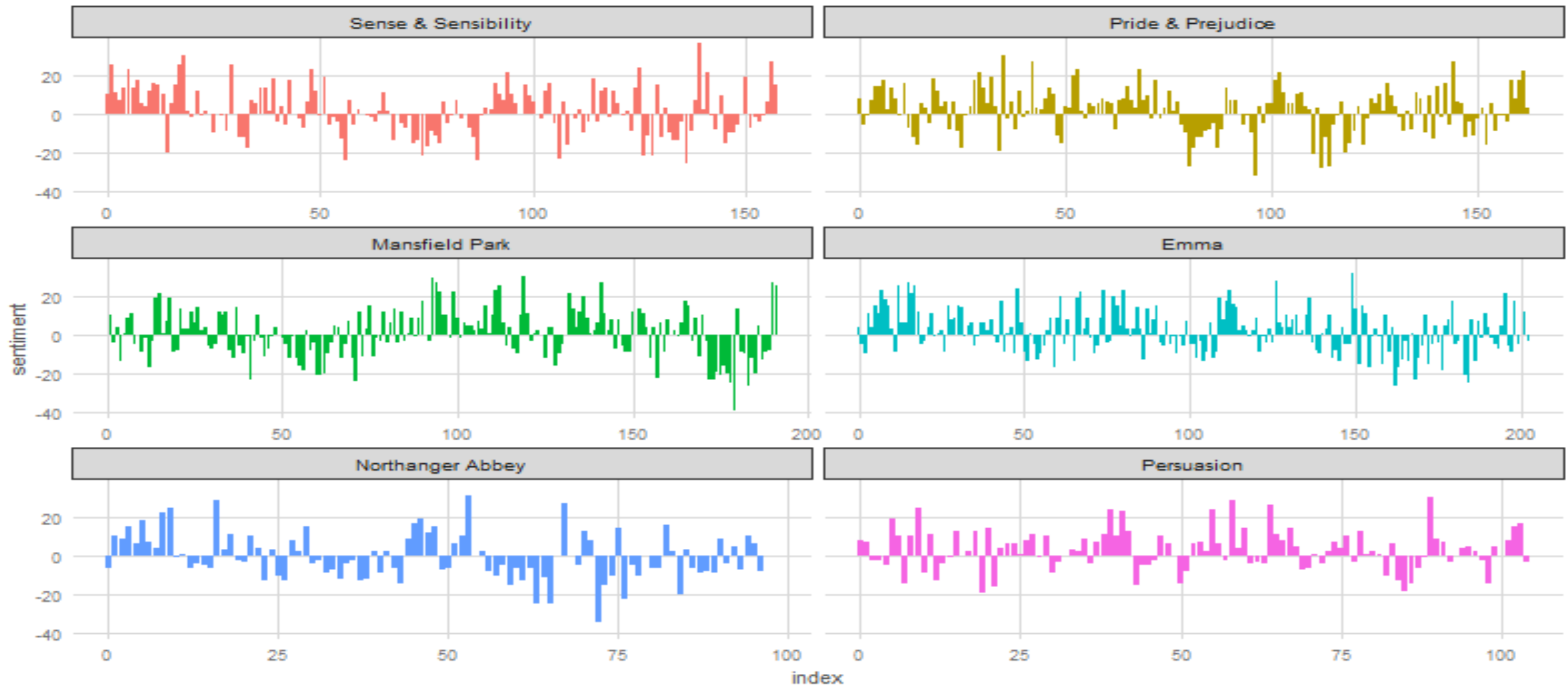# Individual Assignment 2: Visualizing Text

Alexander Booth

Northwestern MSPA Program

Predict 455, Section 55

Professor Daugherty

October 15, 2017

A Sentiment Analysis of Jane Austen's Canon

Sentiment analysis was used to understand how various narrative arcs within Jane Austen's canon changed throughout their course as well as to discern what words with emotional and opinion content are important from her entire collection of works.

A Sentiment Analysis of Jane Austen's Canon

Jane Austen utilized both positive and negative language in all of her novels to create a narrative structure comprised of positive and negative segments.

Each novel starts with a general positive tone. However, extended sections with negative connotations occur after the conflict is first introduced. The middle of the novel fluctuates between positive and negative tones, before going generally negative during the climax, and ending on a positive note.

For the positive sections, we see that Austen used words associated with hope, love, friendship, and family. For the negative section, we see words associated with doubt, concern, anger and other poor temperaments.

I recommend to management that we look for authors of stories emulating this structure to take on as clients. Austen's stories are considered classics for a reason, and stories in a similar vein should also be successful.