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MAT259: Data Query

Does an Academy Award nomination or win for the Best Picture category have an impact on a movie's popularity?

For the following investigation, I will use the following movies. Each movie was released in 2009. *The Hurt Locker* won best picture at the 82<sup>nd</sup> Academy Awards, while *Inglorious Bastards* received a nomination. *Sherlock Holmes* was commercially successful, but did not garner any nominations.

Movie	Box Office	Nomination	Oscar Win
<b>The Hurt Locker</b>	49,230,772	Yes	Yes
<b>Inglorious Bastards</b>	\$321,455,689	Yes	No
<b>Sherlock Holmes</b>	\$525,028,679	No	No

Important Dates:

- **December 15<sup>th</sup>, 2009** – *Inglorious Bastards* released on DVD
- **January 12<sup>th</sup>, 2010** – *The Hurt Locker* released on DVD
- **February 2<sup>nd</sup>, 2010** - Academy Award Nominations Announced
- **March 7<sup>th</sup>, 2010** - 82<sup>nd</sup> Academy Awards Ceremony
- **March 30<sup>th</sup>, 2010** – *Sherlock Holmes* released on DVD

## Queries

### *The Hurt Locker*

Pre-Oscar Nomination:

```
SELECT title, cout FROM inraw WHERE title = "Hurt Locker" AND itemtype = "acdvd" AND (DATE(cout) > '2010-01-12') AND (DATE(cout) < '2010-02-02');
```

266 rows affected; 22.7ms

Nomination Phase:

```
SELECT title, cout FROM inraw WHERE title = "Hurt Locker" AND itemtype = "acdvd" AND (DATE(cout) > '2010-02-02') AND (DATE(cout) < '2010-03-07') ORDER BY cout;
```

560 rows affected; 24.2 ms

Post-Ceremony:

First Month:

```
SELECT title, cout FROM inraw WHERE title = "Hurt Locker" AND itemtype = "acdvvd" AND (DATE(cout)>'2010-03-07') AND (DATE(cout)<'2010-04-07') ORDER BY cout;
```

542 rows affected; 2.69s

### **Total:**

```
SELECT title, cout FROM inraw WHERE title = "Hurt Locker" AND itemtype = "acdvvd" AND (DATE(cout)>'2010-03-07') ORDER BY cout;
```

6866 rows affected; 39.5ms

### ***Inglorious Bastards***

#### **Pre-Oscar Nomination:**

```
SELECT title, cout FROM inraw WHERE title = "Inglorious Bastards" AND itemtype = "acdvvd" AND (DATE(cout)>'2009-12-15') AND (DATE(cout)<'2010-02-02') ORDER BY cout;
```

58 rows affected; 5.4ms

#### **Nomination Phase:**

```
SELECT title, cout FROM inraw WHERE title = "Inglorious Bastards" AND itemtype = "acdvvd" AND (DATE(cout)>'2010-02-02') AND (DATE(cout)<'2010-03-07') ORDER BY cout;
```

50 rows affected; 7.4ms

#### **Post-Award Phase:**

##### **First month:**

```
SELECT title, cout FROM inraw WHERE title = "Inglorious Bastards" AND itemtype = "acdvvd" AND (DATE(cout)>'2010-03-07') AND (DATE(cout)<'2010-04-07') ORDER BY cout;
```

30 rows affected; 10.3s

### **Total:**

```
SELECT title, cout FROM inraw WHERE title = "Inglorious Bastards" AND itemtype = "acdvvd" AND (DATE(cout)>'2010-03-07') ORDER BY cout;
```

581 rows affected; 12ms

### ***Sherlock Holmes***

#### **First Month of release:**

```
SELECT title, cout, itemtype FROM inraw WHERE title = "Sherlock Holmes"  
AND itemtype = "acdvd" AND (DATE(cout)>'2010-03-30') AND  
(DATE(cout)<'2010-05-01') ORDER BY cout;
```

374 rows; 112s

#### Total:

```
SELECT title, cout, itemtype FROM inraw WHERE title = "Sherlock Holmes"  
AND itemtype = "acdvd" AND (DATE(cout)>'2010-03-30') ORDER BY cout;
```

8316 rows affected; 66.1ms

#### Analysis:

For *The Hurt Locker*, there were 266 checkouts before it received a nomination. There were more than twice as many checkouts for the movie after it received a nomination, and when the movie won Best Picture, the number of checkouts remained the same. On the contrary, the popularity of *Inglorious Basterds* decreased after the award ceremony, but the movie was already not very popular prior to receiving a nomination. *Sherlock Holmes* was very successful in terms of its box office sales, but the movie did not receive any Oscar nominations. Notwithstanding, the movie was more popular in its first month of being released than the other two movies. While a significant number of queries need to be conducted to determine the affect of an award nomination on its popularity, there is evidence that while an award nomination and win may increase popularity, the success of a movie commercially may be better at determining its popularity as far as home media rentals.