Impact of Social Media on Movies Performance and Rating: Proposal

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Social media now has a bigger impact on people than traditional media. This is the outcome of the active participation that social media users have been having in creating remarks and retaliatory actions on the global virtual platform. Users' activity on social networking sites like Facebook and YouTube, as well as their decisions to view movies in theaters, are influenced by these platforms. The movie industry, especially in the US, is continuously changing in an effort to meet the needs of a voracious audience that is always looking for new thrills in both movie content and presentation. The movie industry confronts rising pressure from new media that make it simpler to view movies from the comfort of one's home, in addition to the challenges of appeasing the cinema-going public. The market share of studios is being reduced by websites like Hulu, Netflix, and Redbox, to mention a few, and their profit margins have shrunk.

Ex post-regression analysis, which uses data available after a film's release, and ex-ante analysis, which only uses data available before a film's release, have been the two models that have received the most attention in previous studies. The ex-post analysis doesn't seem to give studios an advantage in today's competitive atmosphere when it comes to making financial decisions; a script is chosen years before the eventual release, and money is invested long before opening night. Analysis should concentrate on predicative elements that are available prior to release since studios need a way to gauge if their investment will be profitable months before release. We started by looking at new research in this area before looking at previous studies that had been conducted on the issue. The majority of the significant research in this area was conducted in the 1980s and 1990s, and many of the papers in this collection are based on earlier studies and incorporate new formulations of historical variables. Eliashberg, Hui, and Zhang (2010) recently researched the choice to "green-light" or move on with production on a film with a focus on ex-ante analysis; variables studied included the content of the script and the genre of the film. This study was inspired by a previous study that concentrated on the period of time just prior to a movie's actual release. Studios now have a new channel through which to connect with potential moviegoers thanks to social media, including Facebook, Twitter, Google, and YouTube. These websites are fantastic informational treasure troves that may be used to learn about a movie's popularity far in advance of its debut.

We use a Kaggle dataset to analyze the impact of social media and other factors on a movie's box office and rating performance. This study examines 207 films covering the period from 2009 – 2011. Rereleases such as the “Lion King 3D” were excluded from the sample as were documentaries to focus purely on feature films. The primary independent variable utilized in this study was the number of Facebook likes received by movie pages, which demonstrates that Facebook is likely the most disruptive environment for the pages, status updates, and other items enabled by the Like button. According to theories of social influence, people's decisions, in this case whether to purchase a ticket to see a movie in a theater, may be influenced by the number of likes.

Graphical user interface, application, table

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