Task 05 Report

Examples considered for the task as mentioned by the first person are as follows:

Fightclub, Top Gun, Spiderman, The Menu, Ted, Jumpstreet, Titanic, Martian, Twilight and Bad boys.

The attributes described by the person1 are:

'Violence', 'Cringe', 'Romance', 'Fantasy', 'Thriller', 'Gore', 'Strong-Language', 'Comedy'

The attributes described by the person2:

'Action', 'Drama', 'Family Friendly', 'Comedy', 'Psychotic', 'Budget', 'Romance'.

The attributes used by person 3 to describe movies are as follows:

'Close to reality, 'cast diversity', 'director-popularity', 'Comedy', 'Action', 'Vfx', 'Romance.'

In RepGrid1, Titanic was clustered with Twilight, Ted with Jumpstreet, Martian with Spiderman, and The menu with Top Gun, while Bad boys and Fight club are standalone.

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In RepGrid2, Ted and Jumpstreet are clustered together, Bad Boys and Titanic, Spiderman with martian, and Fightclub with Top Gun, while Menu and Twilight are standalone.

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In RepGrid3, Ted and Jumpstreet are clustered together again, Spiderman and Martian are not clustered with any other films, The Menu and Fightclub are clustered together, and Twilight is clustered with Top Gun.

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The above clusters show that Ted and Jumpstreet fall in the same set for all three Repgrids. The presence of comedy and action as attributes in all three rep grids and these movies having very similar scores on these attributes explains this phenomenon.

While Spiderman and Martian were clustered in both repgrids 1 and 2, in the 3rd one, they were not clustered together. Why could that be? One main reason could be that person three used attributes which were very different compared to the ones used by the other two, and the ratings for these were also very different.

The distance between Twilight and TopGun was relatively lower with the attributes of repgrid2 and repgrid3, whereas for repgrid1 they fall under different halves right at the split.

The movies Martian and spiderman fell under different halves for repgrid3 while the distance decreased in repgrid2, on the other hand they are clustered together on repgrid1 where they have almost similar values for attributes like action, comedy while the values for vfx were very different for both.