Reconstruction and Innovation of the Movie Rating Mechanism in the Streaming Media Era

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Abstract: This paper focuses on the reconstruction and innovation of the movie rating mechanism in the streaming media era, and conducts an in - depth analysis of the problems of the traditional rating mechanism in the context of streaming media. By studying the characteristics of streaming media platforms and user behavior, it explores the necessity and feasibility of reconstructing the rating mechanism. It proposes to carry out innovation from aspects such as expanding the rating subjects, introducing multi - dimensional evaluation indicators, and using big data and artificial intelligence technologies to ensure the authenticity of ratings. The aim is to build a more scientific, fair, and comprehensive movie rating system to promote the healthy development of the movie industry in the streaming media era and provide more valuable movie evaluation information for audiences.

Keywords: Streaming media era; Movie rating mechanism; Reconstruction

1. Introduction

Driven by the current digital wave, the arrival of the streaming media era has brought about profound changes in the development pattern of the movie industry. With the rapid development of Internet technology and the wide popularization of smart devices, streaming media platforms have become the mainstream channels for the public to watch movies due to their advantages of convenience, richness, and interactivity. Audiences can select and watch movies on the platforms at any time and anywhere via the Internet, breaking the time and space limitations of traditional cinemas. Streaming media has brought new opportunities and challenges to movie production, distribution, and dissemination. A large number of independent and niche movies have gained opportunities for display, expanding their dissemination scope and audience groups. However, it has also made the competition in the movie market more intense, with an explosive growth in the number of works. Audiences are at a loss when faced with a vast number of choices. In this context, the movie rating mechanism is particularly important for the movie market and audiences. For the market, a scientific and reasonable rating mechanism can provide valuable references for production, distribution, and marketing. Producers can optimize their creations based on the feedback, distributors can arrange strategies and schedules according to the ratings, and marketers can increase promotion and boost box-office revenues with high-rated word-of-mouth. For audiences, ratings are an important reference for movie selection. In the era of information overload, ratings can quickly and intuitively reflect the quality and popularity of movies, helping them to screen movies that suit their tastes and save time and energy costs.

Therefore, building a movie rating mechanism that adapts to the characteristics of the streaming media era is of great significance for promoting the healthy development of the movie market and meeting the viewing needs of audiences.

2. Necessity and Feasibility of Reconstructing the Movie Rating Mechanism in the Streaming Media Era

2.1. Necessity Analysis

Reconstructing the movie rating mechanism in the streaming media era is necessary in many aspects. Streaming media platforms have their own unique characteristics, such as a vast amount of movie resources, convenient viewing methods, and high-level interactivity. These characteristics make it difficult for the traditional rating mechanism to be compatible with them. The traditional rating mechanism often fails to fully consider the diverse viewing scenarios and needs of audiences on streaming media platforms. For example, audiences may watch movies on mobile devices such as mobile phones during fragmented time, and their movie-watching experiences and evaluations may be different from those in traditional cinemas. At the same time, the interactivity of streaming media platforms makes the communication among audiences more frequent, and the traditional rating mechanism has difficulty effectively integrating this interactive information[1].

Reconstructing the movie rating mechanism is crucial for promoting the healthy development of the movie industry. In the streaming media era, the movie market is highly competitive, and a large number of movie works flood into the market. A scientific and reasonable rating mechanism can provide accurate feedback to movie creators, helping them understand the preferences and needs of audiences, and thus creating works that better meet market demands. At the same time, fair ratings can guide resources to be tilted towards high-quality movies, avoiding the excessive consumption of market resources by low-quality movies and promoting the healthy competition and sustainable development of the movie industry.

2.2. Feasibility Analysis

In the streaming media era, the reconstruction of the movie rating mechanism has significant feasibility, mainly thanks to the support of big data and artificial intelligence technologies, the rich data resources of streaming media platforms, and the enthusiasm and convenience of users' participation in ratings.

Big data and artificial intelligence technologies provide strong technical support for the reconstruction of the movie rating mechanism. Big data technology can collect, store, and analyze a vast amount of movie-related data. By mining audiences' movie-watching behavior data, such as viewing time, number of pauses, and fast-forwarding situations, it is possible to deeply understand audiences' preferences for different parts of movies. Artificial intelligence algorithms can build precise rating models based on these data, automatically identifying various features of movies and the potential needs of audiences. For example, natural language processing technology can be used to analyze the emotional tendencies in audiences' comments, so as to evaluate the quality of movies more comprehensively and objectively. At the same time, artificial intelligence can continuously optimize the rating models through machine learning to adapt to the constantly changing market and audience needs. Streaming media platforms have rich data resources, which provide a solid data foundation for the reconstruction of the rating mechanism. The platforms record a large amount of users' movie - watching histories, collection preferences, rating records, and social interactions. These data cover users from different regions, ages, genders, and cultural backgrounds, and are widely representative. By integrating and analyzing these data, a comprehensive and diverse rating system can be built. For example, analyzing the rating differences of the same movie among users in different regions can reveal the acceptance levels of the movie in different cultural backgrounds, providing more targeted references for movie promotion and evaluation[2].

3. Challenges to the Traditional Movie Rating Mechanism in the Streaming Media Era

The arrival of the streaming media era has brought multi-faceted impacts on the traditional movie rating mechanism. There have been huge changes in the movie dissemination and consumption models. In the traditional era, audiences mainly watched movies in cinemas, and the movie dissemination channels were relatively single. In the streaming media era, audiences can watch movies at any time and anywhere through various streaming media platforms, and the dissemination scope of movies is wider and the speed is faster. This change has further expanded the audience groups of movies. Audiences with different backgrounds and needs participate in movie ratings, increasing the complexity and diversity of ratings.

The diversification of rating subjects has brought about differences in rating standards. With the rise of streaming media platforms, in addition to professional film critics and ordinary audiences, some Internet celebrities, bloggers, etc. have also joined the ranks of movie ratings. These new rating subjects have different professional backgrounds and evaluation perspectives, and their rating standards may differ greatly from those of traditional rating subjects. For example, Internet celebrities may pay more attention to the topicality and entertainment value of movies, while paying less attention to the artistic value and cultural connotations of movies. This leads to the non - uniformity of rating standards, making audiences confused when referring to ratings.

In the streaming media era, the ratings and word - of - mouth of movies are crucial to their market performance. Some movie producers and distributors, in order to improve the ratings and box - office revenues of movies, resort to data fraud and hire water armies to inflate ratings and create false positive reviews. This behavior not only undermines the fairness and objectivity of the rating mechanism but also misleads audiences' choices, reducing audiences' trust in ratings and challenging the authority of the traditional rating mechanism[3].

4. Innovative Strategies for Reconstructing and Innovating the Movie Rating Mechanism in the Streaming Media Era

4.1. Expanding Rating Subjects

In the streaming media era, expanding rating subjects is a key innovative strategy for the reconstruction and innovation of the movie rating mechanism, which can be mainly carried out from three aspects: introducing professional groups, encouraging the participation of diverse audiences, and establishing a credit system.

It is crucial to introduce professional groups such as industry experts and movie practitioners. Industry experts, including film scholars and film historians, have profound academic knowledge and theoretical research foundations, and can conduct accurate analyses from the macro-level aspects of the historical development, artistic genres, and cultural values of movies. Movie practitioners, such as directors, screenwriters, actors, and photographers, are directly involved in the movie-making process and have a deeper understanding of the movie-making techniques, creative intentions, and technical applications. Their participation can bring professional and unique insights to movie ratings, making up for the deficiencies of ordinary audiences and professional film critics in some professional fields and making the ratings more comprehensive, in - depth, and authoritative. For example, directors can evaluate movies from the perspectives of shooting techniques and narrative rhythms, and screenwriters can express professional opinions on the plot structure and dialogue refinement, providing more valuable rating information for audiences[4].

Encouraging audiences from different regions, ages, and cultural backgrounds to participate in ratings can make the rating results more representative and diverse. Due to differences in cultural traditions, living habits, and aesthetic concepts, audiences from different regions may have different feelings and evaluations of the same movie. For example, a movie with strong Eastern cultural connotations may resonate more with audiences in Asian regions, while Western audiences may have different levels of understanding and acceptance. Audiences of different age groups also have different movie-watching preferences. Young people may prefer trendy and dynamic movie types, while older audiences may favor movies with a sense of history and humanistic care. Encouraging audiences from different cultural backgrounds

to participate in ratings can break down cultural barriers and promote cultural exchange and understanding. By widely attracting audiences from different regions, ages, and cultural backgrounds to participate in ratings, more rich and diverse views can be collected, making the ratings better reflect the real influence of movies among different groups.

Establishing a credit system for rating subjects is an important means to ensure the quality of ratings. In the context of the diversification of rating subjects, in order to prevent malicious ratings and false ratings, a complete credit system needs to be established. This system can record and evaluate the historical rating behaviors of rating subjects and give corresponding credit ratings according to indicators such as the accuracy, objectivity, and professionalism of ratings. For rating subjects with high credit ratings, certain rewards and recognitions can be given, such as preferentially recommending their film reviews and inviting them to participate in professional movie seminars. For rating subjects with low credit ratings, measures such as restricting rating permissions and issuing warnings can be taken. By establishing a credit system for rating subjects, the behaviors of rating subjects can be regulated, the authenticity and reliability of ratings can be improved, and the healthy operation of the movie rating mechanism can be ensured.

4.2. Building a Multi-Dimensional Evaluation Index System

Building a multi-dimensional evaluation index system is a key innovative strategy for the reconstruction and innovation of the movie rating mechanism, which can make movie ratings more comprehensive, objective, and in line with the needs of the era. Traditional movie rating indicators mainly focus on aspects such as plot, performance, and picture. In the streaming media era, in addition to these traditional indicators, indicators with streaming media characteristics should also be added. Compatibility is an important indicator. Since audiences watch movies on various devices (such as mobile phones, tablets, and computers) on streaming media platforms, the compatibility of movies in terms of playback effects, picture ratios, and resolutions on different devices will greatly affect audiences' movie-watching experiences. For example, a movie with a stunning visual effect on a large screen may reduce audiences' satisfaction if the picture is distorted and the subtitles are unclear when watched on a small mobile phone screen. Interactivity is also a prominent feature of the streaming media era. Streaming media platforms provide rich interactive functions for audiences, such as bullet - screen comments, reviews, and voting. The degree of audience interaction triggered by a movie, such as the activity of bullet-screen comments, the quantity and quality of reviews, and the participation rate of voting, can reflect the attractiveness and topicality of the movie. High interactivity means that the movie can stimulate audiences' desire for discussion and sharing, and has stronger social communication power[5].

Evaluating movies should not be limited to commercial factors. Non-commercial factors such as social and cultural values and educational significance should also be considered. As a cultural product, movies carry rich social and cultural connotations and can reflect social phenomena, values, and cultural traditions in a specific period. A movie with profound social and cultural values can arouse audiences' thinking about social issues and promote the inheritance and development of social culture. For example, some movies reflecting historical events and social realities can enable audiences to understand the past, pay attention to the present, and enhance their social responsibility and sense of historical mission. Educational significance is also an important function of movies. Excellent movies can convey knowledge, values, and moral concepts through vivid stories and vivid pictures, playing an educational and guiding role for audiences, especially teenagers. Incorporating these non-commercial factors into the rating mechanism can guide movie creators to pay more attention to the ideological and cultural nature of movies and promote the healthy development of the movie industry.

4.3. Using Big Data and Artificial Intelligence Technologies to Ensure the Authenticity of Ratings

Using big data and artificial intelligence technologies to ensure the authenticity of movie ratings is an important innovative strategy for the reconstruction and innovation of the movie rating mechanism, which can be mainly achieved by using algorithms to identify false ratings and water-army behaviors, conducting real-time monitoring and analysis of rating data, and establishing a rating data traceability mechanism.

Using algorithms to identify false ratings and water-army behaviors is the primary step in ensuring the authenticity

of ratings. Big data and artificial intelligence technologies can conduct in-depth mining and analysis of a vast amount of rating data. By building complex algorithm models, comprehensive judgments can be made from multiple dimensions such as the time distribution of ratings, the similarity of rating contents, and the behavior patterns of rating subjects. For example, if there are a large number of positive or negative reviews with highly similar contents from different accounts in a short period of time, or if an account gives extreme ratings to multiple movies in a short period of time, the algorithm can identify these abnormal behaviors and determine them as possible false ratings or water-army behaviors. In addition, natural language processing technology can be used to conduct semantic analysis of rating contents to determine whether they conform to normal expression logic and emotional tendencies, further improving the accuracy of identification. In this way, false ratings can be effectively filtered out, making the rating results better reflect the real quality of movies.

Conducting real-time monitoring and analysis of rating data is a key means to ensure the authenticity of ratings. In the streaming media era, movie rating data are generated in real-time and in large quantities, and traditional manual monitoring methods are difficult to meet the requirements. Big data and artificial intelligence technologies can realize the real-time collection, processing, and analysis of rating data. By establishing a real-time monitoring system, abnormal fluctuations and changing trends in rating data can be detected in a timely manner. For example, when the ratings of a movie rise or fall significantly in a short period of time, the system can quickly issue an alarm and conduct in-depth analysis of the relevant data to find out the reasons. At the same time, by analyzing the distribution of rating data, the evaluation differences of different groups towards the movie can be understood, providing references for the market promotion and marketing strategies of movies. Real-time monitoring and analysis can detect problems in the rating process in a timely manner, ensuring the fairness and objectivity of ratings.

5. Conclusion

The movie rating mechanism is undergoing a profound paradigm shift. With the rise of streaming media platforms, the limitations of the traditional rating system have become increasingly prominent, while the integration of emerging technologies and diverse cultures has given birth to a new evaluation paradigm. This shift is not only an upgrade at the technical level but also a reconstruction of values. Future movie ratings will go beyond simple numerical quantification and evolve into a composite system that integrates professional insights and public emotions, technical analysis and humanistic thinking. This innovation will elevate movie ratings from a single market-oriented tool to a dialogue bridge connecting creators and audiences, promoting the diversified development of movie art. The new-type rating mechanism is not only related to the commercial success of streaming media platforms but will also have a profound impact on the future direction of movie creation and the viewing habits of audiences. This innovation will ultimately reshape the movie ecosystem and create a more open, inclusive, and dynamic film and television cultural space.

Disclosure statement

The author declares no conflict of interest.

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