

## 一、程式碼

```
setwd("C:/Users/周佳萱/Desktop/商業分析/HW6")
data = read.csv("IMDb_Feature Film_2022_review_data.csv", head = TRUE, sep=",")
str(data)
library("jiebaR")
library(tm)
##分析 Everything Everywhere All at Once
text = data$Review[data$Title=="Everything Everywhere All at Once"]

cc<-worker()
cc[text]

filter<-
c("the","and","a","of","to","I","it","is","movie","this","in","that","s","was","you","film","for","with","but","
The","It","t","as","all","be","at","not","have","so","on","are","This","just","one","an","me","can","about","
my","from","what","or","more","out","her","some","they","really","will","by","has","much","very","how",
"ve","there","we","if","too","d","In","its","had","most","who","don","into","many","also","up","get",
"your","even","because","But","than","when",
"And","m","10","were","no","their","do","isn","A","If","ll","To","wasn","From","I","fi","10.","At","may","Al
l","am","re","Don","our","So","That","As","cannot")
##先移除一些語助詞
review = filter_segment(cc[text] , filter)
count = freq(review)
#head(count[order(count$freq,decreasing = TRUE),],50)#大到小
newdd = count[order(count$freq,decreasing = TRUE),]

##文字雲
library('wordcloud2')
wordcloud2(newdd)

##情意分析
freq_df = data.frame(word = newdd$char, num = newdd$freq)
library(tidyverse)
library(tidytext)

bing_word_counts <- freq_df %>%
  inner_join(get_sentiments("bing"))

bing_word_counts %>%
  filter(sentiment == "positive") %>%
  select(word,num)%>%
```

```
wordcloud2()
```

##plot 多為情節的意思，funny 在評論中有用於正面和反面，所以不計入

```
bing_word_counts %>%  
  filter(sentiment == "negative", word != "plot"&word != "funny") %>%  
  select(word,num)%>%  
  wordcloud2()
```

```
library(gridExtra)
```

```
bing_word_counts  
bing_word_counts %>%  
  filter(sentiment == "positive", num>50) %>%  
  select(word,num)%>%  
  mutate(word = reorder(word, num))%>%  
  ggplot(aes(word,num))+  
  theme(text=element_text(size=14))+  
  geom_col() +  
  xlab(NULL) +  
  ylab("positive")+  
  coord_flip()->plot1
```

```
bing_word_counts %>%  
  filter(sentiment == "negative", word != "plot"&word != "funny", num>50) %>%  
  select(word,num)%>%  
  mutate(word = reorder(word, num))%>%  
  ggplot(aes(word,num))+  
  theme(text=element_text(size=14))+  
  geom_col() +  
  xlab(NULL) +  
  ylab("negative")+  
  coord_flip()->plot2  
grid.arrange(plot1, plot2, ncol=2)
```

##正面字詞總數

```
sum(bing_word_counts$num[bing_word_counts$sentiment=="positive"])  
#[1] 8554
```

##負面字詞總數

```
sum(bing_word_counts$num[bing_word_counts$sentiment=="negative"& bing_word_counts$word !=  
"plot"&bing_word_counts$word!= "funny"])  
#[1] 4911
```

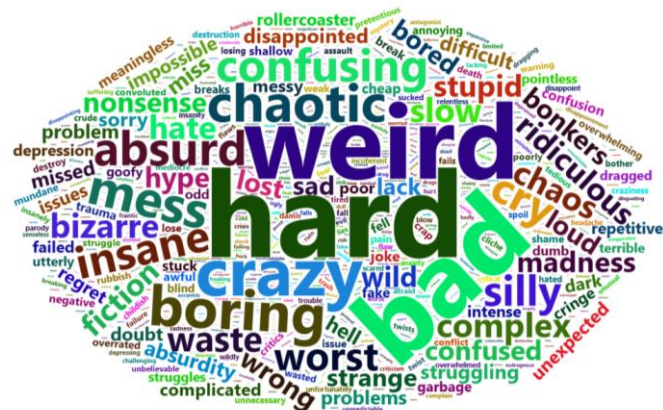
## 二、結果



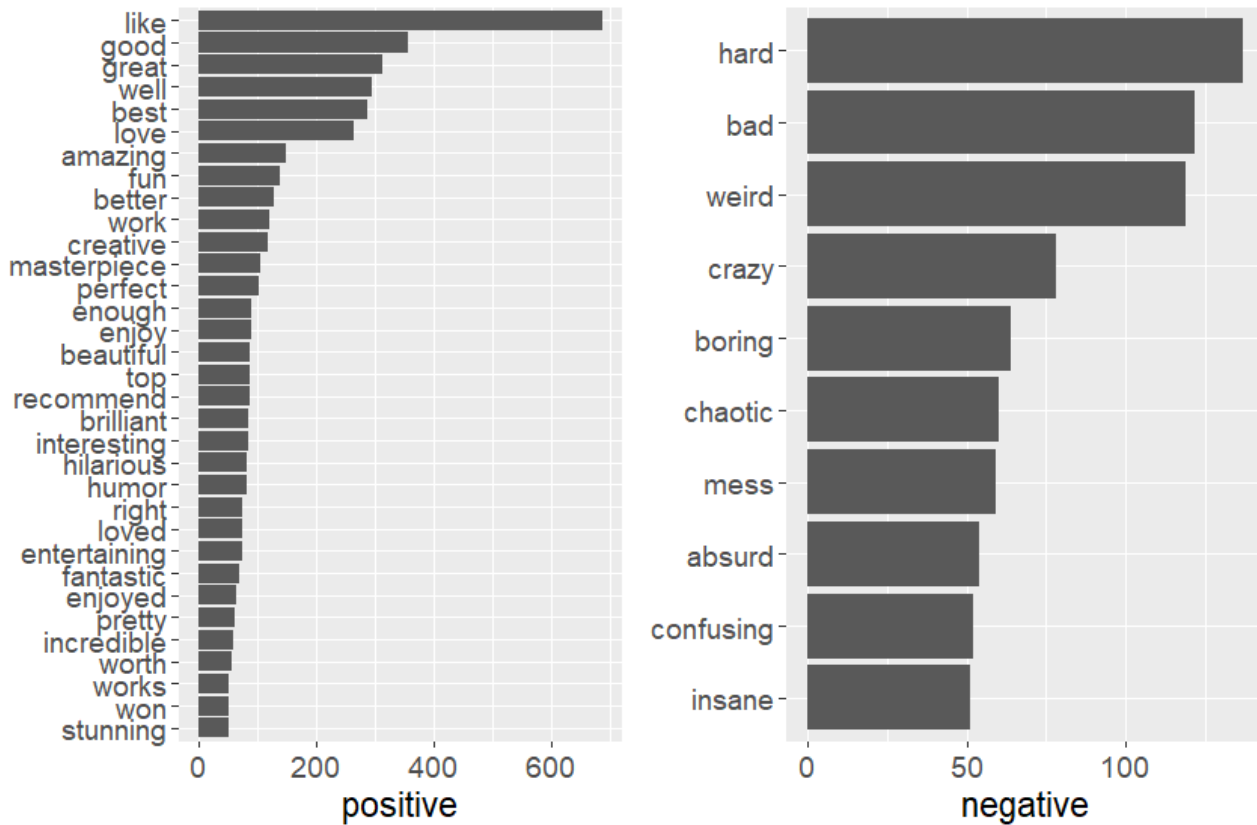
### 圖一、文字雲



### 圖二、正面情緒的文字雲



### 圖三、負面情緒的文字雲



圖四、正面和負面情緒詞彙出現次數表(採計出現次數大於 50 次)

本次作業是聚焦在《Everything Everywhere All at Once》(媽的多重宇宙)的評論上，由圖一的文字雲可以知道，大多數觀眾對這部電影持正面看法，而評論主要集中在故事線，像是多重宇宙的探討、家庭情感，以及楊紫瓊(Michelle Yeoh/Evelyn)的表現上。

由圖二的分析中，我們觀察到觀眾對於這部電影的評價呈現正負兩極。整體而言，電影正面的評價較負面多，正面的詞彙約出現 8554 次，負面的詞彙約出現 4911 次。由圖二和圖四得知，正面的詞彙主要是 like、good、love、amazing、creative、masterpiece 等，顯示出喜歡這部電影的觀眾可能覺得故事題材有趣和充滿創意，並對楊紫瓊的演技給予高度評價，認為這是一部傑作。而由圖二和圖三得知，負面的詞彙主要是 hard、bad、weird、crazy、boring 等，顯示出部分觀眾可能覺得多重宇宙觀混亂難懂，或對故事編排感到無趣而提出批評。