

Research article

Do Family Members of Oscar Winners Win Too? A Status-Shift Spillover Effect Analysis

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Abstract:

Purpose: Theory on the social and psychological impact of significant status shifts demonstrates that award winners attract a disproportionate share of notoriety and resources at the expense of equally deserving near winners. Due to this achievement audience may have biases to evaluate winners' performance more favorably than their peers of comparable achievement or equal standing. On the other hand, positive status shift has been shown to lead to negative spillover effects which appeared to divert attention away from works and actors in the vicinity of the prize winners' professional neighborhood. The current study aims to address the question of whether status shifts generate positive or negative spillover effect on the career of their family members in the same field; in terms of access to higher status roles, more professional visibility, or more favourable evaluations leading to better positions within the industry?

Methodology: To test the contradicting theories, we used a quantitative method and analyzed a longitudinal data of 50 years Academy Awards. We collected winners and nominees of the Oscar in main categories. Multiple platforms such as IMDB and IMDBPRO were used to identify close relatives of winners and nominees who are also active in the movie industry. We performed ANCOVA analysis on the performance of 330 Oscar winners, nominees, and their active family members before and after the award.

Findings: Our study shows that, for career outcomes, the effect is mixed for family members of Oscar nominees' post-event, they tend to appear in fewer but slightly better-quality movies.

Keywords: Reputation Spillover; Career Outcome; Family Support; Mathew Effect; Oscar Award.

1. Introduction

The conferment of awards and prizes to individuals in recognition of their significant achievements is a central aspect of modern cultural and social life (Heinich, 2009). Winning a prestigious recognition, especially in the field of media where popularity and attention plays a strong

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role in individual's career, can be highly connected to Robert Merton's (1968) 'Matthew effect' that is based on the biblical precept that "To he who hath, more is given". One scholar describes the Matthew effect as a "force of unacceptable inequality" (Otner, 2017). Yet, research shows a bias toward more favorable judgments of high-status actors (e.g., Kim & King, 2014) and award them a disproportionate share of resources (e.g., Pettit, Sivanathan, Gladstone & Marr, 2013), whereas lower status actors faced more stringent evaluations of their performance and received a lower allocation of resources research.

The nature of prestigious awards and prizes as well as appointments to reputable representative bodies mean that there are very few winners and awardees for the large number of potential contenders and the small number of awards. As a result, highly deserving contenders may miss out on due recognition, even though they may be equally deserving. Dubbed the 41st chair, Merton (1968) outlined how equally deserving scientists, artist and writers are passed over for auspicious awards. Merton (1968) describes the 41st chair as a reference to those high achievers who did not become members of the French Academy (like Descartes and Zola), which is limited to 40 'immortal' members. In many cases, the holder of the 41st chair is likely to produce work that is likely to be equally, if not more, prolific, and influential.

In and by itself, a prestigious award may not necessarily impact the ongoing quality and output of award winners compared to non-winners. Nevertheless, Merton (1968) highlighted that award winners receive a significant status boost which may unsettle the system for future allocations of resources. Merton fully described this phenomenon as the Matthew effect wherein a winner of a prestigious prize or award continues to receive recognition for their ongoing work beyond perhaps its relative value, whereas non-winners receive less recognition for their more valuable contributions.

Likewise, winning an Oscar can dramatically increase the status and ultimately the remunerations that a once-obscure actor or worker can demand as a result of their increased exposure and recognition. What is less known, however, is how the positive status shift associated with an Oscar win may generate spillover benefits to those closely associated with the winner. Whereas there is some research to suggest positive spillover effects for professional associates of Oscar winners (Rossman et al., 2010), there has been no specific research on positive spillover effects among the family members associated with an Oscar winner. Anecdotal evidence would indeed suggest a positive spillover effect among family associates of Oscar award winners when one considers people like Francis Ford Coppola and Ben Affleck. Whether positive spillover effects on family members is the exception or the rule in this industry is the focal research question of the proceeding research reported here. To address this question, the career trajectories of family members associated with Oscar winners are empirically investigated in the current study.

2. Theory and Research

2.1. Nepotism and spillover effect

Nepotism, which is "altruism limited to family members" (Bellow 2004:16), is practised widely in contemporary professions such as accounting, education, medicine and in creative and knowledge-based project-based industries including consulting and entertainment (Le Breton-Miller & Miller, 2015). There is a normative expectation that career outcomes in these fields will be based upon meritocratic criteria such as formal educational attainment, talent, ability, and social and psychological competences. However, the positive intergenerational effects of nepotism on career outcomes and lifetime income are strongest at the extremes of the economic and social hierarchy as dynastic business families seek to promote family members into the highest echelons of professional life (Carney & Nason, 2019, Clark, 2015; Corack, 2013). In project-based labor markets, such as media and movie industry, social capital creates access to valuable information and reduces search costs, positively affecting career development by helping individuals acquire new jobs, establish

opportunities for future collaborations and form ties with others who provide social and emotional support. Getting cast and advancing one's career in the Hollywood movie industry will depend heavily on the depth and breadth of one's interpersonal networks (Lutter, 2015). These beneficial effects can increase when individuals have family members in the same field who receive high level of recognition or win a prestigious award.

While our focus is on the media and movie industry, but our study can be generalized to other highly valued and respected awards across different vocational endeavors including the sciences, like the Nobel Prizes and the Royal Society Copley Prize, the arts, like the Oscars and the Grammy Awards, and in literature, such as the Man Booker Prize and the Pulitzer Prize. These awards have a long tradition with the Copley Prize dating back to 1731 and the Nobel Prize first awarded in 1901. Moreover, individual achievement is also rewarded via membership of important and prestigious representative bodies such as the French Academy and the Royal Society; established respectively in 1635 and 1660. Indeed, recent work on positive status shifts has highlighted the impacts of award conferment spillover effect on those closely associated with the award winner. In one direction, positive status shift has been shown to lead to negative spillover effects (Reschke, Azoulay & Stuart, 2017), wherein the conferment of a science prize appeared to divert attention away from works and actors in the vicinity of the prize winners' professional neighborhood. In the other direction, positive spillover effects have been shown in the arts with Oscar awards (e.g., Rossman, Esperaza, & Bonacich, 2010) and in business (e.g., Aarstad, Haugland, & Greve, 2009) such that the benefits of status recognition to an individual spillover to a whole group of close neighbors or category of associates wherein the legitimacy of an area of work is endorsed and accentuated.

If we change our lens, nepotism within the family business literature, is sometimes associated with the entrenchment of incompetent and unqualified family members in senior roles (Bertrand & Schoar, 2006) and firm owners must demonstrate compensating advantages to attain favorable judgments from capital market investors (Miller & Le Breton-Miller, 2013). Thus, it is expected that the relatives and descendants of show business families will tend to attract attention, but social evaluators will suspend their judgment of their merit. Indeed, we suspect that among some evaluators direct nepotism will carry the stigma of unmerited preferment.

The contrasting spillover effects of positive status shifts across different professional endeavors are domain specific (Heinich, 2009); positive status shifts may produce negative spillover effects in the sciences but result in positive spillover effect in the arts. Nevertheless, how spillover effects relate to positive status shifts with reference to different domains of achievement is a relatively open research question.

2.2. *The Matthew Effect*

Theory on the social and psychological impact of significant status shifts or 'status shocks' has benefited from the work and ideas of Robert Merton (1968). In his seminal paper "The Matthew Effect in Science," Merton draws on the thoughts and experiences of Nobel laureates to advance theory on the effects of sudden status shifts on the advancement of ideas and the allocation of resources in the sciences. Merton describes the *Matthew effect* wherein a winner of a prestigious prize or award experiences a significant and positive status shift within their field of endeavor. Although this is not surprising, the Matthew effect occurs because winners continue to receive recognition for their ongoing work beyond perhaps its relative value. In contrast, non-winners receive less recognition for their equally if not more valuable contributions.

Moreover, winners also receive a greater share of resources, and their work is communicated into the wider community more readily. As one laureate put it: "The world is peculiar in this matter of how it gives credit. It tends to give credit to [already] famous people" (Merton, 1968, p. 57).

Merton further distinguished between micro and macro levels of status effects associated with prize winners (Hayes, Lee & Smith, 2010). Regarding the micro effects, two scientists operating at a similar and comparable level of achievement and contribution will clearly receive different credit for their respective work when one is a winner of a prestigious award and the other is a near-winner. With regard to macro effects, high-status scientists receive cumulative advantage such that they enjoy disproportionate allocations of resources and rewards. Therefore, higher status prize winners attract higher payoffs in terms of resource, visibility, and communication advantages, even though their work may be of equal quality to their lower status peers. Merton also highlighted the fact that young collaborators are obscured by the status of award winners so much that when a collaborator is the first author of a paper, it is often seen to be the work of the award winner wherein the collaborator is assigned less credit. In the words of one laureate: "When people see my name on a paper, they are apt to remember it and not to remember the other names" (Merton, 1968, p. 57).

These evaluation biases due to status are readily shown in the sciences by Merton (1968) and have been investigated in other high achievement contexts like sports. Based on status characteristics theory, Kim and King (2014) posited that evaluators and judges of quality are biased in their quality evaluations of high-status performers, particularly when there is some ambiguity in their performance. To test this proposition, Kim and King (2014) reviewed umpiring decisions with respect to judgments of strike balls by pitchers in major league baseball games in the US. The decision of the umpire was compared with actual footage of when the ball crossed home plate and compared with respect to high status and lower status pitchers. The findings showed that umpires were significantly more likely to call a pitch a strike rather than a ball with a high-status pitcher compared to a lower status pitcher. Consistent with the *Matthew effect*, judgments of high-status actors were more favorable whereas lower status actors faced more stringent evaluations of their performance.

Experimental research has also demonstrated biases associated with status shifts consistent with the *Matthew effect*. In their study, Pettit et al., (2013) investigated if a target who recently rose in status is evaluated more favorably than a target who descends in status even when they occupy the same ultimate status position. Participants in the study were randomly assigned to one of two conditions where they either read that University X had risen in US ranking from 15th to 11th best or read that University X had descended in rank from 7th to 11th best. Reflecting a status momentum effect, participants rated the positive status shift University higher in terms of prestige and respect than the negative status shift University. Moreover, participants also recommended that the positive status shift University was justified in seeking an increase in tuition fees. As put forward by Merton (1968), a positive status shift to a target appears to result in them receiving a disproportionate allocation of resources at the expense of equally meritorious targets with the same relative standing.

In advanced economies, some of the most prized and well-paid occupations are found in high intellectual and human capital industries. Among these are occupations in the creative, cultural and arts-related industries where valued skills and human capital are hard to determine. This is because qualities such as creativity, star quality, talent, inventiveness, connoisseurship, aesthetic judgment and other specialized expertise such as writing and musical composition ambiguous and not easily quantified (Florida, 2014; Le Breton Miller & Miller, 2015; Lingo & Tepper, 2013). In knowledge-intensive industries we have witnessed the growth of project organization structures (Faulkner & Anderson, 1987), that is employment in temporary project-based structures, and the emergence of boundaryless careers characterised by individuals moving between employers' market-based recognition of performance attributes and the prevalence of extra organizational information networks (Sullivan & Baruch, 2009). Indeed, the Hollywood movie industry can be considered the archetype of project organization structures and boundaryless careers (Jones & Walsh 1997).

In such industries, the possession and effective utilization of creativity and other related qualities are very difficult to identify and assess (Le Breton-Miller & Miller, 2016). Due to the inherent ambiguity in identifying and appraising creative and cultural talent, evaluators will rely upon social

evaluations and other non-performance markers of appropriate merit. Social evaluations theory comprises several related constructs including legitimacy, reputation, and status (Bitektine, 2011) as well as negative markers such as stigma (Devers et al., 2009). According to the theoretical framework developed by Reschke et al., (2017), a positive status shift may lead to two general spillover outcomes: endorsement or competition outcomes.

Positive status spillovers occur under an endorsement account such that the status conferred to an award winner flows to his or her associates or neighbors in the vicinity. Moreover, the benefits of status recognition to an individual are likely to spill over a whole group or category of associates wherein the legitimacy of an area of work is endorsed and accentuated. In contrast, a positive status shift may lead to a competition for attention and resources in a zero-sum system; a focus on one individual prize winner may divert attention away from his or her neighbors. At the same time, conferment of a major award may resolve a contest for ideas; the award winners work becomes a de facto reference point for an idea such that interest in associated work is attenuated. To test the endorsement vs. competition account of positive status spillover, Reschke et al., (2017) investigated the citation rates of neighbor articles before and after an author was appointed to the prestigious Howard Hughes Medical Institute. Compared to matched control articles, the citation rate of neighbor articles experienced a 6.67 annual rate of decrease. Consistent with a competition account of negative spillover effects, the conferment of a prize appeared to divert attention away from works and actors in the vicinity of the prize winners' professional neighborhood.

Status spillover effects were also found by Bothner, Hayes, Lee, and Smith (2010) in which the Matthew effect was diminished. By employing a formal mathematical model, they investigated if positive status shifts lead to status monopolization by an award winner (the Matthew effect) or there is a transfer of status to lower-ranked associates (spillover effects). The findings showed that when a high-status actor endorses others, there is a spillover of his or her status to lower-ranked associates. In fact, the full model suggested elites may undermine their cumulative advantage by the endorsement of others which would effectively attenuate the Matthew effect.

Positive spillover effects associated with status mobility have been further shown in the arts and business. In one study, Rossman et al., (2010) analyzed the top-10 credited roles from movies released in cinemas between 1936 and 2005 to determine if high-status associations spillover to other collaborators. The findings showed actors are most likely to receive significant status advantages when they work with elite collaborators. Similarly, Aarstad, Haugland, and Greve (2009) reported positive spillover effect in business associations. Their study investigated the performance of entrepreneurs who were developing their own hydroelectric micro-power plants. Reflecting a positive spillover effect, entrepreneurs low in social capital performed better when they linked with associates higher in social capital. Moreover, entrepreneurs also benefitted by imitating the networking patterns of high-status associates, by gaining access to significant social capital.

Thus, based on the Mathew effect we hypothesize that winning the Oscar should have a positive impact on the career outcome of the family members. We will evaluate the impact of positive status shift in the quality and quantity and quality of movies of the family members:

Hypothesis 1: A family member's positive status shift can bring more professional visibility to their relatives (more movies)

Hypothesis 2: A family member's positive status shift can attract higher quality projects for their relatives (better-rated movies)

2.3. Negative Matthew Effects

To nobody's surprise a positive status shifts from winning an Oscar or a Nobel prize grants access to resources, opportunities and, a social identity that secures the winner's place within the broader social and cultural system (Azoulay, Stuart & Wang, 2014). Research has highlighted some adverse status shock effects. For example, award winners have been shown to experience lower levels of collaboration after the conferment of a science prize (Chan, Onder & Trogler, 2015), receive lower quality evaluations of award-winning books in literature (Kovacs and Sharkey, 2014), and Oscar winners are more likely to suffer negative effects in their personal and professional lives, such as divorce (Jensen & Kim, 2015). It is also the case that a positive status shift may generate negative spillover effects to those closely associated with a prestigious award winner.

More recent works have shown the downsides to significant positive status shifts. For example, Chan et al., (2015) investigated the collaborative activities of Nobel laureates before and after they received the prize. Independent of their scientific field or age, analysis of the publication collaborations of 198 Nobel laureates showed lower rates of co-authorship with new authors post award. In fact, laureates were more likely to be loyal to pre-award collaborations through greater co-authorship with pre-award authors than new authors after the conferment of the award. These results suggest that the range of opportunities given or pursued by a major award winner may narrow post-award reflecting a negative effect of positive status shifts in the sciences at least.

Apart from the negative professional effects of status shocks, award winners may also experience negative personal consequences due to significant status disruption. In their study, Jensen and Kim (2015) empirically investigated anecdotal reports of the 'Oscar Curse'; the experience of negative professional and personal consequences after the conferment of an Oscar. In the study, divorce rates of all the lead male and female actors were sampled from those who appeared in 1,023 top commercial and top artistic films from 1930 to 2005. The findings showed that the divorce rate was higher among male actors who received Oscar nominations or wins than those who did not, but lower among female actors. The effects of status shock or disruption may spillover negatively into the award winners' personal life.

The disproportionate allocation of resources to those who are recipients of a positive status shift is argued by Bothner, Podolny, and Smith (2011) to be counterproductive. In direct contrast to the Matthew effect where prize winners receive a higher share of resources, they proposed that contests for output were better when surplus resources go to lower status or marginalized targets. Labeled the Mark effect, Bothner et al (2011) argued that redistribution of resources by a tournament architect provided comparably better outcomes than rewarding the elite and accentuating their status momentum. They tested the Matthew vs. Mark effect by developing a formal model of status-based competition in which a tournament director can either support cumulative advantage or follow a course of redistribution. The results from modeling data showed that redistribution of resources largely produced better outcomes (Mark effect) compared to the disproportionate allocation of resources to high-status elites (Matthew effect).

The negative effect of status shocks has also been shown with award winners in literature. Kovacs and Sharkey (2014) investigated if the benefits enjoyed by high-status award winners arise from biased perceptions as opposed to real differences in quality. They analyzed a dataset of reader reviews of 32 prize-winning books that were nominated for the same award in the same year pre- and post-award and were rated similarly pre-award. Not surprisingly, prize-winning books attract more readers post-prize; however, they also experience a decline in readers' ratings post award. Kovacs and Sharkey (2014) posit the notoriety that comes with awards leads to a more diverse audience with varied tastes who do not necessarily connect with the book. It may also be the case that some readers are put off by the increased popularity of a book and bias their evaluations of its qualities accordingly.

As such, the following hypotheses were put forward for testing if the positive status shift of a family member has a negative spillover effect on their close relatives who are in the same industry. This could either happen because they attract all the attention or because of the Mark effect. We hypothesize that positive status shift of one family member reduces the visibility of other family members of the same show business family, and therefore they receive either fewer movie offers or offers for lower quality movies. Hence:

Hypothesis 3: A family member's positive status shift can cause less professional visibility to their relatives (fewer movies).

Hypothesis 4: A family member's positive status shift can cause reception of lower quality projects for their relatives (lower rated movies).

3. Data and analysis

To investigate spillover effects on family members of Oscar winners more systematically, the current study focused on the U.S. film industry ("Hollywood") which has been deemed a salient exemplar of a boundaryless, project-based and creative industry (Borgatti, Jones & Everett, 1998). Specifically, the study employed data from the International Movie Database (IMDb), which contains historical data points of Oscar winners and nominees in US feature films. We classify our sample into two categories: (1) individuals who are the close relatives of an Oscar winner. (2) Individuals who are the close relatives of an Oscar nominee. The close relatives include the following categories: parents, daughter, son, siblings, spouses.

Our sample consists of individuals who have been nominated in the core crew categories. It is noteworthy that, based on the literature (Cattani & Ferriani, 2008; Goldman, 1983), core crew contain the following roles: producer, director, writer, editor, cinematographer, production designer, and composer.

Once this list was collected, we checked the profile of each Oscar nominee and winner, read their biography on IMDB and IMDBPRO for their close relatives (defined above), we cross-checked the list with other online resources. Once the list was completed, a sample of 330 family members of Oscar winners and nominees, who have joined the industry at the time or after active years of the nominee, was generated. Those relatives, whose career had ended before the first nomination/win of the distinguished family member, were excluded from the sample.

3.1. Measures

Career outcomes. We employed two measures to conceptualize career outcomes. The first career outcome measure is the average number of movies in which an individual played. We calculated this measure twice: (1) three years before the first nomination of their relatives, (2) three years after the first nomination of their relatives. This measure represents the quantity of projects in which an individual was involved. The second measure is the average rating of the movies in which an individual played a key role. Movie industry being highly uncertain with a significant risk associated in any investment for creating new movies (Murschetz et al, 2020), rating is a way to measure the quality of movies based on wide evaluators rating. On the Internet Movie Database (IMDb) movies are ranked by several individuals, including IMDb experts, on a scale from 1 to 10. The average of individual ratings forms a movie rating. Higher ratings are normally above 6, and any movies, series, docuseries etc. rated above 8 represent a high evaluation of quality. This can be one signal of success.

We used this measure as it represents the quality of projects in which an individual was involved. To conclude, we have two measures for career outcomes, each calculated twice. While the number of movies is counted as the quantity of one's career outcome, the average rating of movies

refers to the quality of one's career outcome. Although a movie is the outcome of an enormous collective effort, we assume that it could be counted as the outcome of individuals who played key roles in creating that movie and that participating in certain movies could count as "successful" or "unsuccessful" achievements for individuals.

Control variables. We controlled the impact of many variables. First, due to contradictory findings on the impact of gender on career development (Whiston & Keller, 2004), we controlled individual's gender. Second, we controlled for the type of relationship between the two individuals and have four categories: 1) parent, 2) child, 3) sibling, and 4) spouse. For the spouse category, we made sure that the marriage was not terminated within the six years under study (three years before and three years after the nomination). We took into account this dummy variable as the type of family tie might affect the positive status shift spillover differently. Particularly, as Jensen and Kim (2015) empirically investigated the 'Oscar Curse' and the increased possibility of divorce post-nomination

3.2. Analyses

To analyze the data, we utilized Stata 15 software to perform analysis of covariance (ANCOVA), which allows us to test whether various groups were significantly different in terms of means in certain variables, after controlling for covariates.

4. Results

We analyzed the dependent variables (i.e., the number of movies played and the average of movie ratings) with ANCOVA with two conditions (Oscar winners' family members vs. Oscar Nominees' family members). The dependent variables were measured twice (average three years before the event and average three years after the event). Thus, we ran four analyses (two dependent variables \times two measurement times) presented in table 1. Covariates contain gender and type of family ties.

Table 1. Mean and Standard Deviations for Career Outcomes (Quantity and quality)

	Oscar winning family member (<i>n</i> = 96)		Oscar Nominated family member (<i>n</i> = 234)	
	Before the event	After the event	Before the event	After the event
The number of movies played	2.03 (1.51)	3.83 (1.46)	2.53 (1.58)	2.10 (1.42)
The average rating of movies played	6.07 (.91)	6.58 (.99)	5.94 (1.06)	6.11 (1.2)
	Oscar winning family member (<i>n</i> = 96)		Oscar Nominated family member (<i>n</i> = 234)	
	Before the event	After the event	Before the event	After the event
The number of movies played	2.03 (1.51)	3.83 (1.46)	2.53 (1.58)	2.10 (1.42)
The average rating of movies played	6.07 (.91)	6.58 (.99)	5.94 (1.06)	6.11 (1.2)

The first hypothesis states that a family member's positive status shift can bring more professional visibility to their relatives measured by the quantity of movies they will play in post-event. The second hypothesis states the similar logic, but about the quality of the movie a family member will play in, post-Oscar event. Followed by the contradicting view (Mark effect) Hypothesis 3 and 4 state the negative effect of family member nomination/win on their close relatives' career outcome post-event. To test these hypotheses, we conducted ANCOVA, with the number of movies played and the average of movie ratings in three year intervals before and after the event as the

dependent variables, and the family member win or nomination in the Oscar as the fixed factor. Table 1 summarizes the results from the ANCOVA analyses for the outcome variables among the two conditions.

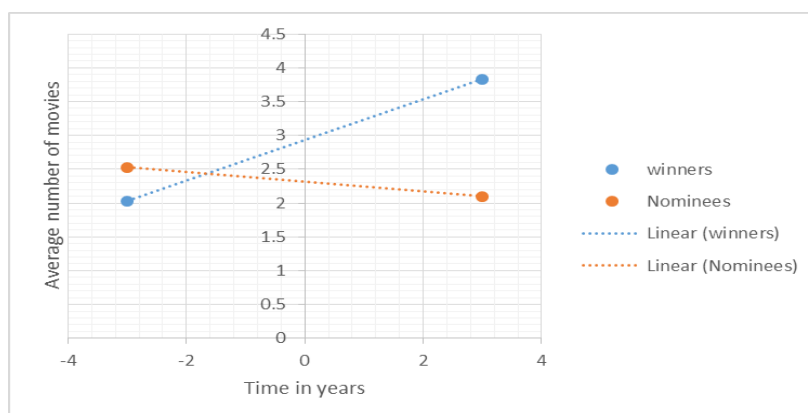


Figure 1 Mean change of average number of movies played 3 years before and 3 years after of family member recognition

For the quantity of career outcome measure, the number of movies played, the analysis showed that there was no significant difference between the dependent variable among the two groups within the three years average career lives ($F = 1.12$; $\eta^2 = .01$). However, there was a significant difference among the three groups in the number of movies played, in the second ($F = 3.44$; $p < .05$; $\eta^2 = .02$). For each condition, we examined the pattern of means within and between measurement times. Table 1 displays each condition’s mean in the number of movies played. Figure 1 represents the pattern of means within conditions and between the three years prior, and the three years after the event.

For the second career outcome measure, the average rating of the movies played, the results are almost consistent with those from the analysis of the first career outcome measure. The ANCOVA analysis showed that there was no significant difference between the dependent variable among the three groups within the first three years of individuals’ career lives ($F = .65$; $\eta^2 = .01$). However, there was a significant difference among the two groups in the average rating of the movies played, in the second ($F = 10.19$; $p < .01$; $\eta^2 = .07$) three-year intervals. For each condition, we examined the pattern of means within and between measurement times. Table 2 shows each condition’s mean in the average of the movies played. Figure 1 represents the pattern of means within conditions and between the three-year intervals.

Table 2. Results of ANCOVA and Comparison of Means Analysis for Individuals’ Career Outcomes (n = 330).

	Between condition effect (F)	
	Before	After
The number of movies played	1.12 (.01)	3.44* (.02)
The average rating of movies played	0.65 (.01)	10.19** (.07)

Partial η^2 shown in parentheses.

* $p < .05$

** $p < .01$

Based on the previous results, the quality of movie increased for both categories post-nomination/win and it follows Mathew effect (positive spillover effect) support for hypothesis 2. These results are the contrary of what we proposed in Hypothesis 1 and supported in Hypothesis 3.

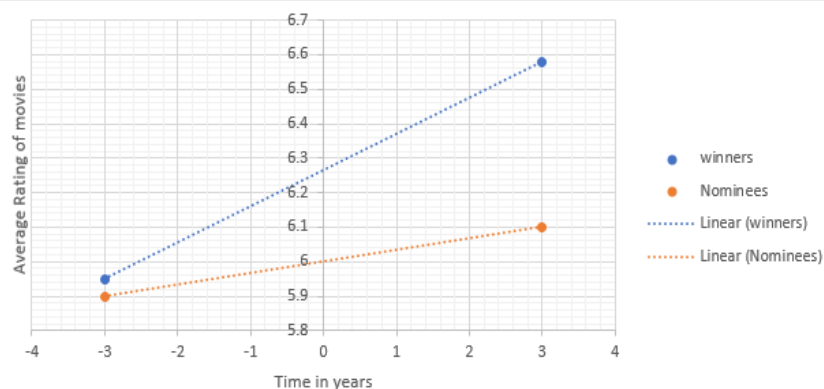


Figure 2. Mean change of average rating of movies played 3 years before and 3 years after the family member recognition

With regards to quality, positive growth for both categories of winners and nominees can be detected, however, a negative trend for the family members of nominees is evident for the number of movies they appeared in post-nomination event. Therefore, we identified a mix of Mathew and Mark effects for family members of Oscar nominees and winners.

5. Discussion

Disproportionate allocation of resources to the elite is argued to be counterproductive in contrast to a redistribution of resources among lower status actors where outcomes are likely to be more positive. The current study aimed to address the question of whether or not positive status shifts generate spillover benefits to associates or near neighbors of award winners in the arts; specifically, winners of the prestigious Oscar award. On the surface, there would appear to be a positive spillover effect for family members of Oscar winners. When Ben Affleck won the Oscar, his brother was nominated a few years later and received his first Oscar within 4-5 years of when Ben received his second Oscar. The spillover effect is even more prominent in the family of Francis Ford Coppola. His daughter, Sofia Coppola, won an Oscar for writing her second film and his son Roman Coppola is a Golden Globe-winning filmmaker. Moreover, his other son, Gian-Carlo Coppola, was a film producer and his daughter, Gia Coppola, debuted in her own film in 2013. Francis's sister, Talia Shire, is also an Academy Award-nominated actress whose son is the successful actor Jason Schwartzman. The brother of Francis, August Coppola was a prominent film academic and executive whose son is Oscar-winning actor Nicolas Cage (Calautti, 2017). The effect is mixed for family members of Oscar nominees post-event, they tend to appear in fewer movies but slightly better quality movies.

The research focused on addressing a central research question: To what extent does winning an Oscar positively affect the professional outcomes of family members of an Oscar winner? In other words, does the positive status shift associated with winning an Oscar spillover to family members in terms of access to higher status roles and managerial opportunities, more professional visibility, and their longevity within the industry? Whereas research suggests award winners in the domain of science may experience negative spillover effects (e.g., Reschke, et al., 2017), other findings indicate positive spillover effects associated with Oscar award winners.

Overall, theory and research on the social and psychological impact of significant status shifts demonstrate that award winners attract a disproportionate share of notoriety and resources at the expense of equally deserving near winners; generally known as the Matthew effect. Moreover,

evaluations of prize winners and the elite have been shown to be affected by biases that enhance their status or evaluate their performance more favorably than their peers of comparable achievement or equal standing. Disproportionate allocation of resources to the elite is further argued to be counterproductive in contrast to a redistribution of resources among lower status actors where outcomes are likely to be more positive. Further work on the social and psychological impact of significant status shifts also demonstrates the negative impacts that may affect the recipients of awards. In summary, positive status shifts appear to be associated with spillover effects such that neighbors of high-status award winners may be positively or negatively affected by their association.

6. Avenue for future research

Future research in this stream will seek to augment the number of observations, in parallel with considering other variables and measures. This research was limited to the positive status shift spillover effects, however, in social evaluation theory the negative impact of status shift has raised considerable attention (Zavalyova et al, 2017; Pollock et al, 2019). This can help researchers explore the differences in family related popularity and career outcome occurring on the positive and the negative sides of the spectrum.

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