TWITTER SENTIMENT ANALYSIS- WILL SMITH-CHRIS ROCK OSCARS 2022 SLAP CONTROVERSY

OVERVIEW

I examined the hotly debated subject of this year's Oscars 2022 event, which was marred by the heated episode in which host Chris Rock was slapped by actor Will Smith.
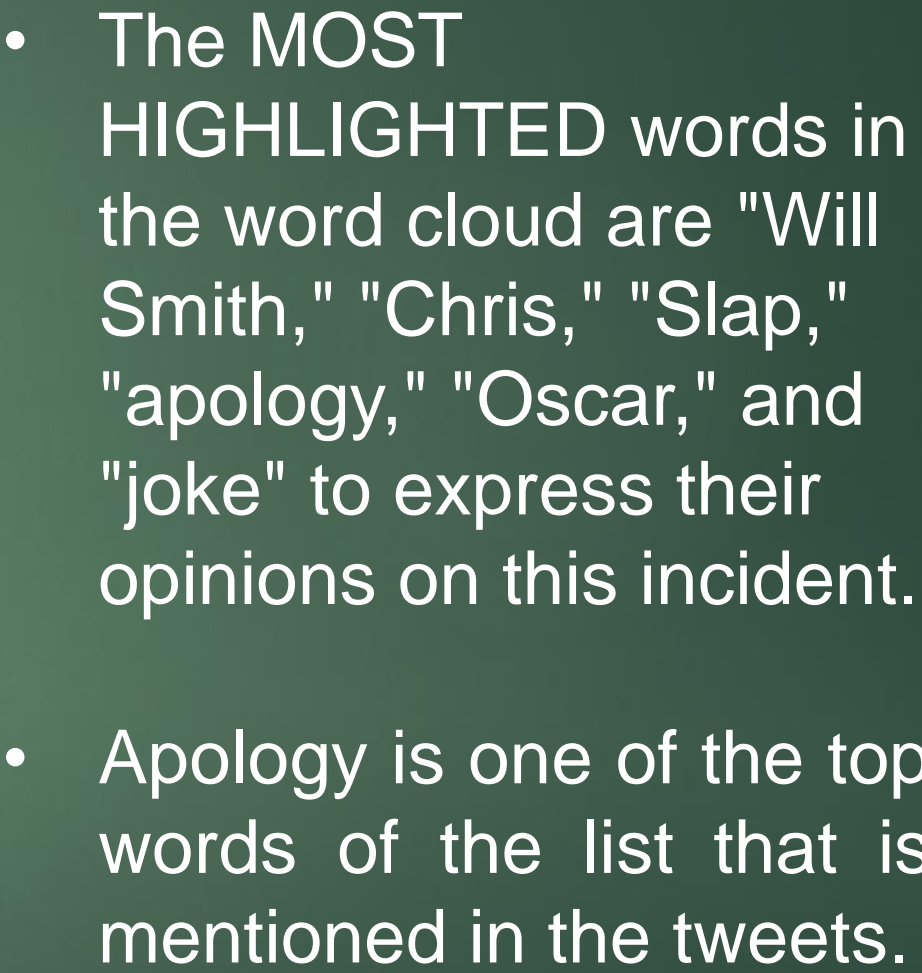
RESEARCH OBJECTIVE

Examine the sentiments of the public on twitter for Will Smith – Chris Rocks Slap controversy in Oscars 2022
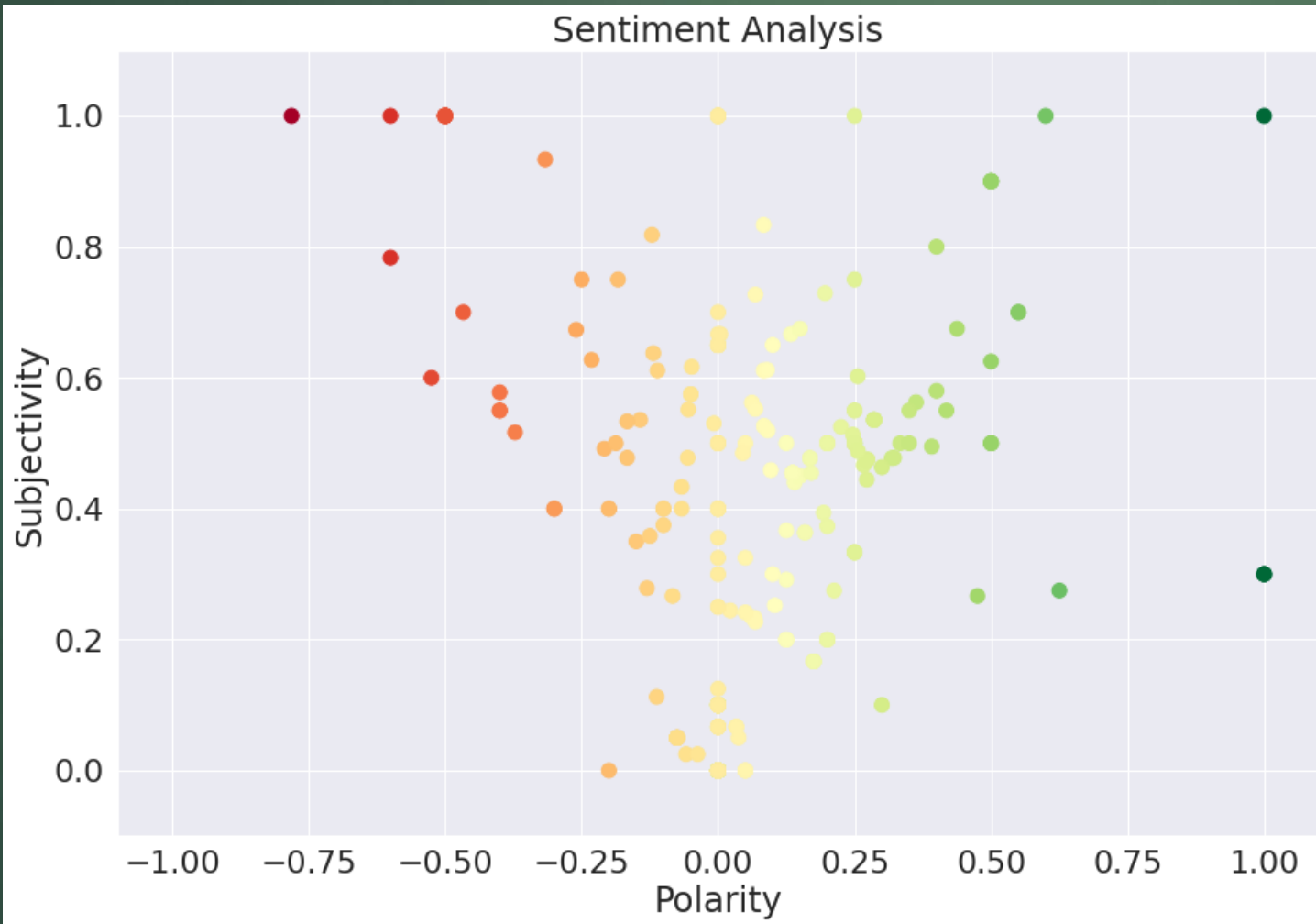
RESEARCH QUESTION

How the public is reacting on twitter to Will Smith – Chris Rocks Slap controversy in Oscars 2022 on Twitter.

WORD CLOUD ANALYSIS

- The MOST HIGHLIGHTED words in the word cloud are "Will Smith," "Chris," "Slap," "apology," "Oscar," and "joke" to express their opinions on this incident.

- Apology is one of the top words of the list that is mentioned in the tweets.
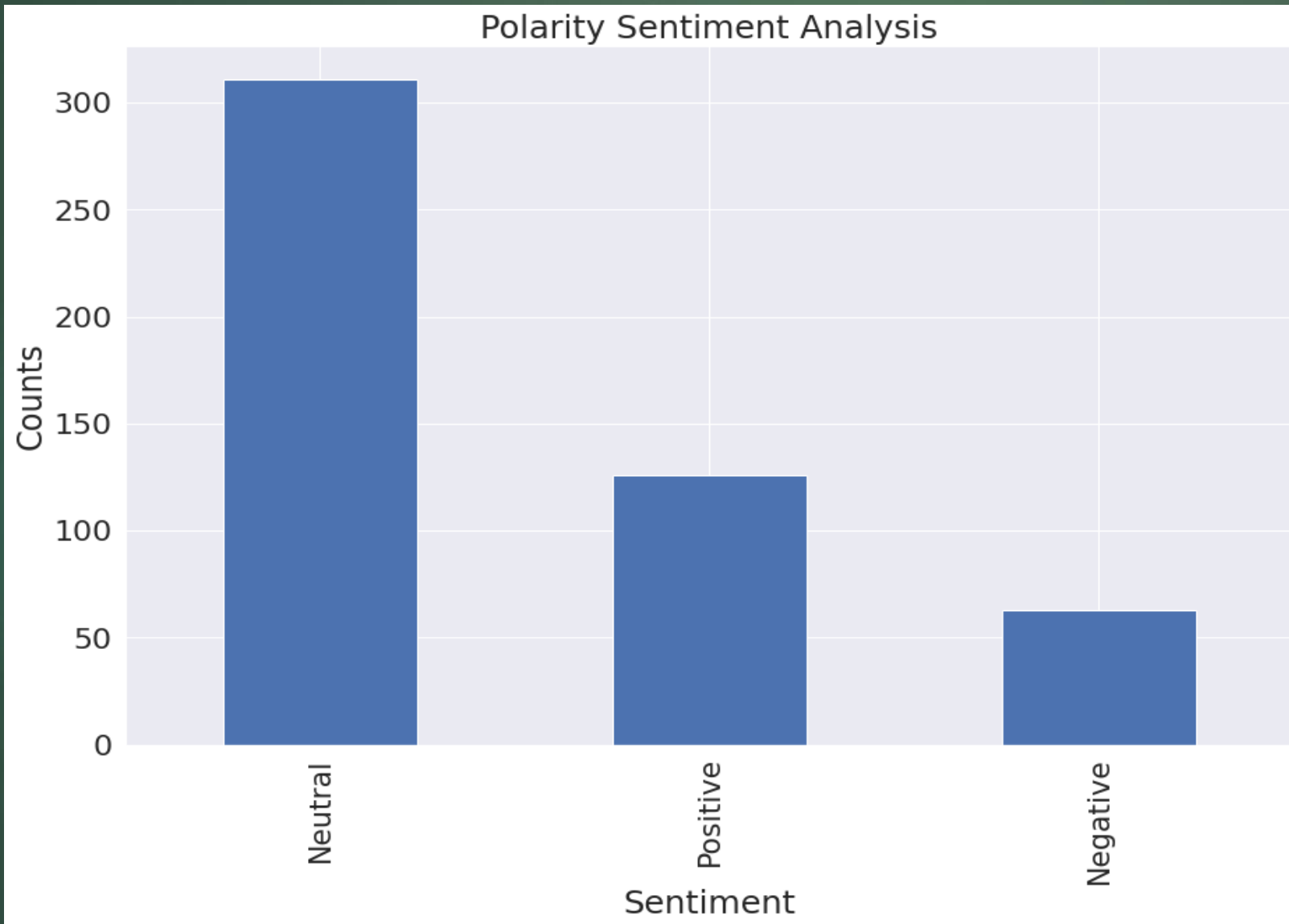
POLARITY AND SUBJECTIVITY ANALYSIS

Sentiment Analysis

The comparison shows that the majority of tweets are neutral or positive sentiments, whereas critical viewpoints are less prevalent.
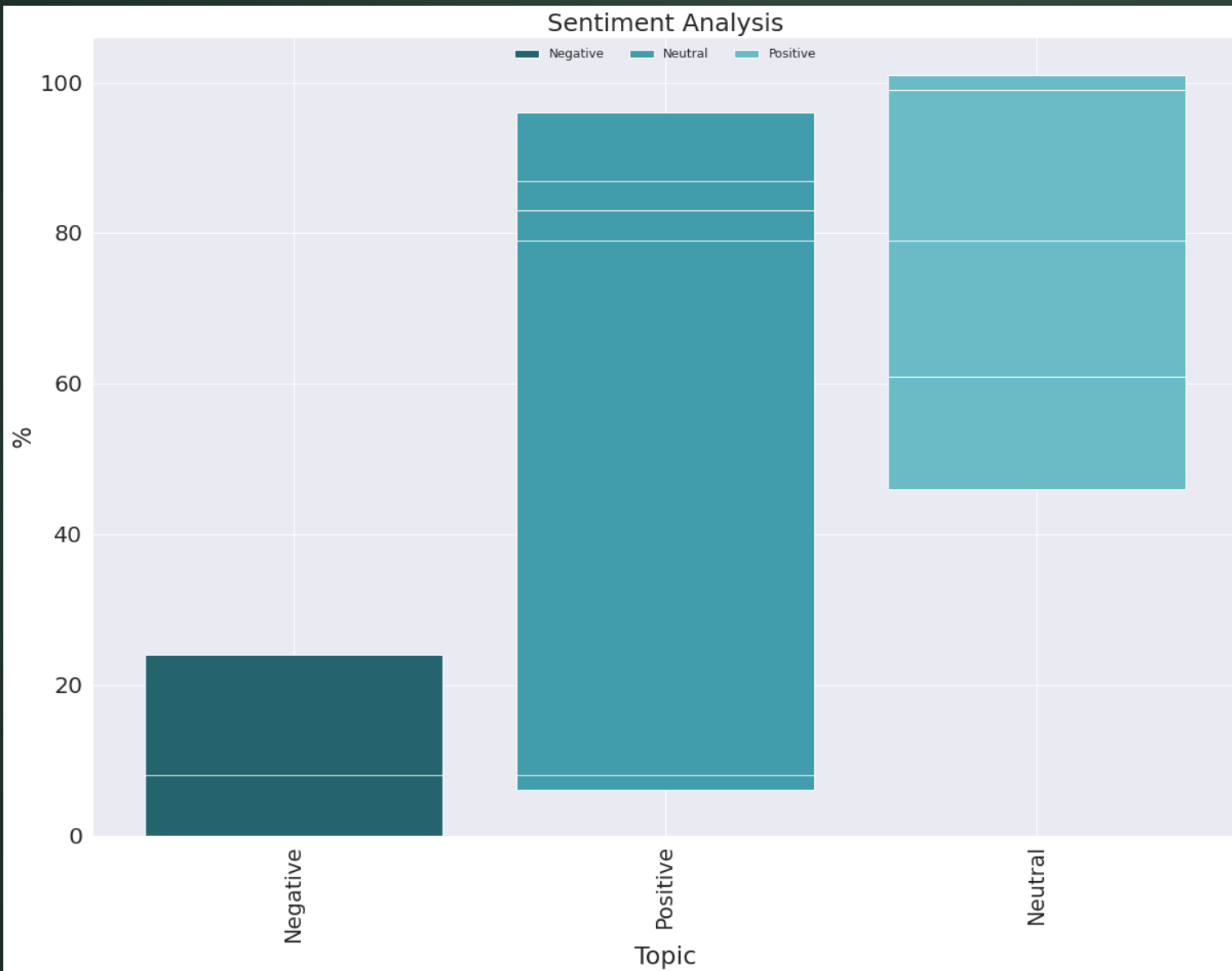
POLARITY SENTIMENT ANALYSIS

Polarity Sentiment Analysis

Out of 500 tweets that were analyzed, 311 are neutral(62%), 126 are positive(25%) and 63 are negative(13%).

SUBJECTIVITY ANALYSIS

Sentiment Analysis

- The distribution of neutral, positive, and negative sentiment across various topics is also displayed.
- It is safe to say that the sentiment of the public towards the entire episode of slap and apologizing later is more or less neutral and more approving of his apology.

RECOMMENDATIONS

❑ According to word cloud analysis, the entire event's primary focus was the apology. It is evident that an apology was absolutely necessary.

❑ The Chris rock's joke was absolutely not required on Jada's appearance. These jokes that personally target someone should be avoided at all costs.

❑ From the topic modelling, it is clear that the emotionally charged behaviour of will smith was unwarranted and could have been avoided by dealing in a more dignified manner.

❑ The Academy of awards should also take responsible steps to avoid such unfortunate events by setting strict rules regarding the acceptable form of dialogue/humor from the hosts and also towards the violent behaviour of any actor.

OBJECTIVE CHECK

We were able to gauge public sentiment over the Will Smith vs. Chris Rocks Slap debate in the 2022 Oscars, and the findings are consistent with the goal of the study.

IMPROVE RESEARCH FINDINGS

❑ Eliminating the spam tweets can fetch better results

❑ Analysis with more tweets than 500, as more data gives greater insights

❑ Expand my keywords search beyond "WILL SMITH," "CHRIS ROCK," and "SLAP." will fetch more tweets.

❑ Data analysis on relevant datasets might be done to improve findings, and a literature review could be of great use.

THANK YOU