

Emotional States expressed in Movies Reviews: Its Dynamics and impact on box office Revenue

Nadeem Bader

Advisor: Dr. Ossi Mokryn

The importance of emotions in films have been long recognized, as well as the demonstrated ability of movies to elicit emotions such as amusement, anger, and more. Effect elicitation, triggered by emotions, was found to be a powerful reason for box office success, and filmmakers use a variety of methods to elicit emotions in their audiences, such as narration, screen-architecture, images, colors, lighting, music, camera angles and characters.

Would the emotions expressed in a film's online reviews also reflect the emotions elicited during the film? Reviews are perceived as the online word-of mouth, and consist of both a numeric, and a text, in which the reviewer expresses her opinion. Opinions in this form exist for products, services, and films. Film reviews have been researched for their sentiment, helpfulness, and their predictive power on box office income. However, we are interested in assessing the role of emotions in film reviews. Which is more dominant, the opinion on the movie, or the emotions the movie elicited in the reviewer? To that end, we study a large dataset of 1.5 million reviews for over 9000 films, obtained from the iMDB movie database site, and try to identify the following: Do the emotions expressed in reviews reflect an attitude towards a movie, and hence are predictive of its rating, or else, can we identify an emotional footprint, or emotional signature of a film, and even so, of a genre?