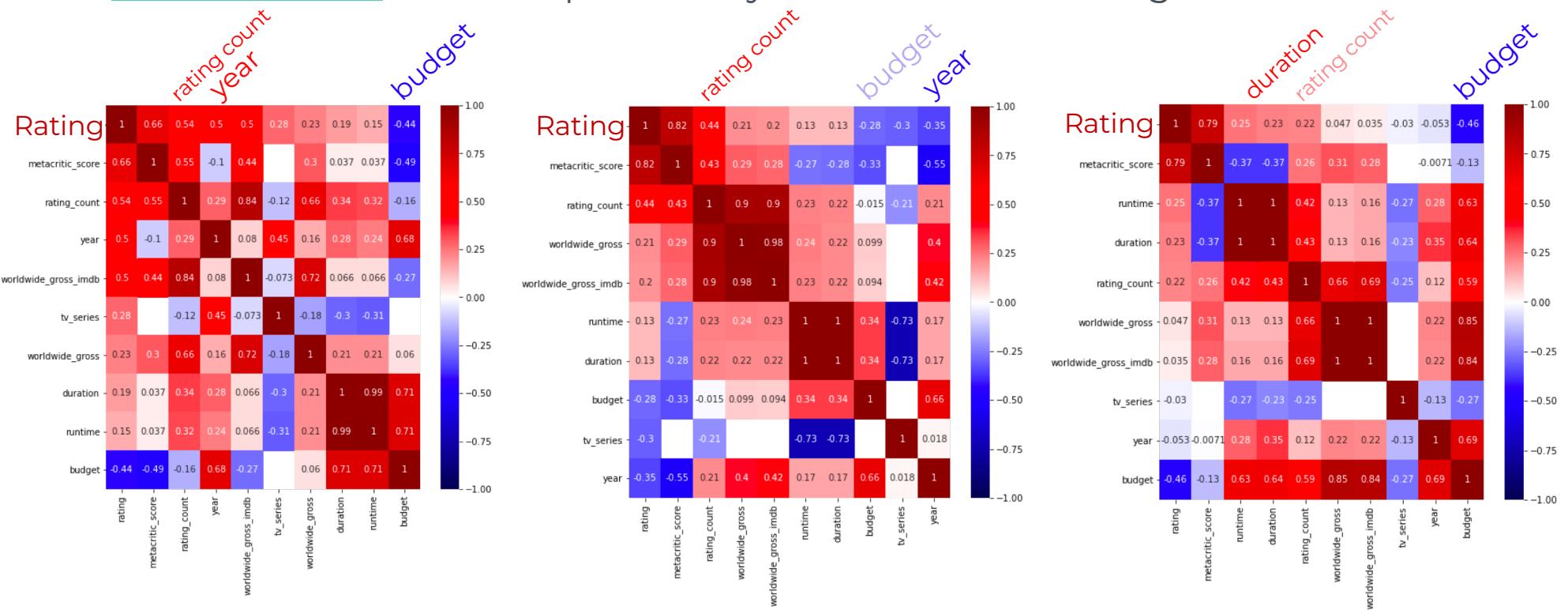
Cleaned and Filtered

As follows:

- Exclude actors appearing in < 3 films & one-off cinematographers
- Exclude films < 60 minutes
- Exclude films with crucial missing data and obvious outliers
- Exclude collinear features and those too often missing

Patterns in the data

Heatmap sorted by correlation to the target variable



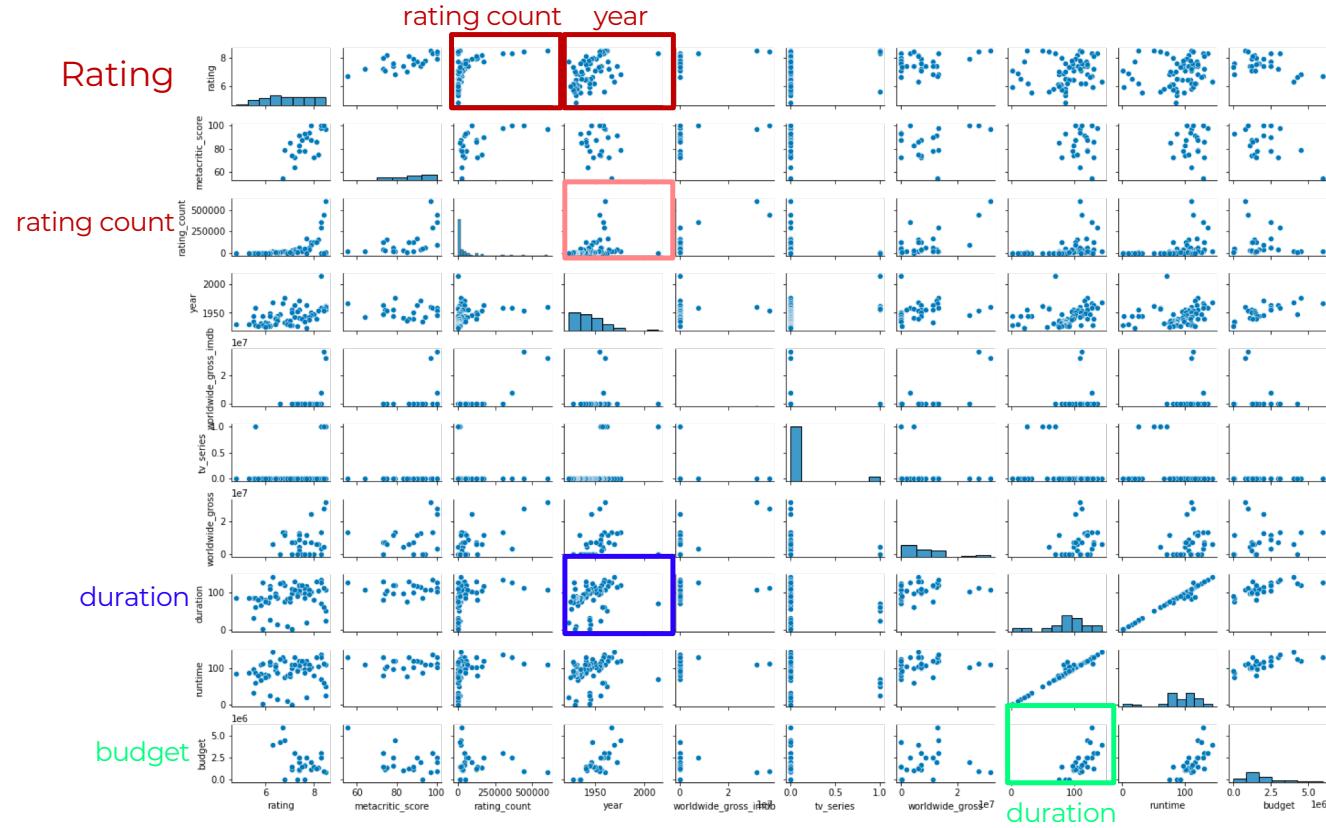
Hitchcock

Allen

Herzog

Patterns in the data

Shapes of correlation



Alfred Hitchcock

Multicollinearity as expected between features and proxies for them, such as *rating* and *metacritic score*, and *runtime* and *duration*

To predict ratings:

Linear Regression

with train-test split to enable cross-validation

continuous features

- Year released
- Duration (in minutes)
- Rating count (total number of times the film was rated on IMDB)

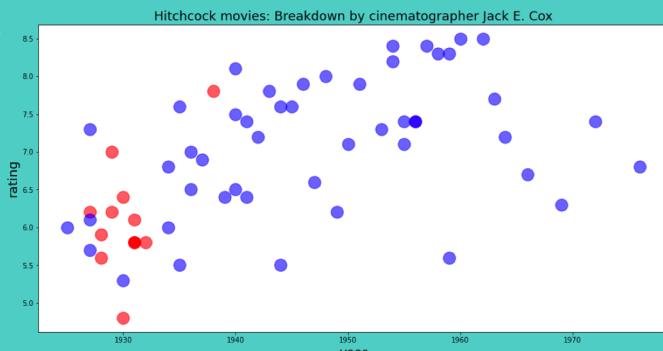
categorical features

- TV series vs. theatrical release
- Documentary or not
- Cinematographer (excluding those who worked the least number of times with that director)
- Cast members (if appearing in > 3 films)

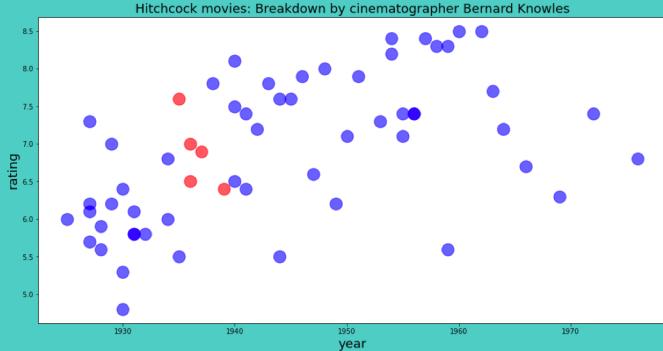


Three of Hitchcock's cinematographers

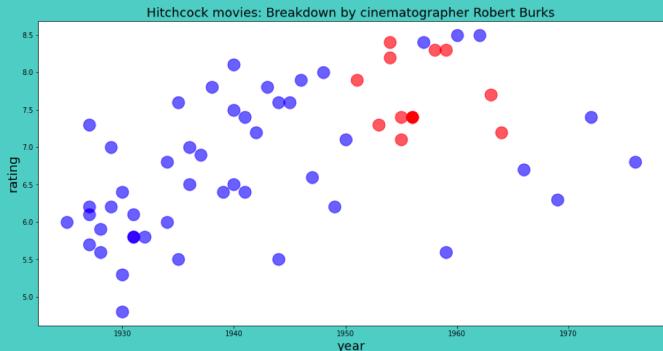
Jack E. Cox
(1920-30s)



Bernard Knowles
(late 1930s)



Robert Burks
(1950s-60s)



Alfred Hitchcock and other directors, use a particular cinematographer during a particular phase of their career

Therefore
cinematographer
somewhat serves as
a proxy for the time
variable in years

Linear regression models

R² values

on test-set after
training

* Including two additional Allen films excluded for their genre and duration yielded slightly different results

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Linear regression models

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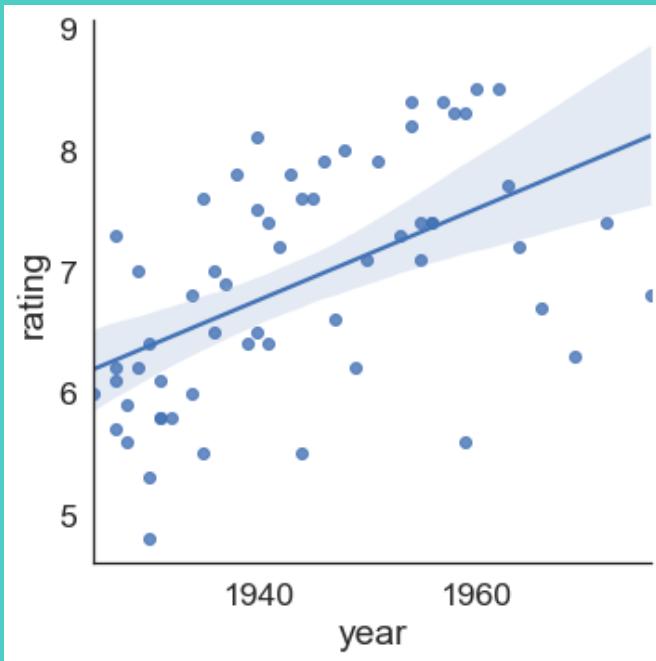


Feature sets	Hitchcock	Bergman	Godard	Allen	Allen*	Fassbinder	Herzog	Scorsese
All (continuous & categories)	-0.97	-1.41	-0.09	-14.3	0.21	-1.26	-0.07	-0.41
Continuous only	0.38	0.15	0.26	0.51	0.4	0.27	0.07	0.17
Year	0.28	-0.15	-0.11	0.24	0.04	-0.08	0.04	-0.18
Year & Rating count	0.37	-0.1	0.11	0.51	0.46	0.21	0.06	-0.19
Year & Duration only	0.27	0.16	0.25	0.23	-0.04	-0.02	0.03	0.19

* Including two additional Allen films excluded for their genre and duration yielded slightly different results

How Hitchcock's ratings rise

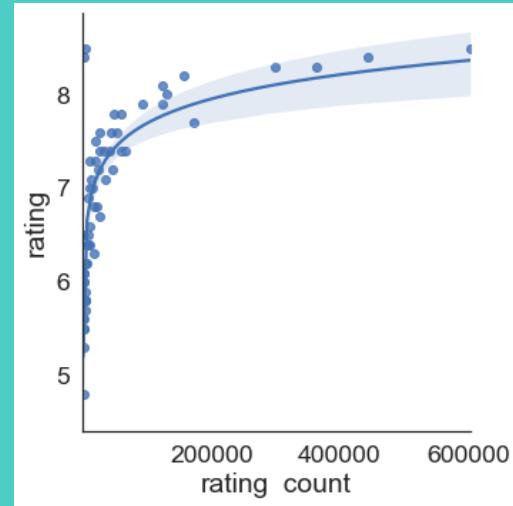
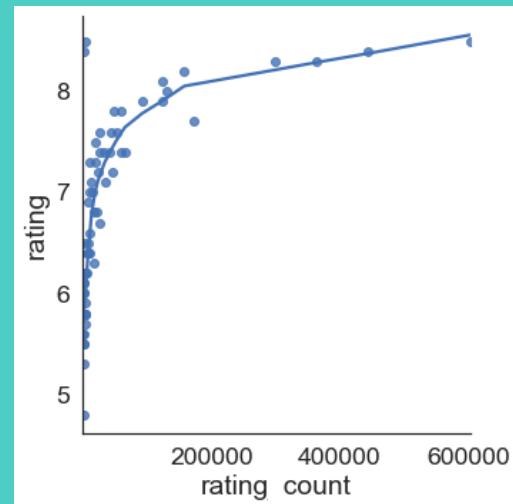
Hitchcock movies tend to be rated higher to the extent they are released later in his career and are rated by many



Feature engineering

Regression on log of ratings count

Smoothed moving average (lowess)



Linear regression models

R² values on test-set after training



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Year & Duration only	0.27	0.16	0.25	0.23	-0.04	-0.02	0.03	0.19
Year & Rating count & their logs	0.8	0.84	0.35	0.48	0.37	0.48	0.16	-0.22
Year & log(rating count)	0.78	0.8	0.34	0.36	0.45	0.12	0.11	0.25
Lasso CV with polynomials on all features Include budget but w/ smaller dataset	0.68				0.41			0.69

* Including two additional Allen films excluded for their genre and duration yielded slightly different results

Linear regression models

R² values on test-set after training

Less stable
(higher variance, overfitting)

Allen

Lasso regression on polynomial features, with cross validation

	validation	test
	-7.315	0.455
	-0.897	0.29
	-315.4	0.275

slightly more stable
(less variance, less overfitting)

Hitchcock

Lasso regression on polynomial features, with cross validation

	validation	test
	-0.09	0.508
	0.747	0.4
	0.324	0.567

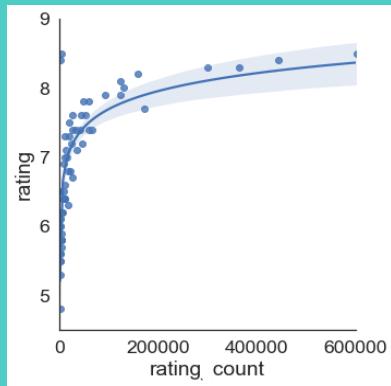
year, duration, rating count, log(year), log(rating cour

Hitchcock Important coefficients: -50.668,

-0.198, 0.101, 50.892, 0.560

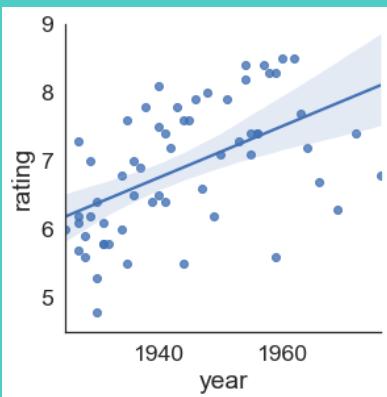
Opposite trends

Hitchcock

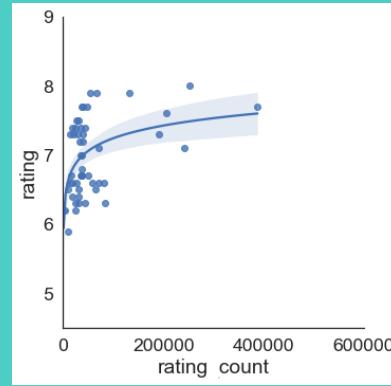
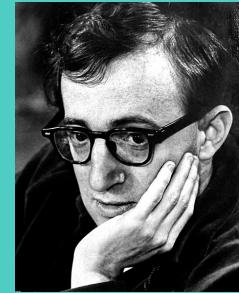


R^2 on test set

Year & Ratings count	0.44
Year & Duration only	0.28
Year & Ratings count & their logs	0.8
Year & log(rating count)	0.68
Lasso CV with polynomials on all features	0.41

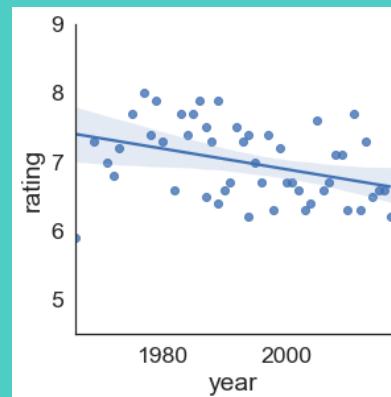


Allen



R^2 on test set

Year & Ratings count	0.51
Year & Duration only	0.23
Year & Ratings count & their logs	0.48
Year & log(rating count)	0.36



R^2 values shown in blue represent the best model for the given director, based on comparisons of *mean absolute error (mae)* between different sets of features and rows, and within the same set of features and rows, choosing Lasso vs. Ridge based on lower R^2

Linear regression models

A more thorough investigation using Lasso CV on all features

w/ rating count		Hitchcock	Bergman	Godard	Fassbinder	Herzog	Allen	Scorsese
Lasso CV	r^2	0.7979	0.4737	-0.0246	0.0060	0.0968	0.2947	0.3369
	mae	0.3070	0.4795	0.4863	0.3856	0.5787	0.3606	0.3049
Polynomial Features								
w/ rating count		Hitchcock	Bergman	Godard	Fassbinder	Herzog	Allen	Scorsese
Lasso CV	r^2	0.7695	0.2721	0.0893	-0.4796	0.2804	0.2571	-1.6643
	mae	0.3297	0.5312	0.4864	0.5080	0.5526	0.3464	0.3483

Contributors
(positive coefficients)

tv series
log(rating cnt)



Edward Chapman

Ewa Froling
duration
log(rating cnt)



Georg Funkquist
Stig Olin

Gottfried John
El Hedi ben Salem
Walter Sedlmayr
Irm Hermann
Duration
rating count
docu x Peter Zeitlinger (DOP)
tv series x Werner Herzog (appears)
log(rating cnt) x documentary



Ulli Lommel
Margarethe von Trotta

Mia Farrow
Carlo Di Palma (DOP)
Diane Keaton
Gordon Willis (DOP)
log(rating cnt)



year
Vilmos Zsigmond (DOP)
Darius Khondji (DOP)

Joe Pesci
Ringo Starr
rating cnt
log(rating cnt)
Michael Chapman (DOP)



Greatest coefficients*:

Detractors
(negative coefficients)

* Font sizes are roughly proportional to absolute value of coefficients

DOP stands for *director of photography*, which is the cinematographer

Caveat:

Although average *rating* of a movie could vary up or down regardless of the *rating count*, the particular ratings can only exist in so far as there already exist ratings to count up. Therefore there is some question of:

Reflexivity

Can the ratings be predicted or interpreted *without* using *rating count* as a feature?

Linear regression models *without rating count as a feature*

A more thorough investigation using Lasso CV on all features

<u>w/out rating count</u>		Hitchcock	Bergman	Godard	Fassbinder	Herzog	Allen	Scorsese
Lasso CV	r ²	0.1460	0.0493	0.0756	-0.3318	-0.0343	0.1838	-0.0687
Ridge CV		0.3806	0.2071	-0.1495	-0.2123	0.0726	0.1070	-0.0527
Lasso CV	mae	0.5909	0.6981	0.4722	0.4211	0.6497	0.3904	0.3505
Ridge CV		0.5097	0.6138	0.5023	0.4375	0.6325	0.3489	0.3709

Polynomial Features

<u>w/out rating count</u>		Hitchcock	Bergman	Godard	Fassbinder	Herzog	Allen	Scorsese
Lasso CV	r ²	0.0955	0.0522	-0.3081	-0.5940	0.2086	0.1925	-0.0687
Ridge CV		0.3285	0.4565	-0.0069	-0.2809	0.1282	-0.1373	-1.3768
Lasso CV	mae	0.6239	0.6926	0.5072	0.5122	0.6415	0.3859	0.3585
Ridge CV		0.4904	0.5152	0.4767	0.4494	0.6180	0.3826	0.5560



Pairs of *mean absolute errors (mae)* are boxed if they are lower than the corresponding *mae* for a different sized set of features here (and slightly different sets of rows shown on the next slide).

Linear regression models

using *budget* as a feature

A more thorough investigation using Lasso CV on all features

w/ budget (w/out rating count)		Hitchcock	Bergman	Godard	Fassbinder	Herzog	Allen	Scorsese
Lasso CV	r ²		0.2442	-0.3382	0.1542	-0.1116		-1.2286
Ridge CV			0.2264	-0.7183	-0.0693	-0.0269	insufficient	-1.3884
Lasso CV	mae	0.3993	0.7500	0.4608	0.3550	data	0.4518	0.5210
Ridge CV		0.4135	0.8255	0.3717	0.3279		0.4553	0.5690

Polynomial Features

w/ budget (w/out rating count)

		Hitchcock	Bergman	Godard	Fassbinder	Herzog	Allen	Scorsese
Lasso CV	r ²		0.2905	-0.4779	0.3768	-0.1116		-1.3102
Ridge CV			0.1001	-0.1964	-0.1767	-0.6524	insufficient	-1.9036
Lasso CV	mae	0.3862	0.8424	0.3952	0.3550	data	0.4518	0.9911
Ridge CV		0.4289	0.92812	0.4942	0.4118		0.4426	0.6627

Contributors (positive coefficients)

Greatest coefficients*:

Detractors
(negative coefficients)



Pairs of *mean absolute errors (mae)* are boxed if they are lower than the corresponding *mae* for a different sized set of features here (and slightly different sets of rows shown on the previous slide).

Further investigations

Probe regularization with polynomial features to improve prediction

- Examine quantile-quantile plots and individual interactions

Develop explanation

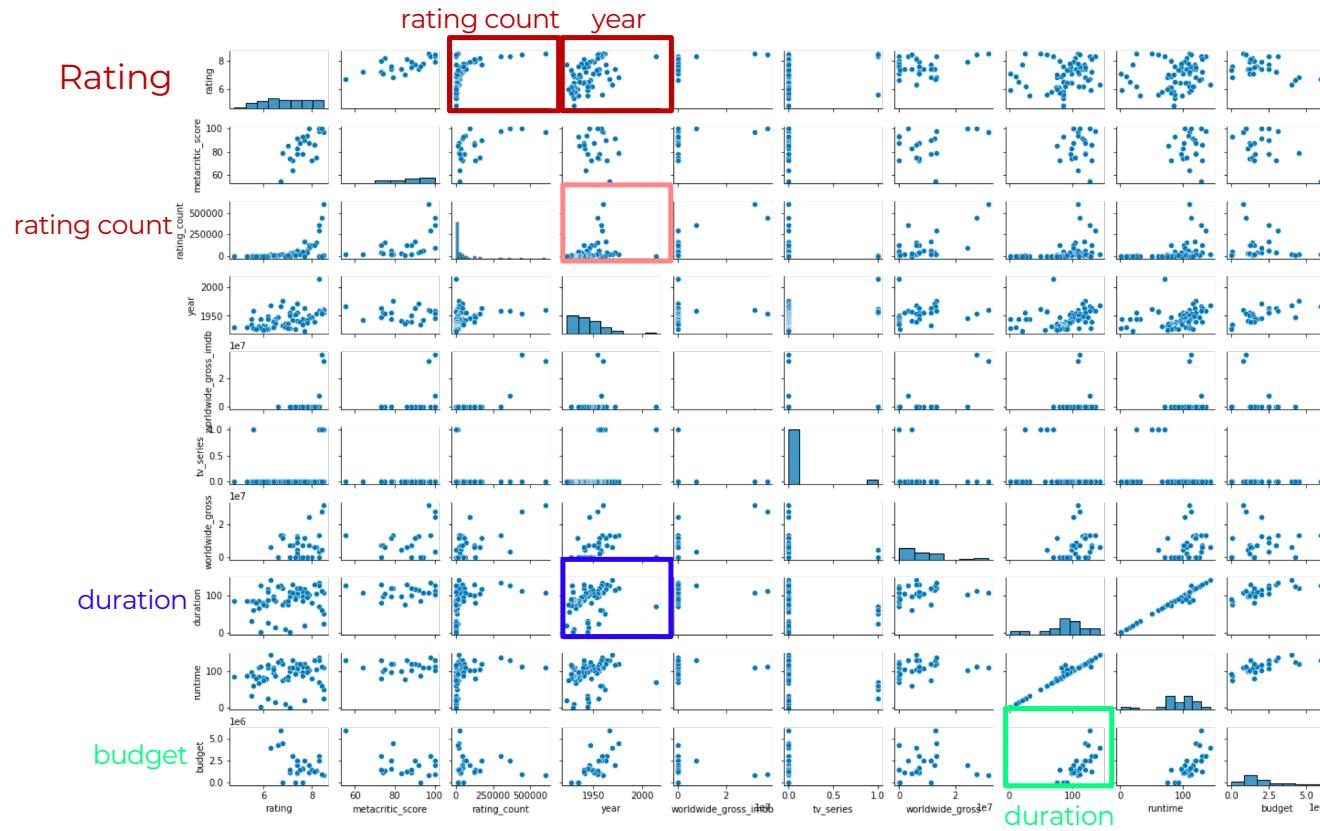
- Examine **residuals** in tandem with *domain knowledge* to discover and explain **interactions** between features, such as:

- budget & rating:
inversely correlated?
- duration ~ budget ?
- more visualizations

Alfred Hitchcock

Further investigations

Shapes of correlation

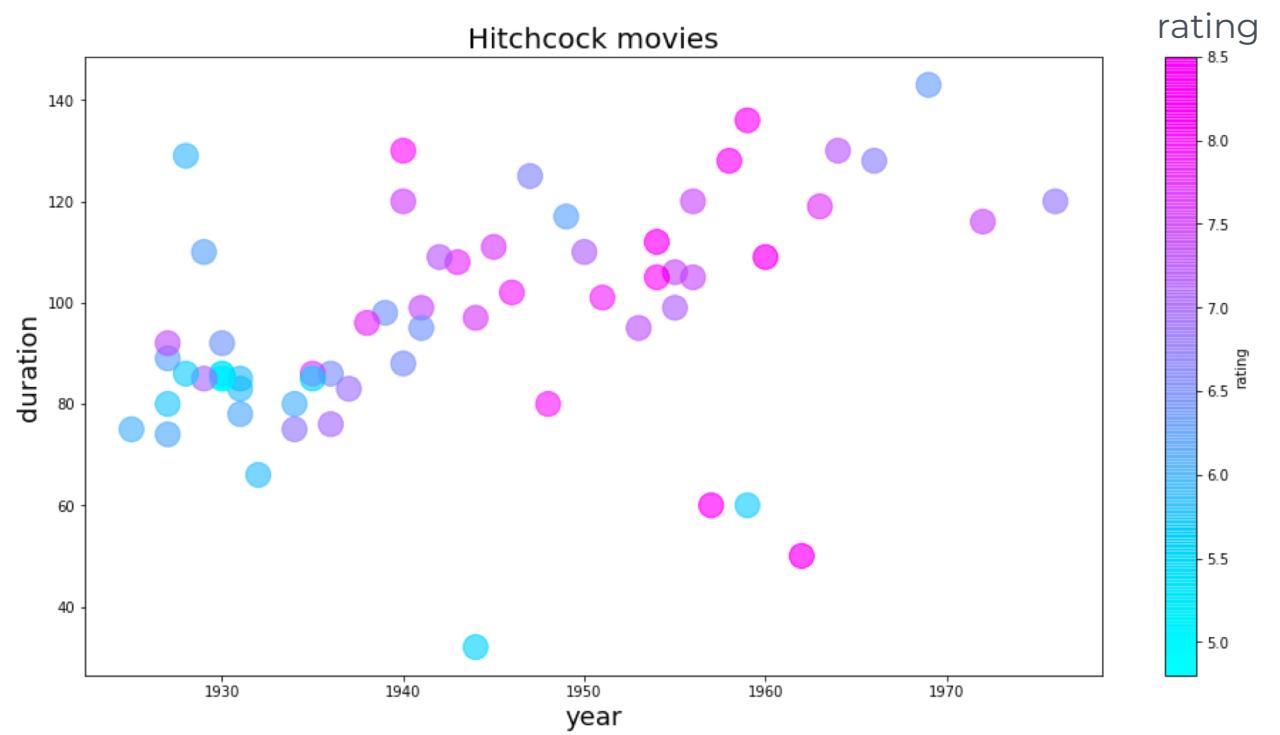


and...

More visualizations for exploratory data analysis

Hitchcock's movies increased in duration

Their ratings have a sweet spot just past the middle



Further investigations

Probe regularization with polynomial features to improve prediction

- Examine quantile-quantile plots and individual interactions

Develop explanation

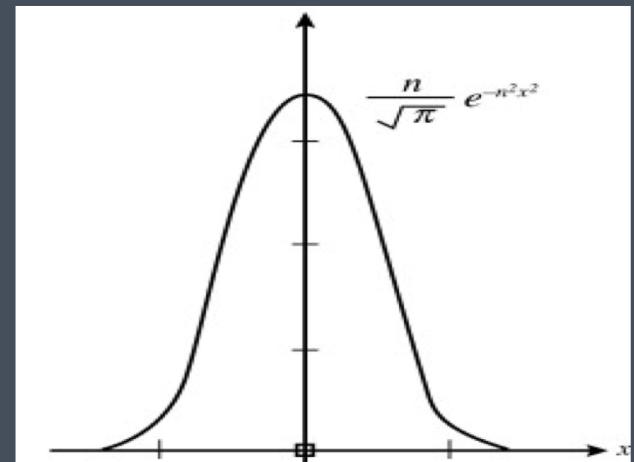
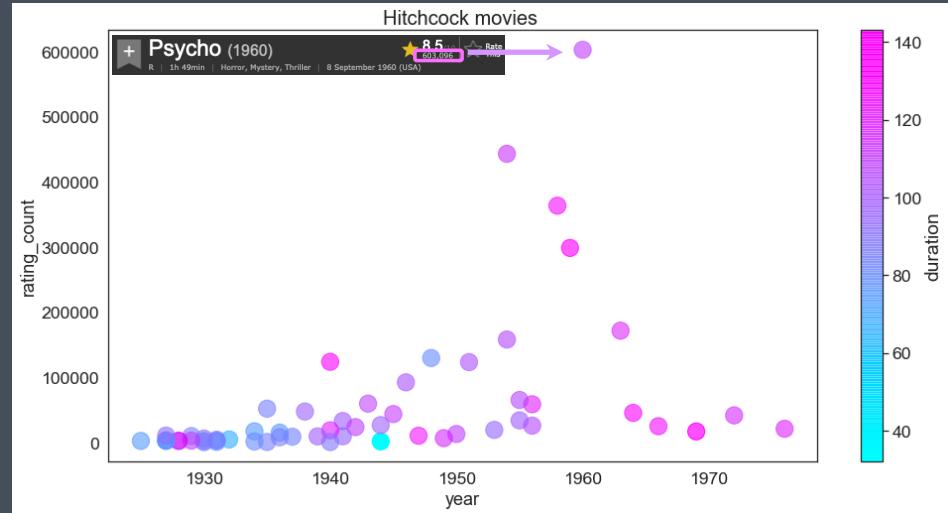
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and...

Feature engineering

Model the spike in rating count, using the *Dirac Delta* function ("impulse" function)



Joshua Banks Mailman

joshuabanksmailman@gmail.com

Thanks!

Predicting film- director ratings
