IS713-Foundations of Data Analytics

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Final Project Report

STUDY OF NARRATIVES IN

ONLINE ADVERTISEMENTS OF SINGAPORE ART EVENTS

1. INTRODUCTION

Language has a powerful influence over people and their behaviour. This is especially true in advertising. The choice of language helps people to identify a product or service and remember it.

Keeping this in mind, we want to examine advertisements of art performances in Singapore. We peeked three categories of art: dance, music, and theatre. Along with a categorical split of the data and textual description, advertisements contain economical variable like price level of a performance (e.g., whether the performance is free and if it is not, what the price of the ticket is). The combination of these aspects allow us to address a couple of interesting questions. What are the words that allow us to distinguish among performance categories in advertisements? What are the particular narratives used to describe low-priced (and free) and high-priced art performances in advertisements?

1. DATA
   1. Description
   2. Data coding scheme
2. HYPOTHESES
3. METHODOLOGY
4. CONCLUSION