

Analyzing the Power of Non-Verbal Cues and Certainty Statements in Movie Reviews

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Abstract:

The aim of this research is to examine the impact of non-verbal elements and certainty statements in consumer reviews on demand. In order to do that, we collected movie box office data from the-numbers.com and comments from YouTube. Sentiment analysis was done by The Lexical Suite and non-verbal parts were analyzed by PARA. Generalized Method of Moments (GMM) models were utilized as the estimation method. Estimation results show . Also, results reveal that volume, valence, and number of negative and mixed-neutral reviews positively influence the box office revenue.

Keywords: non-verbal elements, certainty, online reviews

Track: Digital Marketing & Social Media