

Research on Movie Scoring Trust Crisis in the Age of We-media

Qian Liu

College of Chinese & Asean Arts, School of Film Television and Animation, Chengdu University, Chengdu China

Abstract: For the we-media movie research, the conventional research method of movie scoring trust crisis has some shortcomings, such as long scoring time and low scoring reliability. Therefore, the research on movie scoring trust crisis in the age of we-media is put forward. The big data algorithm of movie scoring is introduced and the trust database of movie scoring in the age of we-media is established, so as to realize the construction of the trust crisis model of movie scoring in the age of we-media. Relying on the determination of the trust parameters of movie scoring in the age of we-media, the operation of the scoring trust model is completed, and the research on movie scoring trust crisis in the age of we-media is realized. The experimental data show that compared with the conventional research method of movie scoring trust crisis, the proposed research method of movie scoring trust crisis in the age of we-media takes 84.19% less time and 55.8% more reliability. It is suitable for movie scoring in the age of we-media.

Keywords: Scoring database; Scoring trust; Scoring research; We-media age; Movie scoring; Trust research

1. Introduction

The conventional research method of movie scoring trust crisis can achieve the research of traditional cinema movie scoring trust crisis through data survey scoring method, but for the movie scoring in the age of we-media, there are shortcomings of long scoring time and low scoring reliability^[1]. It is not suitable for movie scoring in the age of we-media. Therefore, the research on movie scoring trust crisis in the age of we-media is put forward. The big data algorithm of movie scoring is introduced and the trust database of movie scoring in the age of we-media is established, so as to realize the construction of the trust crisis model of movie scoring in the age of we-media. Relying on the determination of the trust parameters of movie scoring in the age of we-media, the operation of the scoring trust model is completed, and the research on movie scoring trust crisis in the age of we-media is realized. In order to ensure the validity of the research, the experimental environment of movie scoring in the age of we-media is simulated and two different research methods of movie scoring trust crisis are used to carry out the simulation experiment of the consumed time and reliability of movie scoring. The experimental results show that the proposed research of movie scoring trust crisis in the age of we-media has extremely high effectiveness.

2. Constructing the Research Model of Movie Scoring Trust Crisis in the Age of We-media

2.1. Introducing big data algorithms for movie scoring

The big data algorithm of movie scoring has stronger decision-making power. Under the new analysis mode, it carries out analysis and processing for the huge amount, high promotion rate and diversified data to extract potential value. That is to say, taking big data as input, the big data algorithm of movie scoring is to generate an algorithm to satisfy the demand of the result under the specific constraints of movie resources and time. Because of the characteristics of big data: large volume, fast speed, multiple modal requirements, difficult to identify, high value and low density, big data algorithm is different from the traditional precise algorithm. The main difficulty lies in the variety of data and the huge amount of data. Movie scoring can be achieved by parallel processing and computing algorithms^[2].

Big data analysis algorithm in movie scoring big data algorithm is an important part of big data algorithm. Only through massive data analysis, more intelligent, in-depth and valuable information can be obtained. The complexity of the high-speed enhancement of big data determines the primary position of big data analysis algorithm in the big data algorithm of movie scoring, and decide whether the final movie scoring information is valuable or not. The five basic aspects of big data analysis include: visual analysis, data mining algorithm, predictive analysis ability, semantic engine, data quality and data management. Visual analysis means the big data operators of movie materials include analysts and ordinary users operate the visual analysis of the basic purpose of big data analysis. This is because visual analysis is intuitive enough to show the characteristics of big data of movie materials, and is more easily accepted by users. Big data visual

analysis system can express more complex data information through three-dimensional representation technology, and achieve the effect of three-dimensional presentation of massive data [3]. Data visual methods are divided into geometry, pixel, icon, hierarchical image and distributed technology.

Data mining algorithm is the primary theoretical focus of big data analysis. According to different types and formats of data, the hidden characteristics of data itself is showed more scientifically. Cluster analysis, segmentation, outlier analysis and other data mining algorithms can process and discover the potential value of big data more quickly.

Predictive analysis, first of all, discovers the main characteristics of the data from the big data of movie materials, and establish a scientific analysis model. Then, the new data are brought in and the model is used to carry out the pre-judgment analysis. As one of the important fields in the application of large data analysis, according to the results of visual analysis and data mining, analysts can make some predictive judgments better.

Semantic engine, originating from the diversity of unstructured data, brings great challenges to data analysis. It is necessary to use sequential data analysis tools to plan the semantic engine as intelligent extraction and analysis of information from documents.

As for the movie data quality and movie data management, because of the large amount and variety of data, high quality data and its effective manipulation are very important, and they are also best practices in data management. At the same time, standardized processes and tools for big data processing are sufficient to ensure the reliability and value of big data analysis results.

By introducing the big data arithmetic of movie scoring, the trust database of movie scoring in the we-media age can be further established, and then the construction of movie scoring trust crisis model in the we-media age can be realized.

2.2. Establishing the movie scoring trust database in the age of we-media

Based on the research of movie scoring, the design of movie scoring trust database in the age of we-media involves a large amount of data, various types of data and different formats as well as short evaluation cycle and fast data updating, etc. It is required that the database be scientifically planned and designed first to ensure that the movie scoring in the age of we-media operates under the condition of standardization and high efficiency.

For the high efficiency of the database design principle, because movie scoring has the many involved factors, wide scope, large amount of data, and short evaluation cycle, the establishment of database should first embody the principle of efficiency: clear hierarchy in the structure of database, close connection and harmonious unification

of every link from data acquisition and update, data processing to evaluation application, and unified and standardized data type, format and data standard [4].

Extensible, because of the multi-source data requirement of movie scoring, the corresponding basic database should be an expandable and relatively open system, which has considerable flexibility in the design of system functions and can be adjusted according to the needs of evaluation at any time.

The data update ability is great. The bottleneck of movie scoring is data updating and collection and the corresponding data processing. Because of the large amount and various types of data in regional evaluation, the database system is required to have the ability to accept various data formats and have good compatibility with various data processing systems and rich interfaces.

The structure of the database in this study includes four stages: data acquisition, data processing, data modeling as well as evaluation and application. The core part of the corresponding database system is also composed of four sub-databases: original database, standard database as well as evaluation and result databases. For the needs of GIS evaluation, as a complete database system, data acquisition system, application model module and result output module need to be expanded on the basis of the core database. The structure of the database is shown in Figure 1.

For the database establishment, there are three kinds of storage forms of the original data involved in the data preprocessing research: paper graphics data, dot data sets and electronic format data products. They all need to be input into the computer system for unified management by GIS, but most of these original data have some problems, such as incomplete spatial and attribute information as well as irregular dimension, etc. It is necessary to carry out preliminary processing before they can be input into GIS. They mainly include: the enhancement of spatial information in graphic data and the registration of spatial attributes in point data which means it is treated to have accurate location information and its attribute information.

According to different data storage forms, data entry methods are also different. Paper graphics data are input by hand digitalization, including scoring time-consuming and reliability. In the editing process of input, the attribute information is added. The input of electronic format data products is easy. Read directly by GIS (ARC INFO in this study), they include three types of information: year of movie, type of movie and duration of movie. The input of point data in GIS is complex. It must be processed into graphic data by graphic analysis software (Surfer is used in this study). Then the graphic data is converted to the GIS system through data interface. After the spatial information input and attribute addition of the original data are completed, the data post-processing

must also deal with the actual situation of different types of data, so that the quality of all data can further conform to the norms of GIS management and regional evaluation. Processing mainly includes: (1) for the movie scoring and movie type, the control point (TIC) of each data is

moved to the corresponding location of the data to analyze in order to accurately locate the content of the data; Each movie is classified in a unified way to form the movie type in the age of we-media [5].

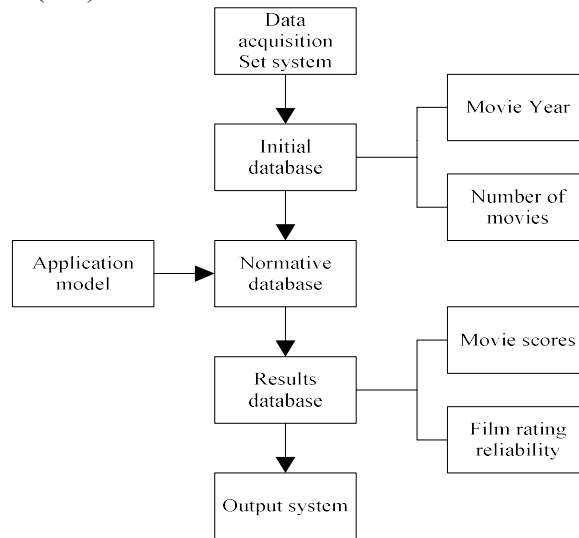


Figure 1. Database structure diagram

The system integrates all the data processed above, which has met the data specification of movie scoring and GIS management. The close connection between data and sub-libraries is a kind of close combination, which can communicate and access each other. At this time, the system integration has been completed. The application of GIS and ARC INFO in this study provides a secondary development language SML (Simple Macro Language), and also supports the database development function of FoxBase [6]. In this study, FoxBase and SML are combined to integrate the scoring time-consuming and reliability database. The functions of free access, call and current query, browse and output of system data management are realized. At the same time, all data in this database can be browsed, queried and scored under big data.

3. Research on the Movie Scoring Trust Crisis in the Age of We-media

3.1. Determining movie scoring trust parameters in the age of we-media

Based on the establishment of movie scoring trust database in the age of we-media, the movie scoring trust parameters in the age of we-media can be determined as follows:

When grading movies, many technical parameters must be involved. Generally speaking, these parameters can be divided into two categories: one is to reflect the time-consuming in scoring, which we call scoring time-consuming parameters; the other is the accurate parameters

of movie scoring, which we call scoring reliability parameters.

For those who belong to the scoring time-consuming parameters, there are the following three items:

- (1) The total length of the movie. That is the total viewing time. In general, the total viewing time is set as M .
- (2) Movie segment length. Generally, the beginning part of the movie is set to m_1 , the climax part of the movie is set to m_2 , and the end part of the movie is set to m_3 .
- (3) The best viewing time of a movie is set to be S . In general, it is the sum of climax time m_2 and ending time m_3 .

In a movie, it is supposed that the beginning time is 20 minutes, the climax time is 30 minutes, and the ending time is 20 minutes. Then the total length of the movie can be expressed by formula (1):

$$M = m_1 + m_2 + m_3 \tag{1}$$

In this formula, M is the total length of the movie. m_1 is the beginning part of the movie. The climax part of the movie is m_2 . The end part of the movie is m_3 . It can be concluded that the total viewing time is 70 minutes.

The reliable parameters of movie scoring are generally set as W . In general, the length of W is equal to the best viewing time S , which is more than 70% of the total length of movie. The reliability of movie scoring is trustworthy. While the proportion of the total length of movie is less than 70%, the reliability of movie scoring is not trustworthy. The best viewing time of movie can be used in formula (2):

$$S = \lim_{x \rightarrow 0} (m_2 + m_3) / \delta \quad (2)$$

In the formula, δ represents the best viewing coefficient, m_2 the length of the climax part of the movie, and m_3 the length of the ending part of the movie. According to formula (1) and formula (2), the reliable parameter of movie scoring is obtained. The formula is as follows:

$$W = S(m_2 + m_3) / M(m_1 + m_2 + m_3) \quad (3)$$

In the formula, W represents the reliable parameter of the movie scoring. S represents the length of the best viewing time, m_1 the beginning part of the movie, m_2 the climax part of the movie, m_3 the ending part of the movie, and M the total length of the movie. The diagram of movie scoring trust parameters in the age of we-media is determined and shown in Figure 2.

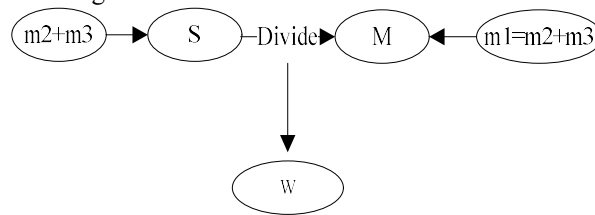


Figure 2. Diagram of determining movie scoring trust parameters in the age of we-media

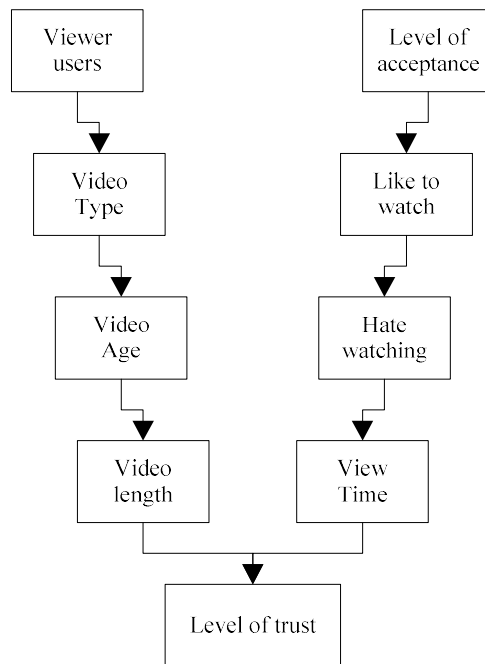


Figure 3. Basic path map of V-shaped structure of scoring trust model

With the development of movie scoring technology, the problem of waterfall model has been exposed step by step. The development process is linear. It must be testified after the end of the whole development, so movie

3.2. Operation of scoring trust crisis research model

After constructing the research model of movie scoring trust crisis, V-shaped structure model should be constructed to assist us to realize the operation of the research model of scoring trust crisis. The basic path to realize V structure is shown in Figure 3, which describes the basic development process stage and scoring stage in an orderly way, defines the scoring order, and explains the corresponding relationship between each scoring and trust stage. During this period, the main work of scoring program is to improve the quality of scoring by discovering and modifying defects in the execution unit, integration, system and acceptance test at the later stage of coding [7].

scoring can only be carried out at the later stage of development. The defects caused in the early stage can not be found until the later stage, which increases the cost of modification, and it is likely that the defects produced in

the early stage of later modification will bring more defects.

Due to the limitations of waterfall model in development and testing appeared, such as evolutionary structure, spiral structure, fountain structure, and intelligent structure, etc. At the same time, the extraction program has also developed. W structure, H structure, X structure and so on come out.

Nowadays, V-structure is a commonly used method in movie scoring industry. V structure follows the principle of "grading process" running through "grading cycle", and the verification and confirmation activities are added, which should be carried out at the movie scoring stage. The V-structure composed of two V structures clearly show the parallel relationship of movie scoring trust. The

two V structures represent the process of scoring and trust acquisition respectively [8]. In the V structure, emphasis is placed on running through the whole scoring development cycle, rather than on the work done after the completion of the development code. And the scope of scoring objects is expanded. At this time, the scoring objects are no longer only traditional cinema, but also need to test the scoring needs, trust and other processes and documents. In this way, scoring and trust development are synchronized. Scoring can be carried out as soon as possible, which is conducive to the early and comprehensive discovery of problems, thus better avoiding risks. The movie scoring trust V structure is shown in Figure 4.

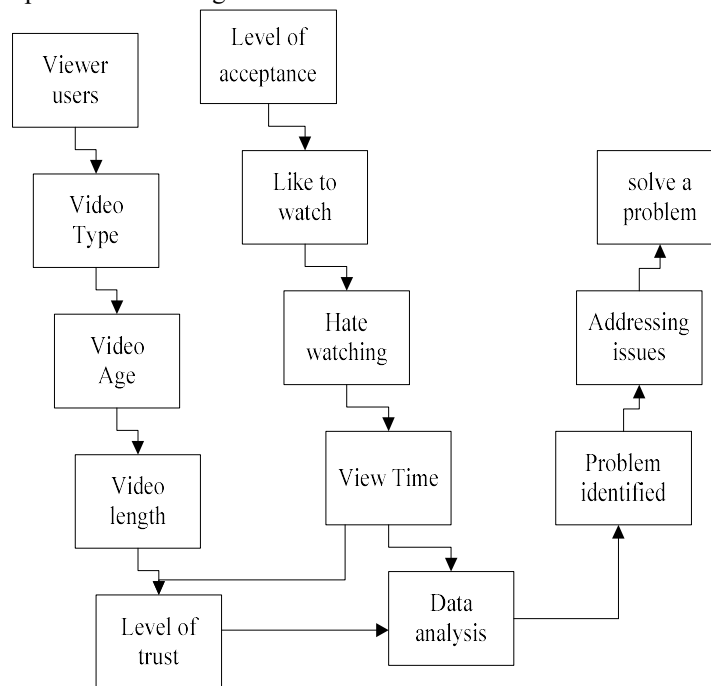


Figure 4. Trust V structure diagram of scoring trust model

In the V-shaped structure, the process of scoring trust is more detailed. The specific process is as follows. User needs research stage: User needs need to be confirmed and validated according to the score.

In the stage of scoring acceptance test design, requirement analysis and system design, scoring staff need to confirm the requirement design specification and verify whether the content of the requirement design specification meets the requirement of trust. Scoring staff need to score the design scheme of the system to confirm and verify that the system design is reasonable and meets the requirement of trust.

Scoring staff need to design system test according to requirement analysis specification and system design scheme, including writing system test plan and scheme,

and writing system test cases, etc. The summary design stage: Scoring staff need to confirm and validate the outline design documents. Moreover, the integrated test is designed according to the outline design documents, including compiling integrated test plans and solutions, and compiling integrated test cases, etc [9].

The Detailed design stage: Scoring staff need to confirm and validate detailed design documents. The unit tests should be designed according to detailed design documents, including writing unit test plans and solutions, and writing unit test cases, etc. The Coding phase: Scoring staff need to test the developed modules according to unit test plan and unit test cases, record and track defects [10].

The System integration stage: Scoring staff need to test modules that have passed the unit test according to the

integration test plan and integration test cases, record and track defects. The System implementation phase: Scoring staff need to validate and test the system through integrated testing according to the system test plan and system test cases, record and track defects. The System delivery phase: Scoring staff organize users to conduct acceptance tests and record and track defects^[11]. The Scoring Trust Summary Stage: Scoring staff need to write the test summary of the trust model, including the description of scoring process, defect situation and test results, so as to realize the research of movie scoring trust crisis in the age of we-media.

4. Test Results and Analysis

In order to ensure the validity of the research on movie scoring trust crisis in the age of we-media proposed in this paper, simulation experiments are carried out. In the

course of the experiment, different research methods of movie scoring trust crisis are used as the subjects to carry out the simulation test of scoring time-consuming and scoring reliability. This paper simulates the trust crisis of movie scoring in the age of we-media. In order to ensure the validity of the experiment, the conventional movie scoring trust crisis research method is used as the comparative object, the two simulation results are compared, and the experimental data are presented in the same data chart.

4.1. Time consuming in scoring

During the experiment, two different research methods of movie scoring trust crisis are used to work in a simulated environment, and the time-consuming changes of movie scoring are analyzed. The comparison results of the test results are shown in Table 1.

Table 1. Scoring time-consuming comparison table

Video Code	Conventional movie scoring is time consuming.	Movie scoring time since the media era
1	150.4s	25.2s
2	151.3s	24.4s
3	141.3s	23.1s
4	124.3s	22.4s
5	134.2s	23.5s
6	146.6s	26.4s
7	167.6s	26.4s
8	148.6s	23.1s
9	169.3s	19.6s
10	164.7s	21.1s

The research method of movie scoring trust crisis in the age of we-media is dealt with by arithmetic average with the conventional movie scoring trust crisis research method. It is concluded that the conventional movie scoring trust crisis research method takes 151.03 seconds. The time-consuming of movie scoring in the age of we-media is 24.72 seconds. The proposed time-consuming of the research method of movie scoring trust crisis in the age

of we-media is 84.19% shorter than that of the conventional research method of movie scoring trust crisis.

4.2. Scoring reliability comparison

During the experiment, two different movie scoring trust crisis research methods are also used to work in the simulated environment, and their reliability changes are analyzed. The comparison curve of the test results is shown in Figure 5.

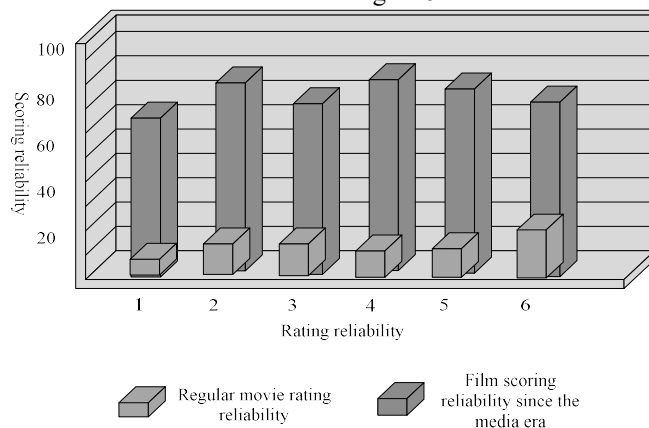


Figure 5. Scoring reliability contrast diagram

The arithmetic average value of reliability of the proposed research method of movie scoring trust crisis in the age of we-media and the conventional one is processed. It is concluded that the reliability of the conventional research method of movie scoring trust crisis is 20.6%. The reliability of the proposed research method of movie scoring trust crisis in the age of we-media is 76.4%. It is concluded that the reliability of the proposed research method of movie scoring trust crisis in the age of we-media is 55.8% higher than that of the conventional research method of movie scoring trust crisis. The research of movie scoring trust crisis in the age of we-media is effective.

5. Conclusion

This paper proposed the research of movie scoring trust crisis in the age of we-media. Based on the construction of the research model of movie scoring trust crisis in the age of we-media and the determination of relevant parameters, the research in this paper is completed. The experimental data show that the method designed in this paper is highly effective. This study can provide a basis for movie scoring trust crisis in the age of we-media.

6. Acknowledgments

This research is the phased achievement of Chengdu University "Undergraduate Teaching Project" construction project "Research on the promotion effect of network interactive teaching mode based on information terminals on the teaching of practical art courses".Project number: cdjgb2017087.

Reference

- [1] Qian H , University G. N. Research on the Countermeasures of Trust Crisis of Non-Profit Organizations from the Perspective of Social Capital Theory. Journal of Liuzhou Vocational & Technical College, 2017.
- [2] Yanling L, Ying D. Research on Social Trust Repair of Public Crisis Governance under Network Public Opinion——Based on an Empirical Analysis of Evolutionary Game of Animal Epidemic Public Crisis. Journal of Public Management, 2017.
- [3] Guo R , Tao L, Li C.B. et al. A Path Analysis of Greenwashing in a Trust Crisis Among Chinese Energy Companies: The Role of Brand Legitimacy and Brand Loyalty. Journal of Business Ethics, 2017,140,523-536.
- [4] Paul K. 'Food for Thought': A Comparative Study of Institutional Innovations and Restoring Trust in Food Safety after the BSE Crisis in Western Europe. Angewandte Chemie, 2018,79,59-60.
- [5] Xiao X. W . The Construction of Mainstream Media Credibility in the Context of Social Trust Crisis: Relearning YUN Dai-ying's Thoughts about News in the Internet Age. Journal of Guangxi Vocational & Technical College, 2016.
- [6] Dotti Sani G M, Magistro B . Increasingly unequal? The economic crisis, social inequalities and trust in the European Parliament in 20 European countries. European Journal of Political Research, 2016,55, 246-264.
- [7] Yanling L , Qingsong S, Jun W . Research on Social Trust Repair Strategy of Animal Epidemic Public Crisis from the Perspective of Multi-game. Management Review, 2016.
- [8] Hegner S. M. , Beldad A. D. , Kraesgenberg A. L . The Impact of Crisis Response Strategy, Crisis Type, and Corporate Social Responsibility on Post-crisis Consumer Trust and Purchase Intention. Corporate Reputation Review, 2016,19,357-370.
- [9] Wengang L. U. , Yaxuan W . Response to Social Organization Trust Crisis and Brand Reconstruction from the Perspective of Social Governance: Based on the Theory of Disaster Causes. Social Work & Management, 2018.
- [10] Dahlgren P . Media, Knowledge and Trust: The Deepening Epistemic Crisis of Democracy. Javnost, 2018,1-9.
- [11] Chen I.Z., Cui G.Q., Li Z.. Movie Video Image Retrieval System[J] Computer Simulation, 2008,25, 187-190.