



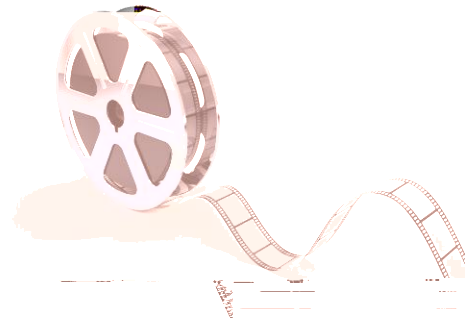
# 如何有效地利用社会化媒体信息预测电影票房

Using User- and Marketer-Generated Content for Box-Office Revenue  
Prediction: Differences between Micro-Blogging and Third-Party Platforms

Song Tingting, , Tan Yong, Yu Yifan.

*Information Systems Research*, 2019, 30(1): 191-203.

<https://doi.org/10.1287/isre.2018.0797>



2018

17.18

610

22%

2012

66

PVAR

MAPE

3%