**Dependent Independent Variables Film ICE**

A film making company wants to know what drives success/failure of films. Assume you do some qualitative research/lit review and you identify a few independent variables. Now please do the following:

1. Brainstorm with 2 others who sit near you and come up with a few variables and assume this is what you got from the quali research/lit review.
2. Identify the dependent variable.
3. Come up with a set of hypotheses.
4. Come up with multi-item scales to measure the IVs and DVs.
5. Create dummy data in SPSS with 2 respondents.
6. Test the hypotheses.

The idea behind this exercise is to acquaint the student with how to deal with real life problems faced by firms (that require MR) and how to approach these problems.