First Draft

due February 25, 2022 by 11:59 PM

Matthew Distell, Bo Aldridge, Haris Adnan, Lucan Franzblau, Devin Obee

2-25-2022

Introduction: Motivation, Context, and our Question for Research

Ever since film itself became popularized in Western Culture at the beginning of the 20th century, it has stood as one of the most popular forms of artistic creativity and expression. As such, the medium itself is able to showcase a wide variety of different subplots, themes, and genres. However, many movies today and historically follow a very similar pattern in the hopes of maximizing revenue and viewership. My research group and I are interested in what exactly drives acclaim and viewership for fans as compared to critics. We believe that critics view films in a different manner than fans, such that their criteria for "success" is far different from that of a fan reviewer. We also believe that these differences can be specified and categorically discussed through areas such as genre, length, and country of origin. Our hypothesis is that lower budget movies will, on average, perform better in critic reviews than fan reviews, and vice versa.

Load Packages

```
library(tidyverse)
install.packages("readxl")
library("readxl")
```

Load Data

```
myMovieData <- read_csv("IMDB-Movie-Data.csv")
```

Glimpse

Please use `glimpse` for your datasets here.

```
glimpse(myMovieData)
```

```
## Rows: 1,000
## Columns: 12
## $ Rank               <dbl> 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15~
## $ Title              <chr> "Guardians of the Galaxy", "Prometheus", "Split",~
## $ Genre              <chr> "Action,Adventure,Sci-Fi", "Adventure,Mystery,Sci~
## $ Description        <chr> "A group of intergalactic criminals are forced to~
## $ Director           <chr> "James Gunn", "Ridley Scott", "M. Night Shyamalan~
## $ Actors             <chr> "Chris Pratt, Vin Diesel, Bradley Cooper, Zoe Sal~
## $ Year               <dbl> 2014, 2012, 2016, 2016, 2016, 2016, 2016, 2016, 2~
## $ `Runtime (Minutes)` <dbl> 121, 124, 117, 108, 123, 103, 128, 89, 141, 116, ~
```

```
## $ Rating            <dbl> 8.1, 7.0, 7.3, 7.2, 6.2, 6.1, 8.3, 6.4, 7.1, 7.0,~
## $ Votes             <dbl> 757074, 485820, 157606, 60545, 393727, 56036, 258~
## $ `Revenue (Millions)` <dbl> 333.13, 126.46, 138.12, 270.32, 325.02, 45.13, 15~
## $ Metascore         <dbl> 76, 65, 62, 59, 40, 42, 93, 71, 78, 41, 66, 74, 6~
```
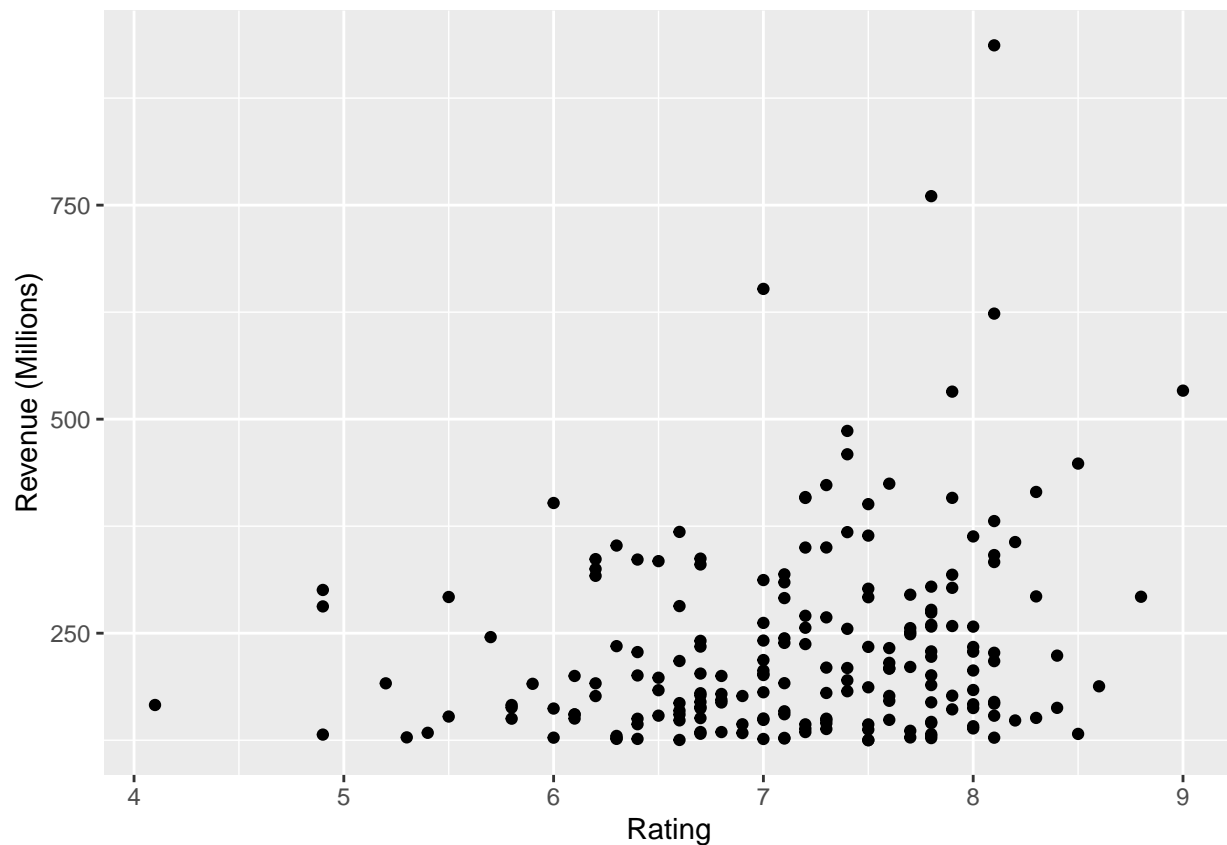
Results:Analyzing Genre vs. Critic and Fan Rating

```r
myMovieData <- myMovieData %>%
  filter(`Revenue (Millions)` > 125)
```

```r
ggplot(data = myMovieData) +
  geom_point(mapping = aes(x = Metascore, y = `Revenue (Millions)`))
```

```
## Warning: Removed 2 rows containing missing values (geom_point).
```
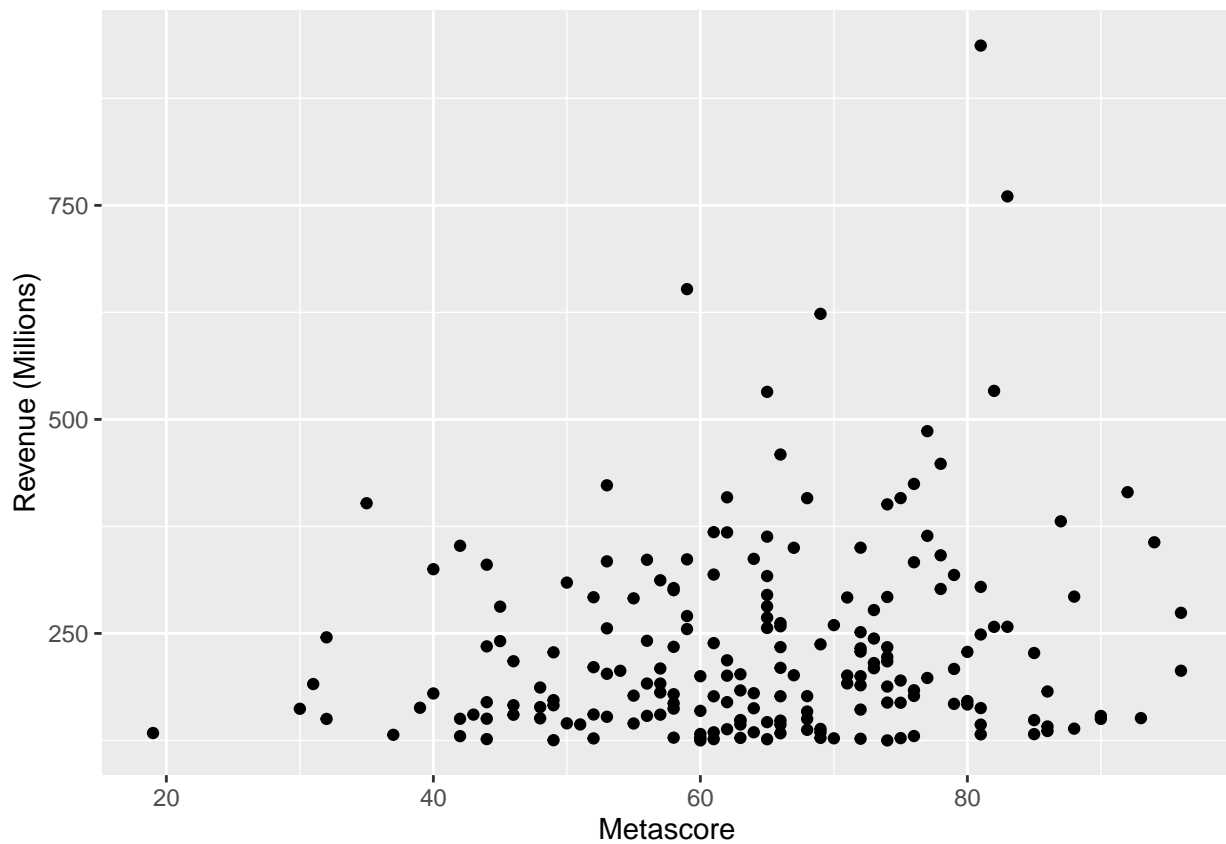


```r
ggplot(data = myMovieData) +
  geom_point(mapping = aes(x = Rating, y = `Revenue (Millions)`))
```

Revenue (Millions)

750

500

250

4   5   6   7   8   9

Rating

Discussion

As showcased above, there is a clear and noticeable difference between the critic rating of a movie (Metacritic) vs. the fan's rating of a movie (iMDB Rating) with regards to box office success. Critics, on average, tend to prefer movies of all types of box office success. This could be because critics have viewed more movies across their lifetime, and, as such, look for different characteristics in a film than the average fan. The average fan, on the other hand, might be more invested in a huge blockbuster series, such as Star Wars, for instance, where the high rating could also be attributed to a general "cult following" mindset rather to a strict review of the quality of the film.