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Electronic word-of-mouth, box office revenue and social media

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ABSTRACT

We investigate how electronic word-of-mouth through different types of social media impacts of box office revenue across different phases of movie screening based on Roger's innovation diffusion model. We collected daily electronic word-of-mouth for movies from February to October 2012 from Twitter, Yahoo!Movies, YouTube, and blogs. The results indicate that Twitter influences movie revenue were greater in the initial stage of a movie's opening weekend, because of its high immediacy and diffusion characteristics. Yahoo!Movies was more influential in the late stage of a movie's opening because of high persuasion characteristics. Since blogs and YouTube contain characteristics of mass media and interpersonal communication media, we found that there were no differences for the impacts of blogs and YouTube on box office revenue between the initial and later stages.

Keywords: Box office effects, electronic word-of-mouth, innovation diffusion, interpersonal communication, mass media, movies, social media

Note: An earlier version of this research was published in a paper called 'Chronological Analysis of the Electronic Word-of-Mouth Effect of Four Social Media Channels on Movie Sales: Comparing Twitter, Yahoo!Movies, YouTube, and Blogs,' at the Pacific Asia Conference on Information Systems in 2014. The published version of this paper is significantly different than the conference work, and is also titled differently.

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