

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

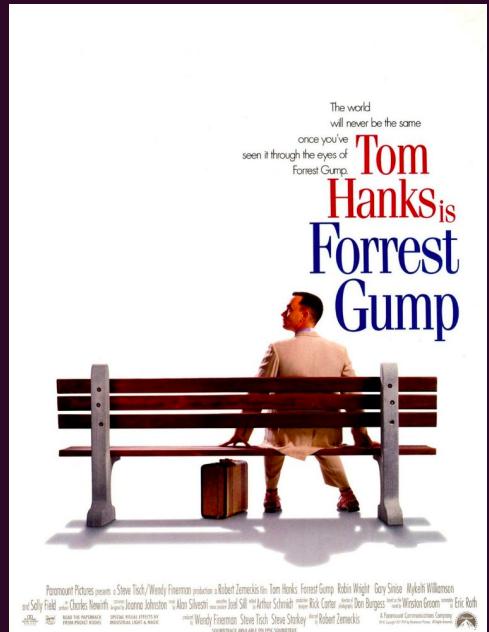
THE SHAWSHANK REDEMPTION

THE 67TH ACADEMY AWARDS | 1995

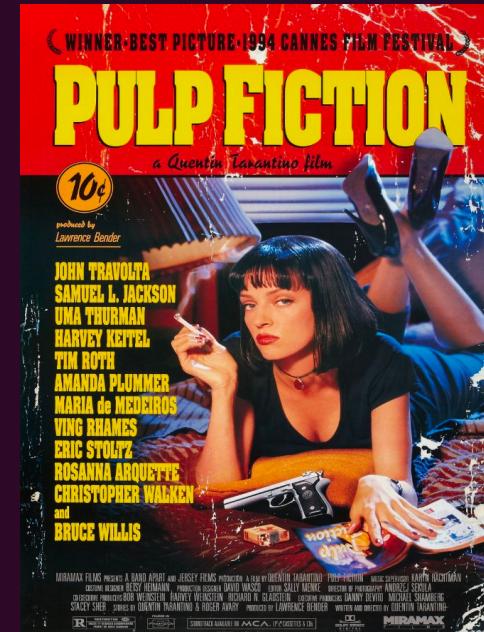
BEST PICTURE



FORREST GUMP



PULP FICTION



FORREST GUMP

VIEWER RATING

4.1 / 5

Rotten Tomatoes

AUDIENCE SCORE

8.8 / 10

IMDb

USER RATINGS

CRITIC RATING

7.2 / 10

Rotten Tomatoes

TOMATOMETER

82

Metacritic

METASCORE

PULP FICTION

VIEWER RATING

4.2 / 5

Rotten Tomatoes

AUDIENCE SCORE

8.9 / 10

IMDb

USER RATINGS

CRITIC RATING

9.1 / 10

Rotten Tomatoes

TOMATOMETER

94

Metacritic

METASCORE

WHY DID *FORREST GUMP* WIN OSCAR?

The National Academy Claims:

- It can be regarded “Three quarters of a century of recognizing excellence in filmmaking achievement.”
- Its judges consist of “the most gifted and skilled artists and craftsmen in the motion picture world.”
- It warns its judges that they “may be importuned by advertisements and other lobbying tactics” and emphasizes “that excellence in filmmaking is the **ONLY** factor [to] consider in casting [their] votes.”

WE ALL KNOW THAT IS NOT TRUE.

FORREST GUMP

BUDGET

55, 000, 000

GROSS

329, 691, 196

PULP FICTION

BUDGET

8, 000, 000

GROSS

107, 930, 000

**DOES THIS MEAN THAT THE COMMERCIAL SUCCESS
IS MORE IMPORTANT THAN AESTHETIC SUCCESS?**

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**
- **Aggregate and summarize past models so as to predict The Best Picture Oscar Award Winner in the following year**

BEST PICTURE OSCAR PREDICTIVE MODEL



ART

- Critic Review
- Critic Rating



BUSINESS

- Viewer Review
- Viewer Rating
- Budget / Cast Size
- Gross
- Relationship to Hot Topics

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.