OSCARS:
AESTHETIC SUCCESS OR COMMERCIAL SUCCESS?

MACS 30200

YIQING ZHU

THE 67TH ACADEMY AWARDS | 1995

BEST PICTURE

WINNER

FORREST GUMP

NOMINEES

FOUR WEDDINGS AND A FUNERAL

PULP FICTION

QUIZ SHOW

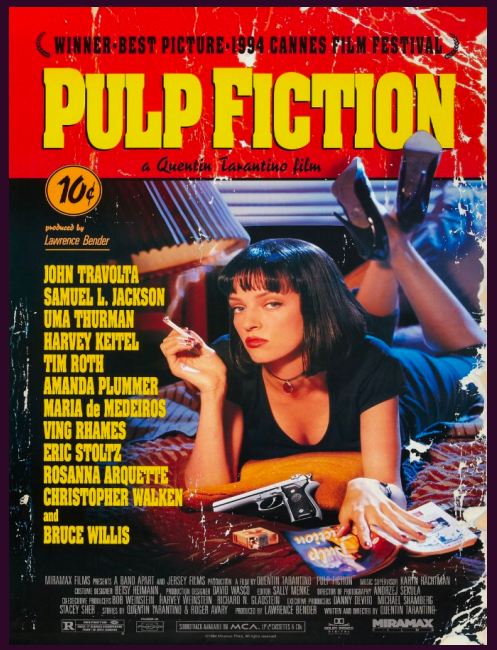
THE SHAWSHANK REDEMPTIO

THE 67TH ACADEMY AWARDS | 1995

BEST PICTURE

FORREST GUMP

PULP FICTION



FORREST GUMP

VIEWER RATING

4.1 / 5

Rotten Tomatoes
AUDIENCE SCORE

CRITIC RATING

7.2 / 10

Rotten Tomatoes
TOMATOMETER

8.8 / 10

IMDb
USER RATINGS

82

Metacritic
METASCORE

PULP FICTION

VIEWER RATING

4.2 / 5

Rotten Tomatoes
AUDIENCE SCORE

CRITIC RATING

9.1 / 10

Rotten Tomatoes
TOMATOMETER

8.9 / 10

IMDb
USER RATINGS

94

Metacritic
METASCORE

WHY DID *FORREST GUMP* WIN OSCAR?

RESEARCH QUESTION
How to predict The Best Picture Oscar Award Winner?

- **Construct the model of The Best Picture Oscar Award Winner for each year mainly by two categories: ART and BUSINESS**
- **Capture the annual variation of the model used to predict The Best Picture Oscar Award Winner for each year**
- **Compare the models over time**
- **Aggregate and summarize past models so as to predict The Best Picture Oscar Award Winner in the following year**

BEST PICTURE OSCAR AWARD WINNER

ART

- **Critic Review**

(Rotten Tomatoes / IMDb)

- **Critic Rating**

(Rotten Tomatoes / Metacritic)

BUSINESS

- **Box office**
- **Budget / Cast size**
- **Viewer Review**
- **Viewer Rating**

The process of movie making is both an industry and an art.

-Hammad Afzal (2016)

Philosophers typically put the burden of proving quality on experts, while economists often argue that the actual choices made by consumers are a better measure.

-Landes (2002)

Analyses & Computational tools

- **Content analysis**
  - NLTR, etc.
- **Python**
- **SQL**
- **Machine learning algorithms:**
  - SVM
  - logistic regression
  - random forest, etc.