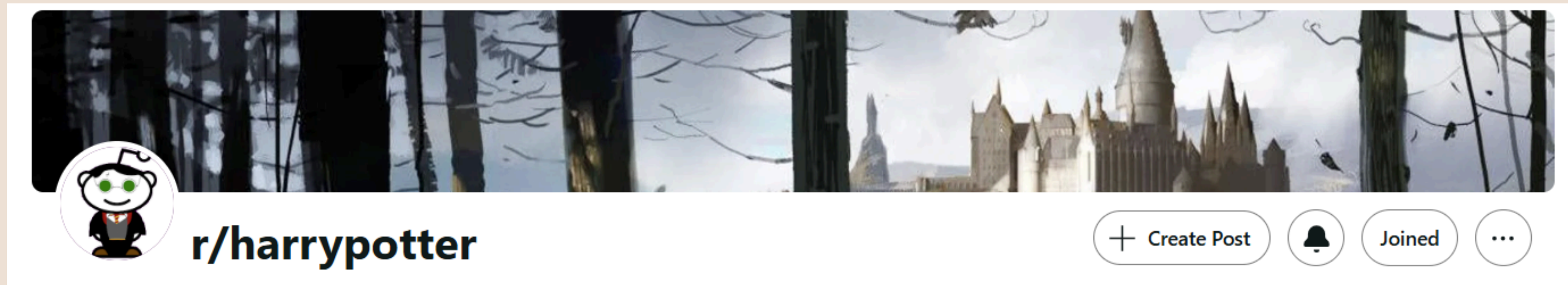


Harry Potter Subreddit Sentiment Analysis

Lakshmi Priyadarshni Krishnamurthy



Introduction

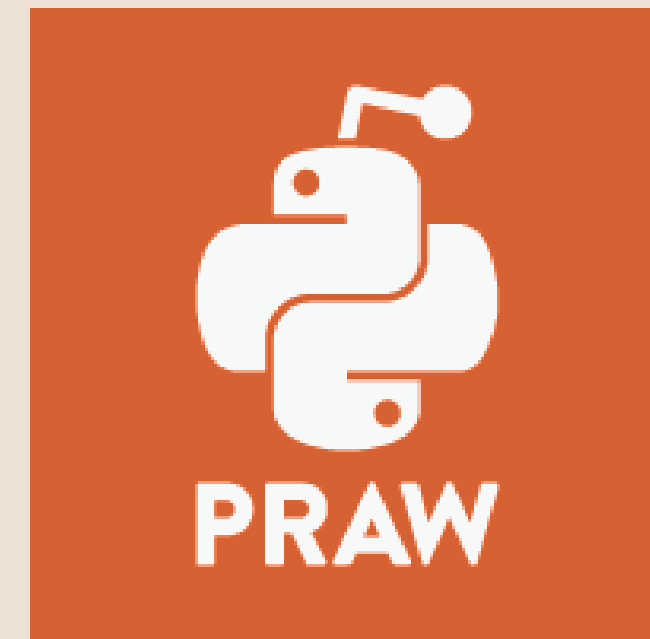


- r/harrypotter subreddit
- Created in 2018
- 3.2M members, top 1% (size)

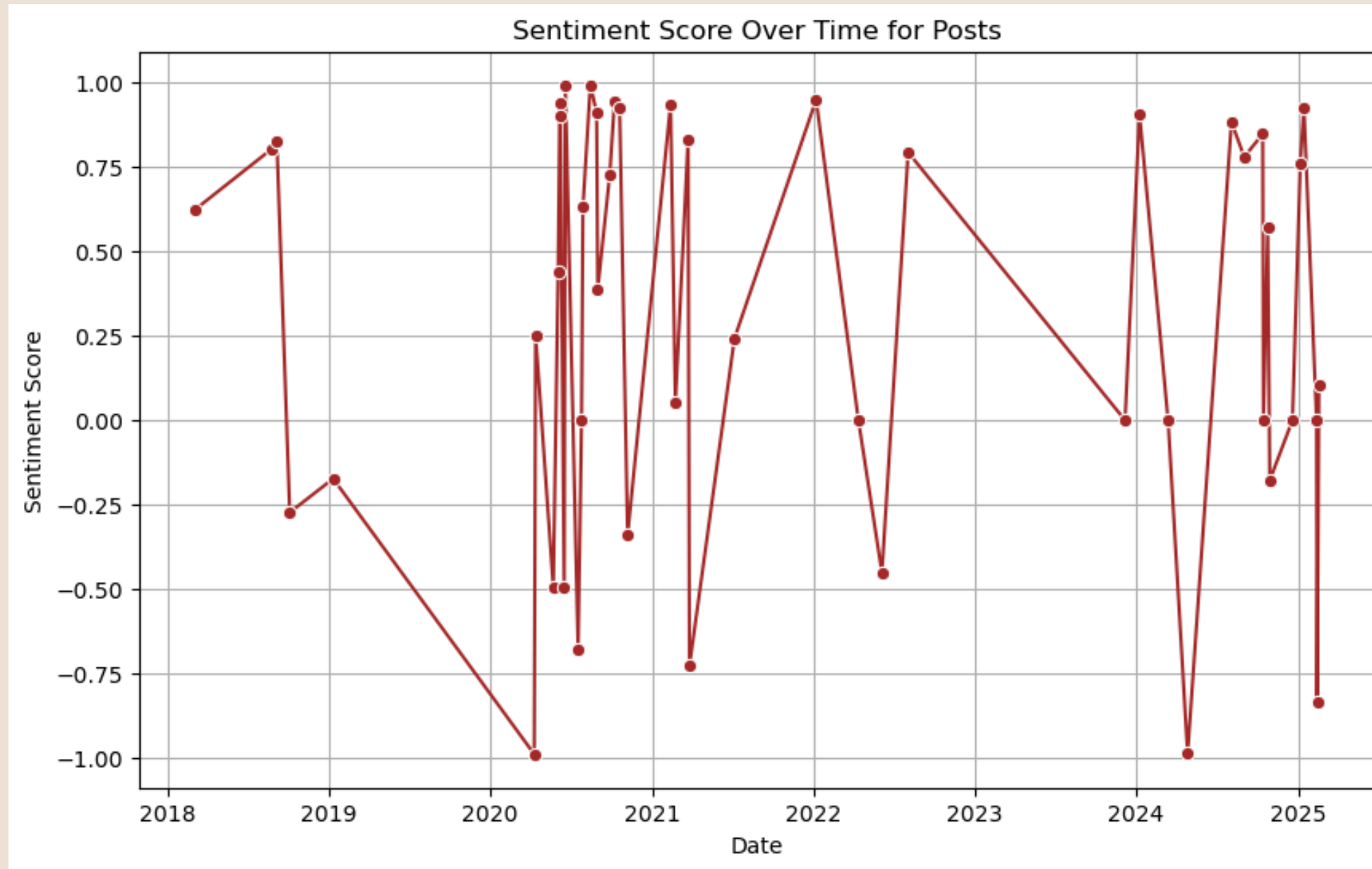


Data Collection & Methods Used

- Data source: Reddit API - PRAW
- Top 1000 posts of all time + top 10 comments under them
- Sentiment Analysis (Vader)
- Topic Modeling (BERT)

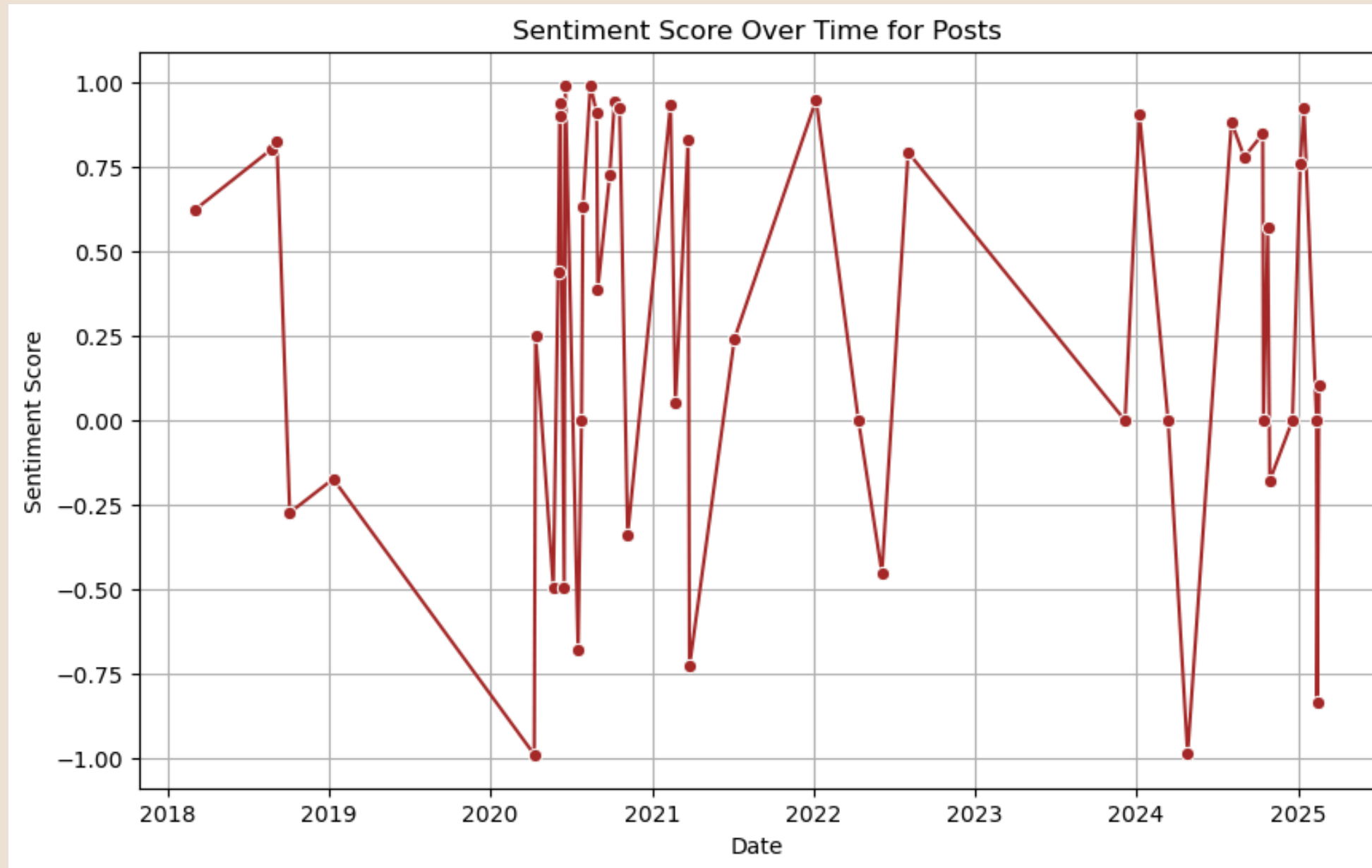


Sentiment Analysis



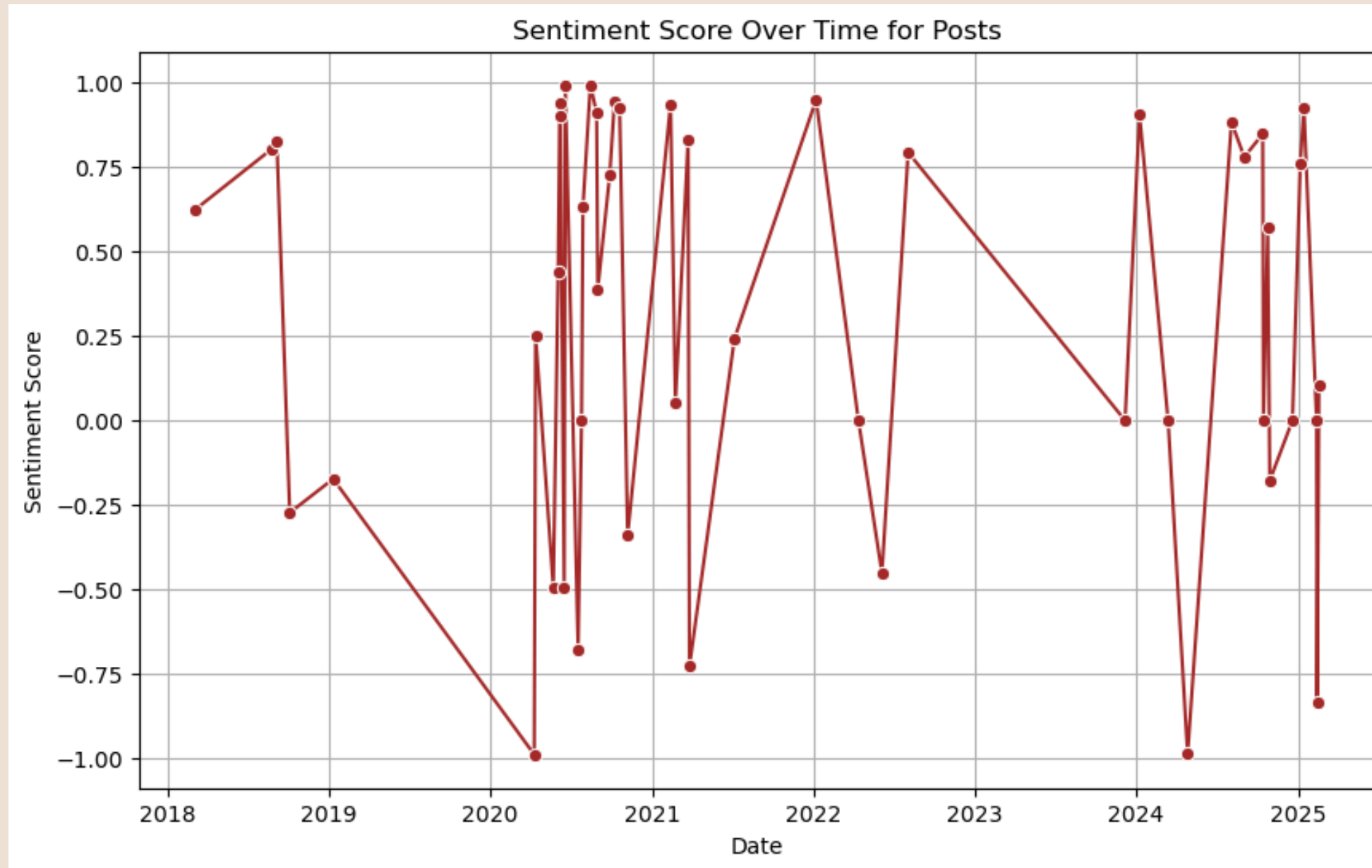
- 2018: Release of the movie *Crimes of Grindelwald*

Sentiment Analysis



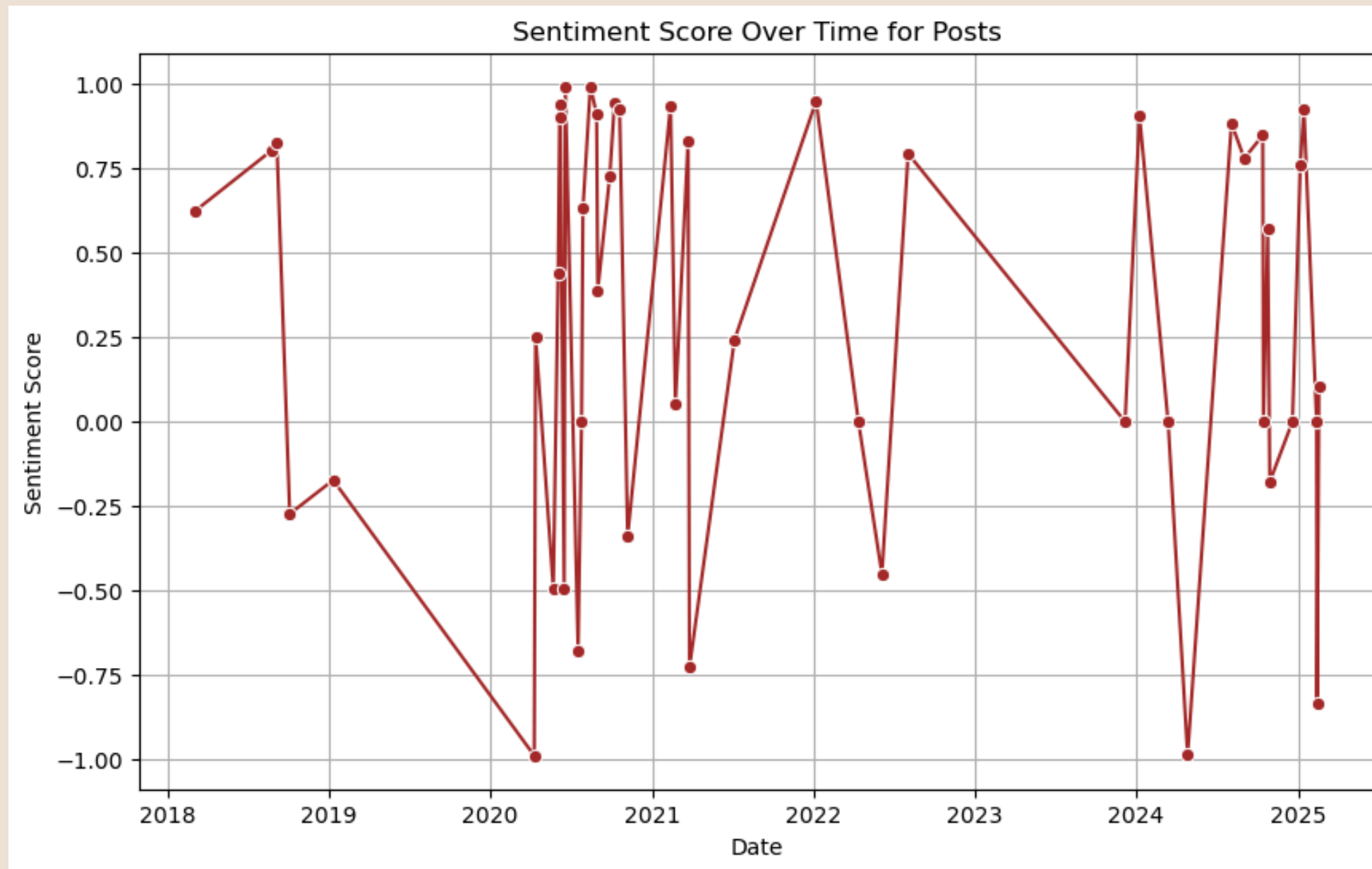
- 2018: Release of the movie *Crimes of Grindelwald*
- 2019: J.K.Rowling's controversial tweet about Transgender rights

Sentiment Analysis



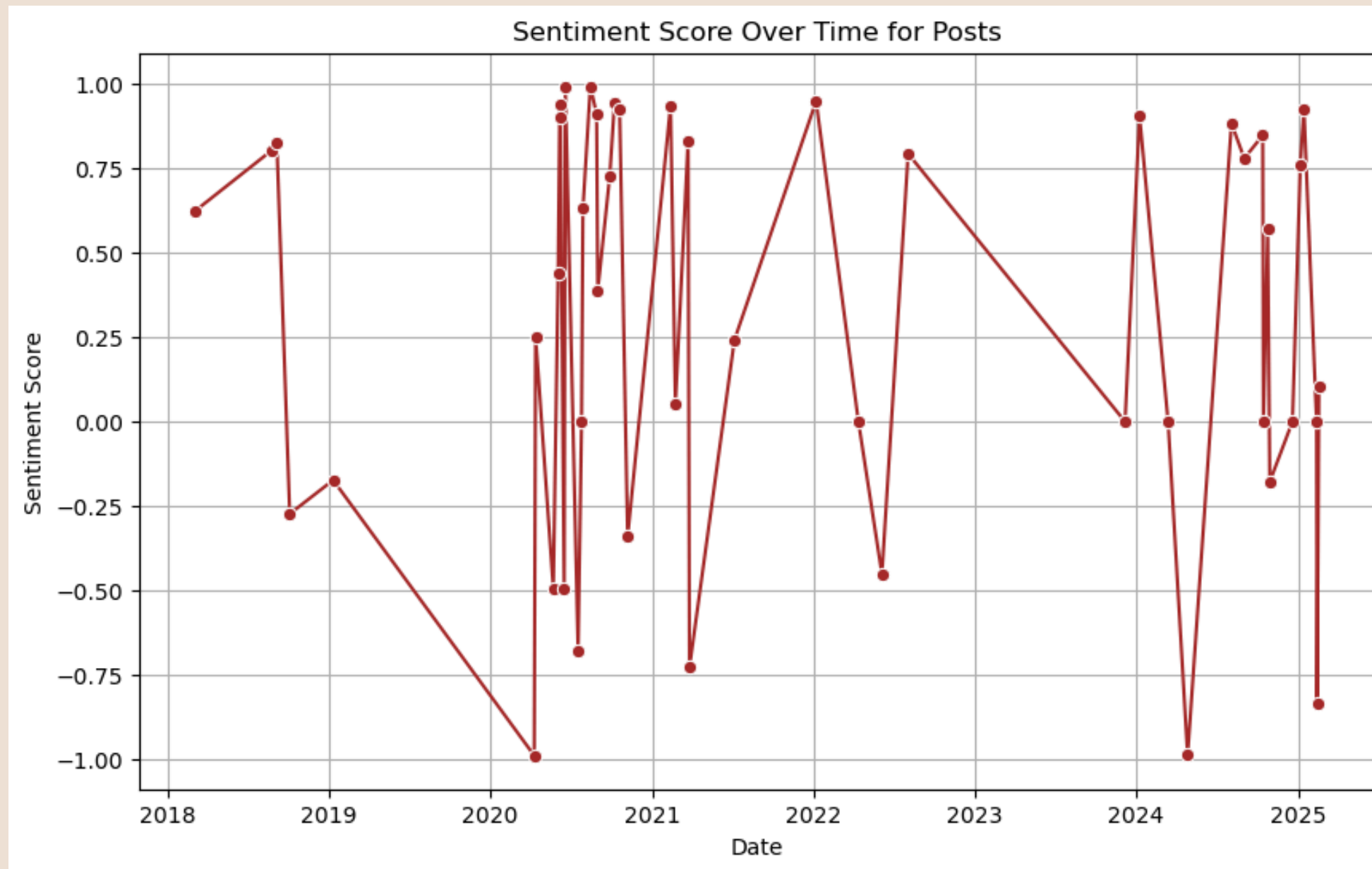
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- 2019: J.K.Rowling's controversial tweet about Transgender rights
- **2020: Rowling releases a statement explaining her views**

Sentiment Analysis



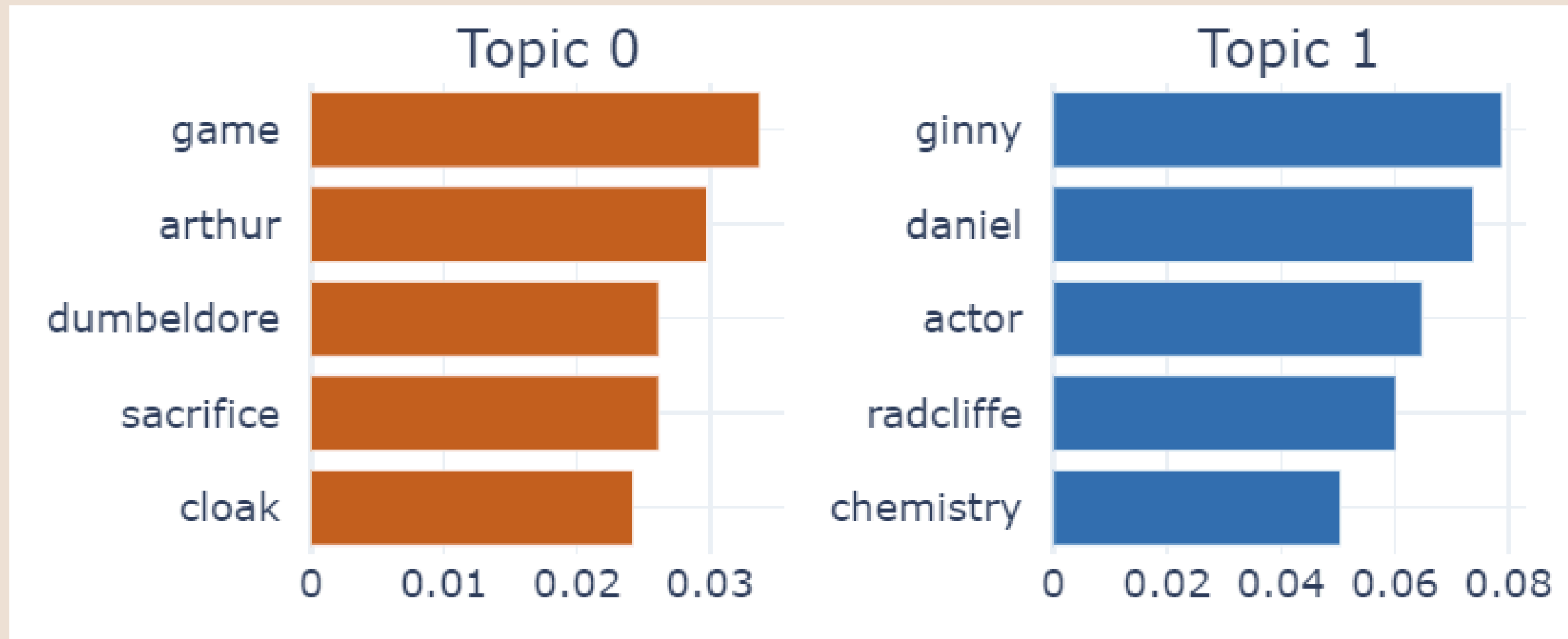
- 2018: Release of the movie *Crimes of Grindelwald*
- 2019: J.K.Rowling's controversial tweet about Transgender rights
- 2020: Rowling releases a statement explaining her views
- **2022: Release of the movie *The Secrets of Dumbledore***

Sentiment Analysis



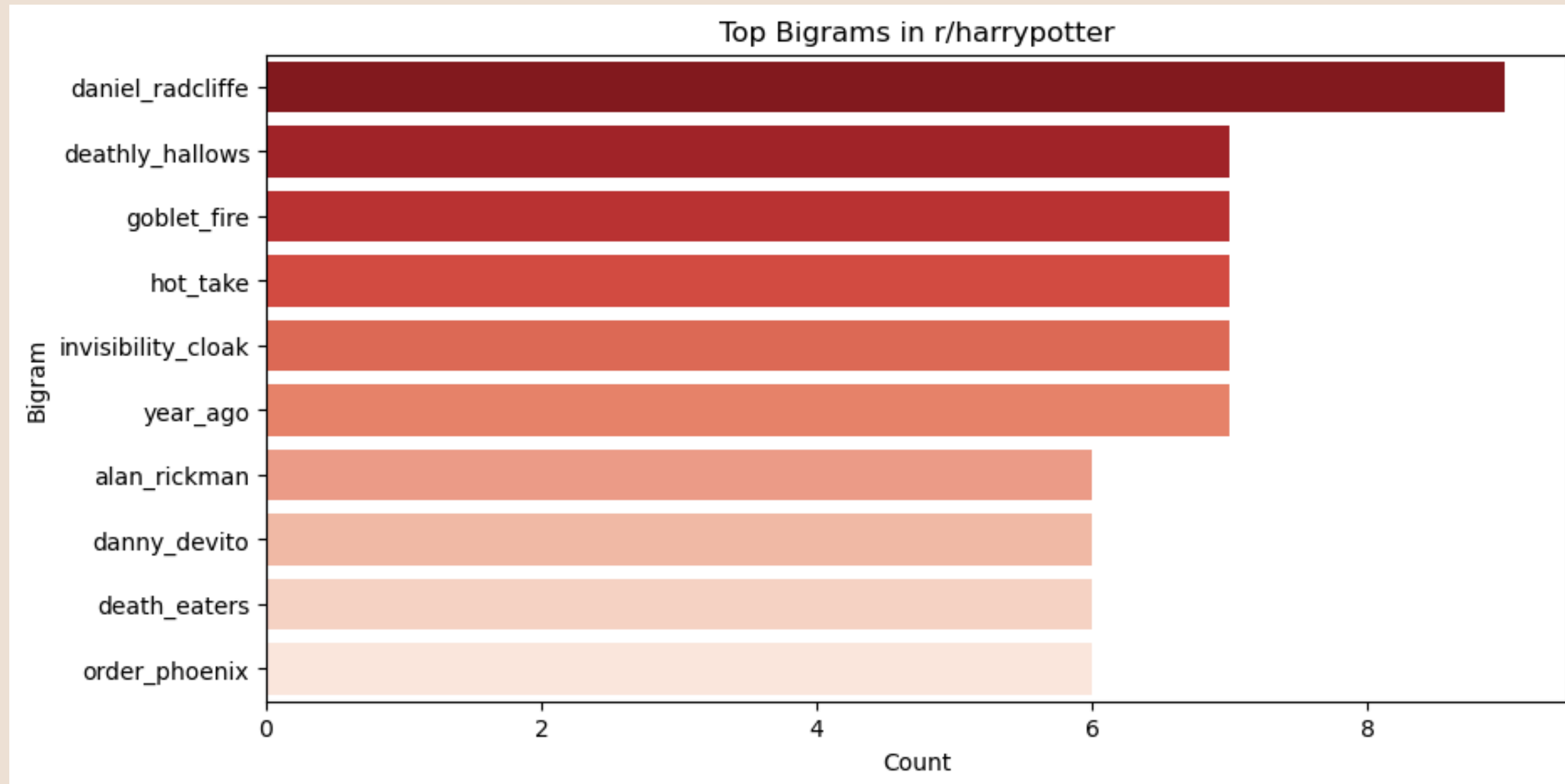
- 2018: Release of the movie *Crimes of Grindelwald*
- 2019: J.K.Rowling's controversial tweet about Transgender rights
- 2020: Rowling releases a statement explaining her views
- 2022: Release of the movie *The Secrets of Dumbledore*
- **Microtrends during celebrity deaths**
 - **Helen McCrory (Narcissa Malfoy, Apr 2021)**
 - **Maggie Smith (Minerva McGonagall, Sep 2024)**

Topic Modeling



- Only 2 topics
 - Plot/ characters
 - Movie/ actors

Topic Modeling



Predictable outcomes, except... Danny Devito??

Mischief Managed.
Thank you!

