

analyze a wider range of movies.

In their study, the team also introduced a new dataset for training and evaluating tools to analyze movies. This dataset, called Moviescope, includes 5,000 movies, along with their corresponding trailers, movie posters, movie plots and associated metadata.

"Our findings suggest that just a movie's textual summary is not enough to differentiate between an animated movie and a movie of another genre," said Siva Sivaraman, another researcher involved in the study who now works at Microsoft. "You need to 'see' the trailer to be able to decide if a given movie is animated or not. The modal attention technique we used allows us to identify and analyze the features that the model pays closer attention to when predicting a particular genre. As we predicted, the model learns to weigh the visual feature over other [features](#) while making predictions for the animation genre."

The findings gathered by this team of researchers could have important implications both for the analysis of movies and for movie advertising. In the future, other research groups could use these observations to develop more effective tools for predicting specific aspects of movies. In addition, the techniques used by the Ordonez and his colleagues could inform the advertising industry on how to create more impactful trailers.

"We are now planning to use movie plots and posters to analyze the way [movies](#) are advertised and make recommendations about maximizing the effectiveness of movie advertising from both the perspective of consumers and distributors," Ordonez said.

More information: Moviescope: large-scale analysis of movies using multiple modalities.

arXiv:1908.03180 [cs.CV].

arxiv.org/abs/1908.03180

www.cs.virginia.edu/~pc9za/res...arch/moviescope.html

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