

Research on Movie Reviews based on Network Communication

Peng Liu

School of Language and Culture, Graduate University of Mongolia, Ulaanbaatar, 11000, Mongolia

Abstract: This article analyzes the popularity and audience scope of movie reviews, and reveals the important position of movie reviews in online communication. Conduct an in-depth analysis of the diverse forms of film reviews, including written reviews, film review videos, social media discussions, etc., and explore their impact on review content and audience engagement. Study users' participation levels, interaction forms and opinion exchanges in online movie reviews, and reveal users' roles and behavioral characteristics in reviews. It also explores the impact of fake reviews and trolls on the authenticity and credibility of reviews, as well as the impact of information overload and screening difficulties on audience selection and decision-making. Finally, an information review mechanism and personalized recommendation technology to strengthen online movie reviews are proposed to help users better filter and obtain movie review information that meets their preferences.

Keywords: Internet Communication; Movie Reviews; Information Dissemination.

1. Introduction

With the rapid development of the Internet and the popularity of social media, movie reviews play an increasingly important role in online communication. In the past, audiences' evaluation of movies was mainly expressed through traditional media, word-of-mouth and face-to-face communication. However, nowadays, with the rise of social media platforms, audiences can easily share and exchange their own movie reviews on the Internet, which provides a new channel for the interaction between the film industry and audiences. Through in-depth exploration of the influence mechanism and characteristics of film reviews in network communication, we can reveal the influence of social media on the behavior and decision-making of movie audiences, and provide useful guidance and reference for the film industry and audiences.

2. Based on the Characteristics of Movie Reviews in Network Communication

2.1. Extensiveness of Movie Reviews

First, online communication provides a wide range of communication channels for movie reviews. Audiences can publish their evaluations and opinions on movies through various social media platforms (such as Weibo, WeChat, Facebook, Twitter, etc.), online forums, and movie rating websites. Compared with traditional media, online communication has greater flexibility and openness. Audiences can share their movie reviews anytime, anywhere, and interact and communicate with other audiences. Secondly, movie reviews reach a wide audience through online communication. The spread of the Internet has enabled more and more people to access and participate in online social media platforms, thereby expanding the audience for film reviews. Whether they are professional film critics, film practitioners or ordinary viewers, they can express their own movie opinions on the Internet, and share and communicate with others. In addition, the characteristics of online media allow film reviews to transcend geographical and national

boundaries and become a topic of discussion and exchange on a global scale. In online communication, the popularity of movie reviews is also affected by audience participation. With the popularity of social media platforms and the increase in user participation, movie reviews have become an important part of interaction and communication between audiences. Audiences can actively participate in the online dissemination of movie reviews by following movie-related accounts on social media, participating in movie discussion groups, and participating in online voting and rating activities. However, it should be noted that although movie reviews are widespread and popular in online communication, there are also certain information noise and credibility issues. Due to the openness and anonymity of the Internet, individual users may publish false, malicious or low-quality movie reviews, misleading or negatively affecting audiences. Therefore, audiences should remain discerning when receiving and participating in movie reviews, and combine multiple sources of information to make judgments and evaluations [1].

2.2. Diverse Forms of Comments

One is text comments. Text reviews are one of the most common forms of online movie reviews. Viewers can post their own written comments about the film on film-related websites, blogs, social media platforms or online forums. Text reviews usually include comments and opinions on the movie's plot, actor performance, director's technique, etc. Viewers can express their viewing experience, preferences or criticisms through text comments, and communicate and discuss with other viewers. The second is movie review videos. Movie review videos are an increasingly popular form of online movie review in recent years. Through video sharing platforms (such as YouTube) or social media platforms, viewers can create and publish their own movie review videos. Movie review videos are usually presented in the form of a combination of verbal comments and image materials, and viewers can learn about their movie views and evaluations by watching the videos of anchors or reviewers. Film review videos are vivid and intuitive and can better convey the audience's emotions and movie-watching experience [2]. The third is social media discussions. Social media has become an

important platform for audiences to share movie reviews and interact with each other. Viewers can use social media platforms such as Weibo, WeChat, Twitter, Facebook, etc. to post comments, repost others' comments, participate in discussion topics, etc. under their own accounts or related movie accounts. The real-time and interactive nature of social media enables audiences to communicate with other audiences in real time, share film views and feedback, and form a more active and diverse film review community.

2.3. User Participation and Interaction

One is the level of participation. User participation in online movie reviews can be measured from multiple perspectives. First, engagement can be assessed by the number and frequency of users' comments. Active commenters usually post comments frequently and participate in discussions on different platforms. Second, engagement can also be measured by the diversity of opinions and emotions expressed by users in their comments. Highly engaged users may offer different opinions, viewing experiences, and criticisms of movies, bringing more richness and diversity to review content. The second is interactive form. Online movie reviews provide a variety of interactive forms, allowing users to communicate and interact with other reviewers [3]. These forms of interaction include replies, likes, forwards, quotes, etc. Users can reply to other commenters' views, offer their own insights, or ask questions, thereby forming conversations and discussions. Likes and reposts can express recognition and recommendation of a comment, thereby expanding the comment's influence and spread. Citing the perspectives of other reviewers can foster deeper discussion and dialogue and strengthen connections and interactions between reviewers. The third is the exchange of opinions. Online movie reviews provide a platform for users to exchange opinions and discuss movies. Users can express their views and opinions on the plot, actor performance, visual effects, etc. of the movie. The exchange of opinions is not limited to interactions between reviewers, but also includes interactions with film producers, directors or actors. Some movie-related social media accounts or official websites may interact directly with audiences, answer audience questions or explain the creative intentions of the movie, further promoting exchange of opinions and interactions.

3. Challenges Faced by Movie Reviews based on Network Communication

3.1. Fake Reviews and Trolls

False reviews and trolling issues. One is fake reviews. Fake reviews are reviews that are intentionally untrue or exaggerated. Fake reviews may be posted by individual users to promote or promote a movie, or by commercial organizations or agents to influence moviegoing decisions. Fake reviews may exaggerate a movie's strengths or belittle its shortcomings, misleading viewers' viewing experience and decision-making. The existence of fake reviews destroys the authenticity and credibility of reviews, causing trouble and confusion to viewers. The second is the behavior of navy troops. Troubles refer to a group of commentators who are hired or organized to publish a large number of comments under false identities in order to distort public opinion or manipulate comments. Troll behavior is a common phenomenon in online movie reviews. Trolls can create

multiple accounts or use bots to post large numbers of reviews, thereby altering a film's review and reputation. The behavior of trolls has a misleading impact on the evaluation and decision-making of real viewers, reducing the credibility and fairness of comments. False reviews and troll behavior have had a negative impact on the authenticity and credibility of online movie reviews. It is difficult for viewers to tell the difference between fake reviews and real reviews, leading to confusion and uncertainty when making movie viewing decisions. Fake reviews and troll behavior also harm the healthy development of the review ecosystem and weaken users' trust in review platforms and other users.

3.2. Information Overload and Difficulty in Filtering

One is information overload. There are a huge number of online movie reviews, which contain a large number of viewers' comments and opinions on different movies. Audiences often feel overwhelmed when faced with a large number of reviews, and information overload makes it difficult for them to effectively obtain accurate and useful information about movies. Information overload forces viewers to face massive comments and opinions, increasing the difficulty for them to filter, organize and understand information, thereby adversely affecting choices and decision-making. Second, screening is difficult. Due to information overload, viewers need to spend a lot of time and energy sifting and discerning the credibility and quality of reviews. Viewers need to distinguish real reviews from fake reviews, identify the professionalism and reliability of reviewers, and select the most valuable information for themselves from the massive reviews. However, for general audiences, the ability to evaluate and filter reviews may be limited, making it difficult for them to accurately judge which reviews are helpful for their choices and decisions. Information overload and difficulty filtering have multiple impacts on viewers' choices and decision-making.

First, viewers may feel confused and fatigued because they need to spend a lot of time and effort to obtain and understand review information. Second, information overload and difficulty in filtering may lead viewers to rely on a few comments or make decisions based on intuition alone, thereby ignoring other valuable perspectives and information. Finally, information overload and difficulty filtering can also exacerbate biases and imbalances in information, making audiences more susceptible to narrow perspectives and disinformation.

4. Countermeasures based on Movie Reviews in Network Communication

4.1. Information Authenticity and Credibility Management

The first is to establish an audit mechanism. Comment platforms should establish a strict information review mechanism to ensure the authenticity and legitimacy of comments. Auditors can conduct a comprehensive evaluation by reviewing the content of comments, the credibility and historical records of commenters, and other aspects to judge whether the comments are authentic and credible. The second is to use technical means. With the help of advanced technical means, such as natural language processing and machine learning algorithms, information review can be assisted. These technologies can automatically identify and filter fake

reviews and troll behavior, and identify abnormal reviews by analyzing factors such as text features, user behavior, and network relationships. The third is to encourage users to participate. User participation is very important for the management of information authenticity and credibility. Comment platforms can encourage users to report false comments and troll behavior, and establish a user feedback mechanism. At the same time, it provides reporting channels and anonymous reporting options to protect user privacy and security. The fourth is to strengthen cooperation and supervision. Review platforms can cooperate with film producers, authoritative organizations and third-party regulators to jointly supervise and manage online movie reviews. Establish an information sharing and cooperation mechanism to detect and deal with fake reviews and troll behavior in a timely manner, and improve the authenticity and credibility of reviews. The fifth is to educate user awareness. Strengthen users' information literacy and awareness education, and improve users' ability to identify false comments and troll behavior. Through publicity and education activities, users are reminded to pay attention to the authenticity and credibility of information, and guide them to rationally evaluate and participate in online movie reviews.

4.2. Personalized Recommendation and Information Filtering

One is the personalized recommendation algorithm. The personalized recommendation algorithm provides users with personalized movie review recommendations by analyzing data such as users' historical behavior, interest preferences, and social relationships. Based on machine learning and data mining technology, these algorithms can mine the content that users are interested in from massive comments, and make real-time adjustments and optimizations based on user feedback. The second is the user preference model. Establish a user preference model, including the user's areas of interest, movie viewing preferences, emotional tendencies and other characteristics. By analyzing users' personal characteristics and behavior patterns, we can accurately grasp users' needs and provide movie review information that is more in line with their preferences. The third is content filtering and label classification. Use natural language processing technology to filter and label movie reviews, and classify and label reviews according to the dimensions of theme, emotion, and quality. Users can select comments with specific tags based on their

own needs to obtain comment information that matches their preferences. The fourth is social network analysis. Use social network analysis technology to mine the relationships and influence between users and other users, and discover user groups with similar interests and opinions. By analyzing the comments and recommendations of these users, more accurate personalized recommendations can be provided to users. The fifth is real-time feedback and iterative optimization. Personalized recommendation algorithms and information filtering technology should have the capabilities of real-time feedback and iterative optimization. By continuously collecting user feedback and behavior data, the recommendation algorithm and filtering technology are optimized and adjusted to improve the accuracy of recommendations and user experience.

5. Conclusion

To sum up, the study of film reviews based on network communication is a topic of great significance. Through the analysis of the extensiveness and diversification of movie reviews, user participation and interaction, fake reviews and troll issues, information overload and screening difficulties, we gain an in-depth understanding of the current situation and challenges of online movie reviews. At the same time, solutions such as strengthening information authenticity and credibility management, personalized recommendations, and information filtering are proposed to improve user experience and promote the development of online movie reviews. However, there are still some issues that need further research and exploration, such as the influence of emotional extremes and public opinion pressure, strategies for public opinion guidance and management, etc.

References

- [1] Wang Xuecong. An Important Space as a Field of Film Criticism--Research on Network Film Criticism Culture [J]. *Film Literature*, 2023(02):12-17.
- [2] Wang Tao, Zhang Zayue. Research on the Construction Method of Sentiment Dictionary for Movie Reviews [J]. *Computer and Digital Engineering*, 2022, 50(04): 843-848.
- [3] Zhu Rui, Ma Yongmei, Chen Yanan. Research on Internet Word of Mouth in Movie Box Office Prediction--Based on the Empirical Analysis of the Film Market in Mainland China [J]. *Journal of Chaohu University*, 2021, 23(05): 71-79.