EN.605.663 – Social Media Analytics

Final Paper Checklist

Tanner Amundsen

* Your Name and Title of the paper
  + **Tanner Amundsen**
  + **“Cult Classics & Community Detection: Evaluation of Film Success Using Letterboxd Social Network”**
* Research question (briefly state your research question/thesis of the paper)
  + **What can the clustering of the social network of online film reviewers tell us about the cult-factor and success of films?**
* Target venue website
  + [**https://ieeesmc2023.org/**](https://ieeesmc2023.org/) **or** [**https://asonam.cpsc.ucalgary.ca/2023/**](https://asonam.cpsc.ucalgary.ca/2023/)
* Why the venue is appropriate for your paper?
  + **My paper revolves around graph theory, data mining, and social network analysis and reports “original and unpublished results on social network analysis and mining along with applications.”**
* Description of your data
  + **Just under 5000 film reviews scraped from Letterboxd organized by reviewer username and film title.**
* How your data was obtained/collected
  + **I sourced it from** [**Kaggle**](https://www.kaggle.com/datasets/samlearner/letterboxd-movie-ratings-data?select=ratings_export.csv)**. The person who compiled it used the Letterboxd API which requires special permissions.**
* The advanced analytic methods used (list as many as are appropriate)
  + **Relational Algebra**
  + **Community Detection**
  + **Subgroup Analysis:**
    - **Modularity Calculation**
    - **Transitivity Calculation**
    - **Insularity Calculation**
    - **Polarization Calculation**
  + **Regression and Correlation Analysis**
* Why someone would want to read your paper?
  + **Letterboxd is a fast-growing social media site. Letterboxd and similar companies could use this research to enhance user experience by recommending social connections with like-minded cinephiles. They could also use this analysis to analyze film success and other film data to sell to production studios. Cinephiles would want to read this paper to understand a quantitative basis for what makes a film “cult”. Production studios can learn more about the fanbases of films from my research.**
* All other supporting documents
  + **See paper references.**