

Chapter 60

Genre-Based Indian Viewer Movie Reviews—A Sentiment Analysis Classification of Text and Emoticons with a Supervised Machine Learning Approach



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1 Introduction

Indian movie viewers are huge in number as Bollywood adds color and drama in its films. The Indian audience demands drama and color as it has been a favorite pastime before and for the new millennium as well. With globalization, we also saw the advent of swanky multiplexes and malls that completely changed entertainment for many Indians. With India now as a “connected country,” the entertainment industry is able to actively engage with the young and the old. The Indian film industry has now matured and its high-quality, content-driven cinema can compete with any marquee names and a major stars past record cannot guarantee box office success.

Young viewers today, having been exposed to international cinema, television, and arts from an early age want relevant, high-quality entertainment avenues to satisfy their evolved sensibilities. The earlier “standard formula” will not do anymore. Indian films (even the vernacular films and even a few English language films have now been modest commercial successes) now frequently have differentiate interpretations of the subject, which arises from a diversity of world views and from exposure to life-worlds different from their own.

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