AMBER HEARD:

Recovering from the Aftermath

Jyotis Joy (jj37257)
Eeshana Hamed (eh28497)
Anukul Kumar Singh (as229663)
Vi Trieu Tran (vtt332)
Aneerudh Ravishankar (ar75925)

BACKGROUND:

Amber Heard and Johnny Depp legal dispute over abuse allegations. Depp vindicated, awarded damages. Heard's public image affected. Settlement reached in December 2022

OBJECTIVE:

Developing a public image restoration strategy for Amber Heard post-legal battles, aiming to rebuild trust, convey authenticity, and reshape public perception

PLAN:

Utilizing text analytics techniques to evaluate public sentiment and associated attributes towards Amber, informing a targeted public image restoration strategy.

Data sources + Preprocessing

Youtube Comments from Amber's testament on the channel "Law and Crime Network"

Used Youtube API to procure comments from all five videos of her testament

Clean the data, analyze word frequencies, identify attributes, test for Zipf's law
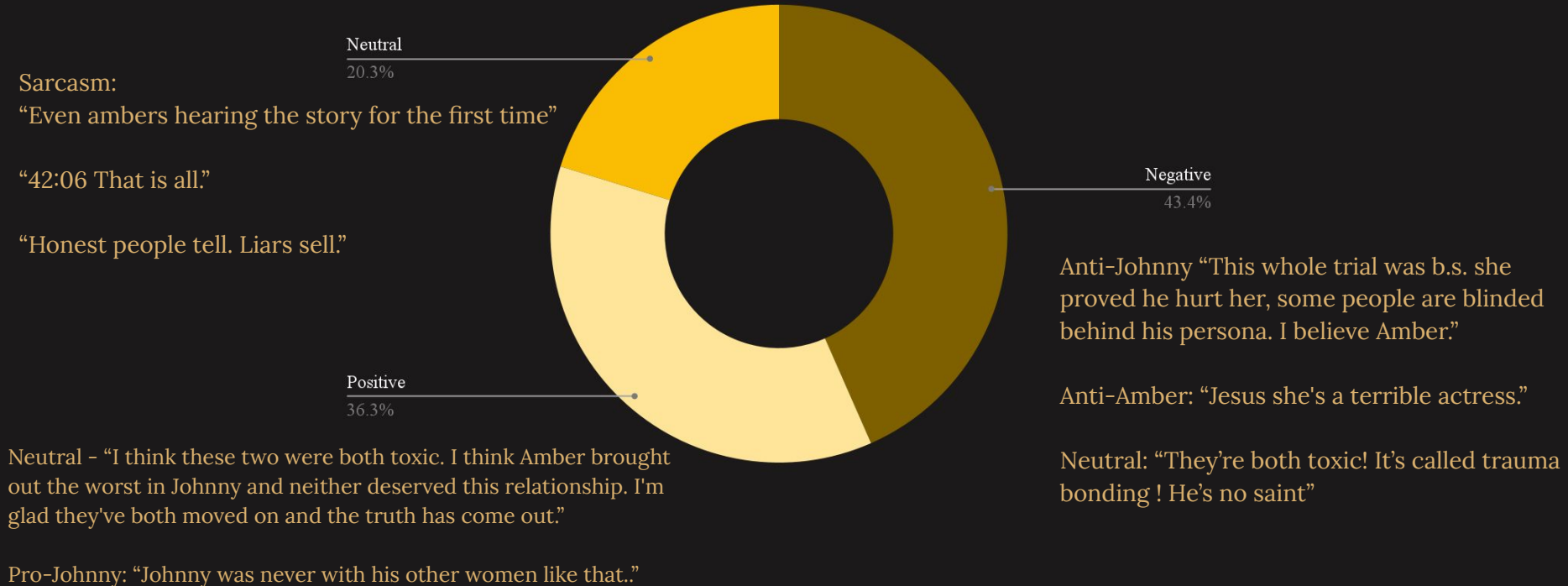
Analysis conducted

1 Sentiment analysis

2 Lift & Frequency analysis

3 Topic Modeling

Sentiment Analysis

SENTIMENT CATEGORY

Sarcasm:
"Even ambers hearing the story for the first time"

"42:06 That is all."

"Honest people tell. Liars sell."

Neutral
20.3%

Negative
43.4%

Positive
36.3%

Neutral - "I think these two were both toxic. I think Amber brought out the worst in Johnny and neither deserved this relationship. I'm glad they've both moved on and the truth has come out."

Pro-Johnny: "Johnny was never with his other women like that.."

Anti-Johnny "This whole trial was b.s. she proved he hurt her, some people are blinded behind his persona. I believe Amber."

Anti-Amber: "Jesus she's a terrible actress."

Neutral: "They're both toxic! It's called trauma bonding ! He's no saint"

Frequency analysis
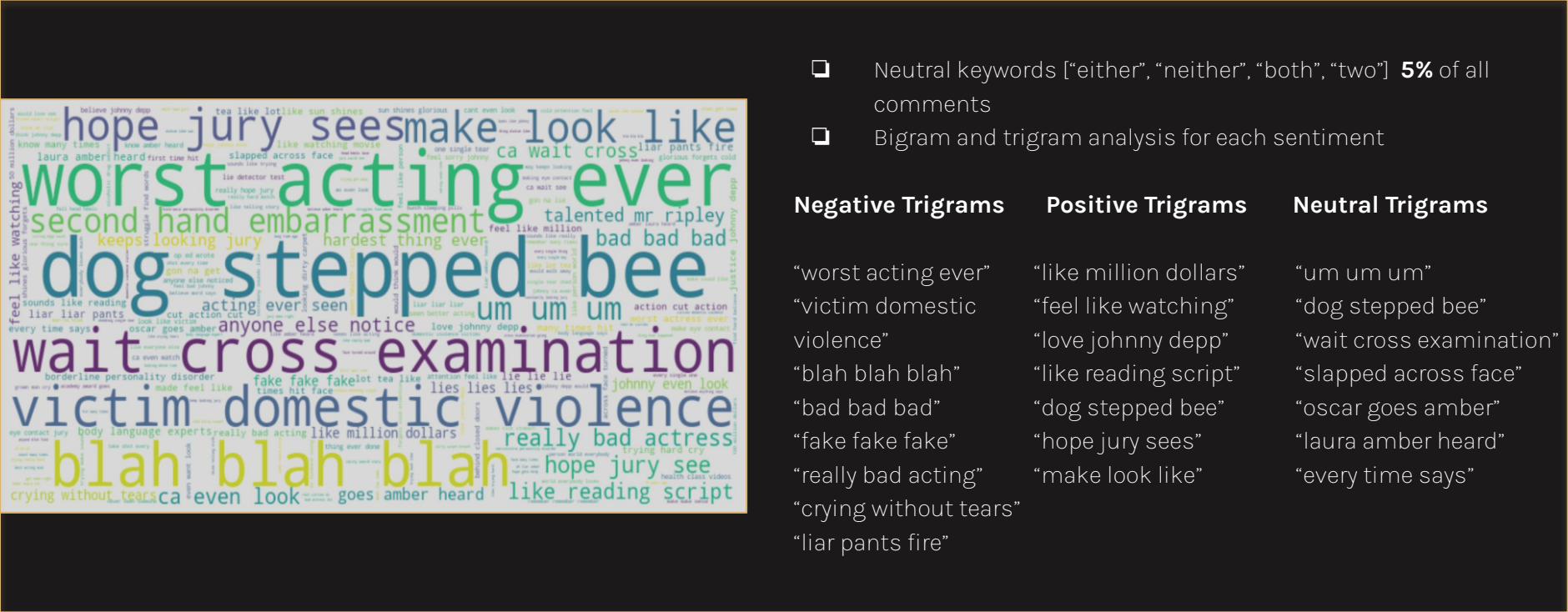
❏ Neutral keywords ["either", "neither", "both", "two"] **5%** of all comments
❏ Bigram and trigram analysis for each sentiment

Negative Trigrams	**Positive Trigrams**	**Neutral Trigrams**
"worst acting ever"	"like million dollars"	"um um um"
"victim domestic violence"	"feel like watching"	"dog stepped bee"
"blah blah blah"	"love johnny depp"	"wait cross examination"
"bad bad bad"	"like reading script"	"slapped across face"
"fake fake fake"	"dog stepped bee"	"oscar goes amber"
"really bad acting"	"hope jury sees"	"laura amber heard"
"crying without tears"	"make look like"	"every time says"
"liar pants fire"		

❏   Lift values of most frequent terms against Amber for each sentiment

Words with highest lift values with 'Amber' :

Negative	Lift	Positive	Lift	Neutral	Lift
Liar	138.921	Love	17.82	Oscar	14.38
Bad	91.76	Acting	17.82	Wait	12.09
Fake	89.79	Believe	17.82	Anyone	8.71
Crying	72.72	Truth	17.82	Watch	8.20
Actress	34.12	See	17.82	Believe	8.05

LIFT ANALYSIS

Topic Modeling

Topic Word Scores

Identifies topics :
1. Love and Support for Johnny and his team
2. Amber's lies and body language (Evidence)
3. Dr. Curry's assessment
4. Drug use
5. Lily Rose
6. Amber's stuttering

.

Our recommendation

Dear Everyone,

Recent events have garnered public attention and commentary, prompting me to share my thoughts on the matter. I believe in openness and understanding, and thus, I wish to express my perspective.

In any relationship, complexities can arise, and different perspectives can exist. It's vital to acknowledge the value of introspection and personal growth in such situations. My intention is not to assign blame or engage in resentment but to reflect on the lessons learned and to evolve from them.

While the legal processes in various jurisdictions have been challenging, and despite my disappointment with aspects of the American judicial system, I have chosen to prioritize my own healing and growth over continuing a legal battle. I believe it's time to step away from the public eye and focus on a path of self-growth.

I appreciate your understanding and respect for my need for privacy during this time.
Thank you for your understanding.

Sincerely,
Amber Heard

Sentiment Score 0.98