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# TWITTER TWEETS ANALYSIS- OSCAR 2022 : WILL SMITH-CHRIS ROCK SLAP CONTROVERSY

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## **Research Topic: Will Smith – Chris Rocks Slap controversy in Oscars 2022**

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

Chris Rock's remark about Will Smith's wife Jada Pinkett Smith prompted actor Will Smith to storm the stage and slap him. The comedian remarked that Jada's shaved hairdo reminded him of the well-known movie character G.I. Jane, but it seems the Men in Black actor was unimpressed. Alopecia, a disorder that causes hair loss, has been evidently affecting Jada since 2018.

### **Business Research Topic**

Regarding Smith's slap, the internet was divided. Many praised the actor for defending his wife. Others condemned him for losing his composure in response to a joke. The same outcome was seen after Smith's most recent apology video. Some people noted that the apology was delivered too late and questioned the celebrity about the cause of the delay, but others applauded Smith for taking responsibility for his acts.

### **Research Objective**

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

### **Research Question**

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

### **Data Collection and Cleaning**

The Python package Tweepy, which is open source and free, makes it incredibly simple for us to access the Twitter API. Tweepy has a number of classes and methods that serve as representations of Twitter's models and API endpoints in addition to handling other implementation concerns transparently. I gathered tweets by searching for "Will smith," "Chris rock," and "Slap" to find out what the general public thinks of this concept and how they are responding to it by retweeting. The tweets collected included most recent retweets in favour of the study. For the purpose of the study, I gathered about 500 retweets. All of the duplicate tweets were first removed, without exception. In order to refocus the information and get rid of hashtags, rates, and identifying graphics, I used a common articulation. Since they weren't particularly helpful to our investigation, I also got rid of English stop words.

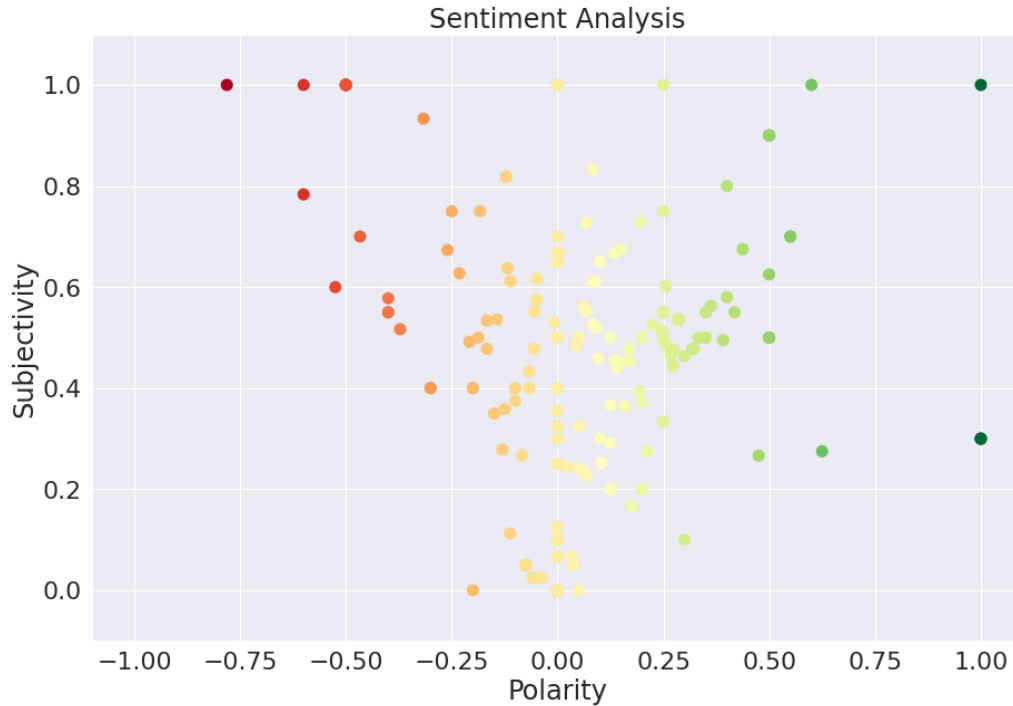
## 1. Word Cloud



The word cloud makes it very evident that people used words like "Will Smith," "Chris," "Slap," "apology," "Oscar," and "joke" to express their opinions on this incident. Using these terms, we try to draw links from the keywords to illustrate what the broader audience is considering. It implies that opinions on the trending occurrence where people tweeted their regrets are mixed.

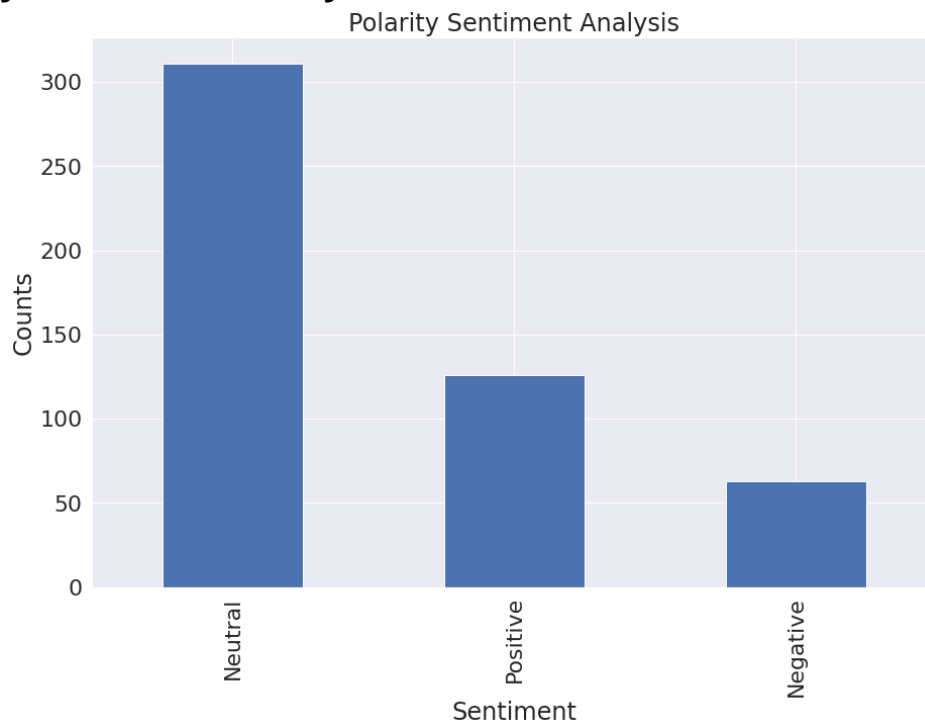
It is also acknowledged that the public has opinions regarding inflicting harm on camera and what constitutes appropriate actor behaviour in front of the general public. Apology is one of the top words of the list that is mentioned in the tweets.

## 2. Polarity and Subjectivity



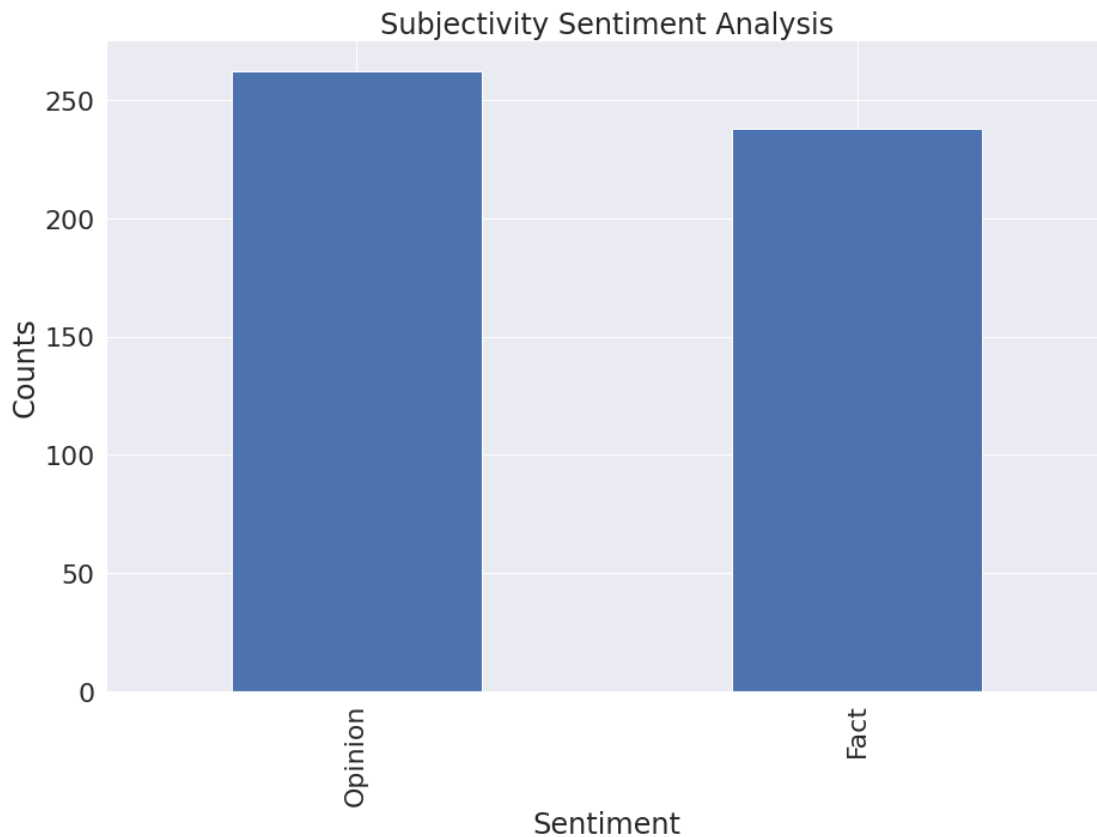
After putting the extremity and subjectivity to the test, we discovered the aforementioned plot. The comparison demonstrates that neutral or positive comments make up the bulk of tweets, whereas negative opinions are less common.

## 3. Polarity Sentiment Analysis



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

#### 4. Subjectivity Sentiment Analysis

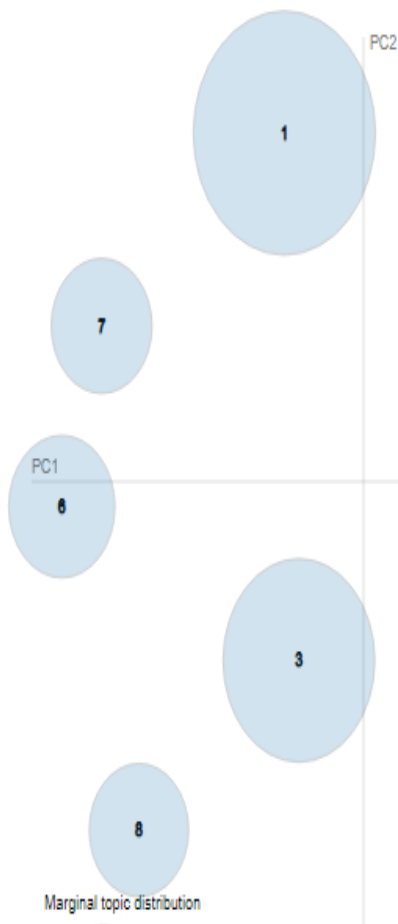


Subjectivity Sentiment analysis shows that opinions(52%) are a little more common in tweets than facts(48%).

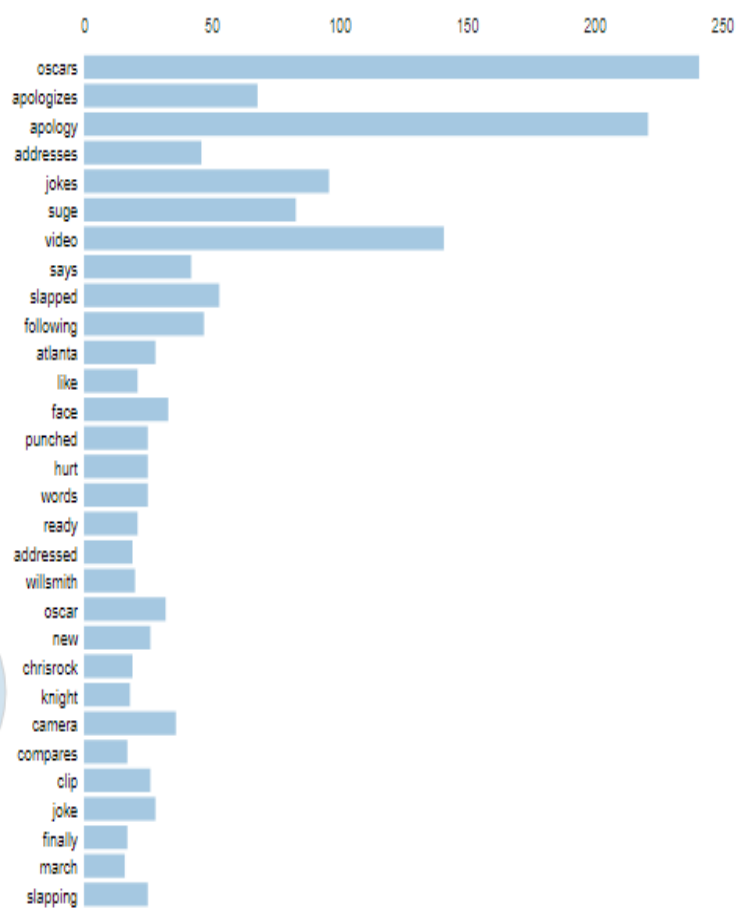
#### 5. Top Labelling Sentiment Analysis

We have a total of 8 topics for sentiment analysis after topic labelling. The distribution of neutral, positive, and negative sentiment across various topics is also displayed. There is also a polarity analysis across these topics that is depicted below.

Intertopic Distance Map (via multidimensional scaling)

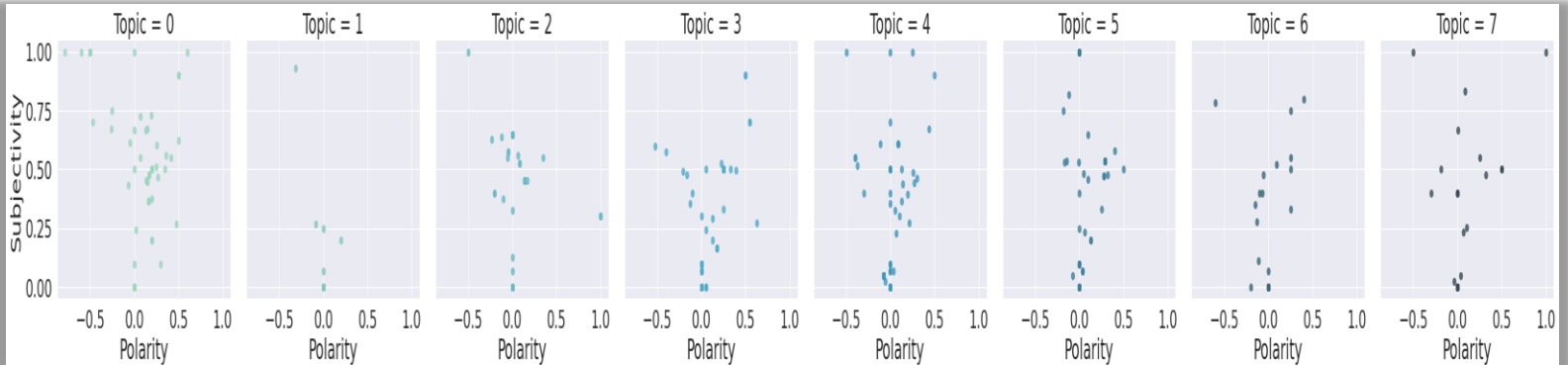


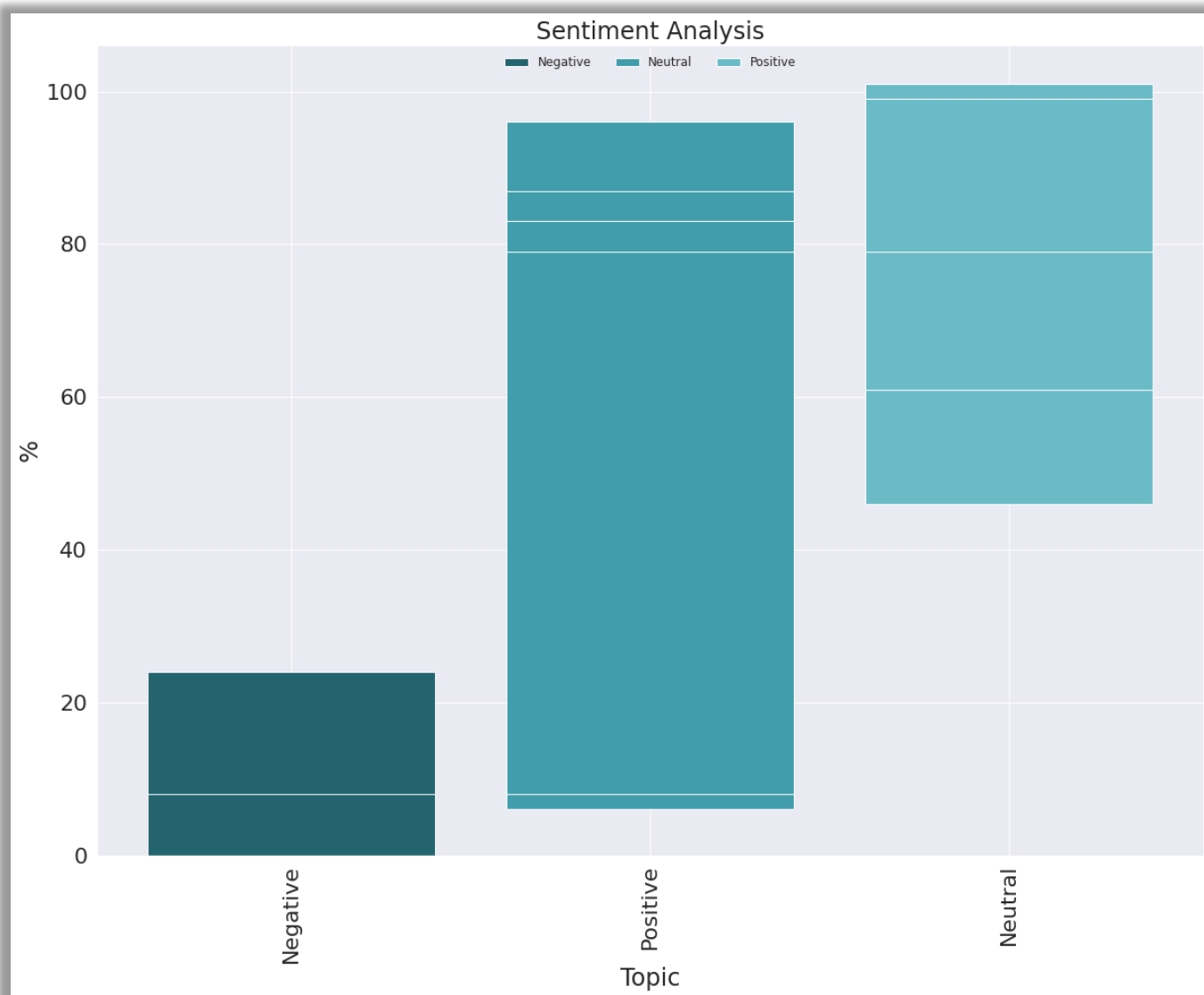
Top-30 Most Salient Terms<sup>1</sup>



Overall term frequency  
Estimated term frequency within the selected topic

1.  $\text{saliency}(\text{term } w) = \text{frequency}(w) * [\sum_t p(t | w) * \log(p(t | w)/p(t))]$  for topics  $t$ ; see Chuang et. al (2012)  
2.  $\text{relevance}(\text{term } w | \text{topic } t) = \lambda * p(w | t) + (1 - \lambda) * p(w | t)/p(w)$ ; see Sievert & Shirley (2014)





In a video statement, Will smith has apologized to Chris rock and said that his behaviour was unacceptable. The public opinion on this issue is more neutral and positive, people have reacted to the apology in a neutral manner. It seems to be true that public have given the actor benefit of doubt for reacting emotionally at that moment. As we can see there is not much negative impact on this controversy and people are more neutral towards the topic rather than being positive. 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:

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

2. 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.
3. 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.
4. 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.