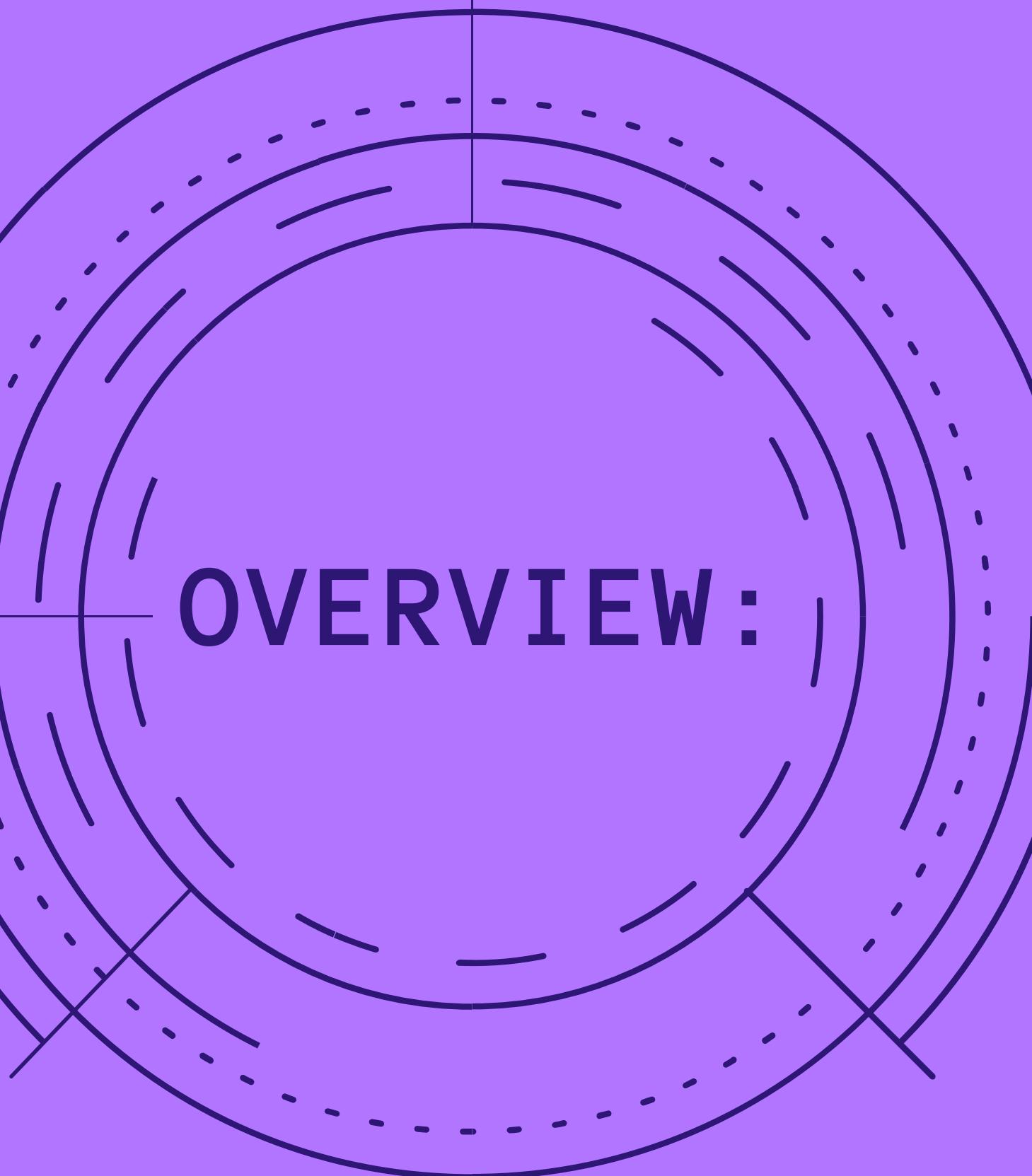


TEXT ANALYSIS & COMPARISON OF THREE SPEECHES THAT SHAPED TECH & BUSINESS THIS CENTURY

TEAM:

CALIN SABRINA,
CIRSTEA PETRONELA,
PETRE ANA MARIA



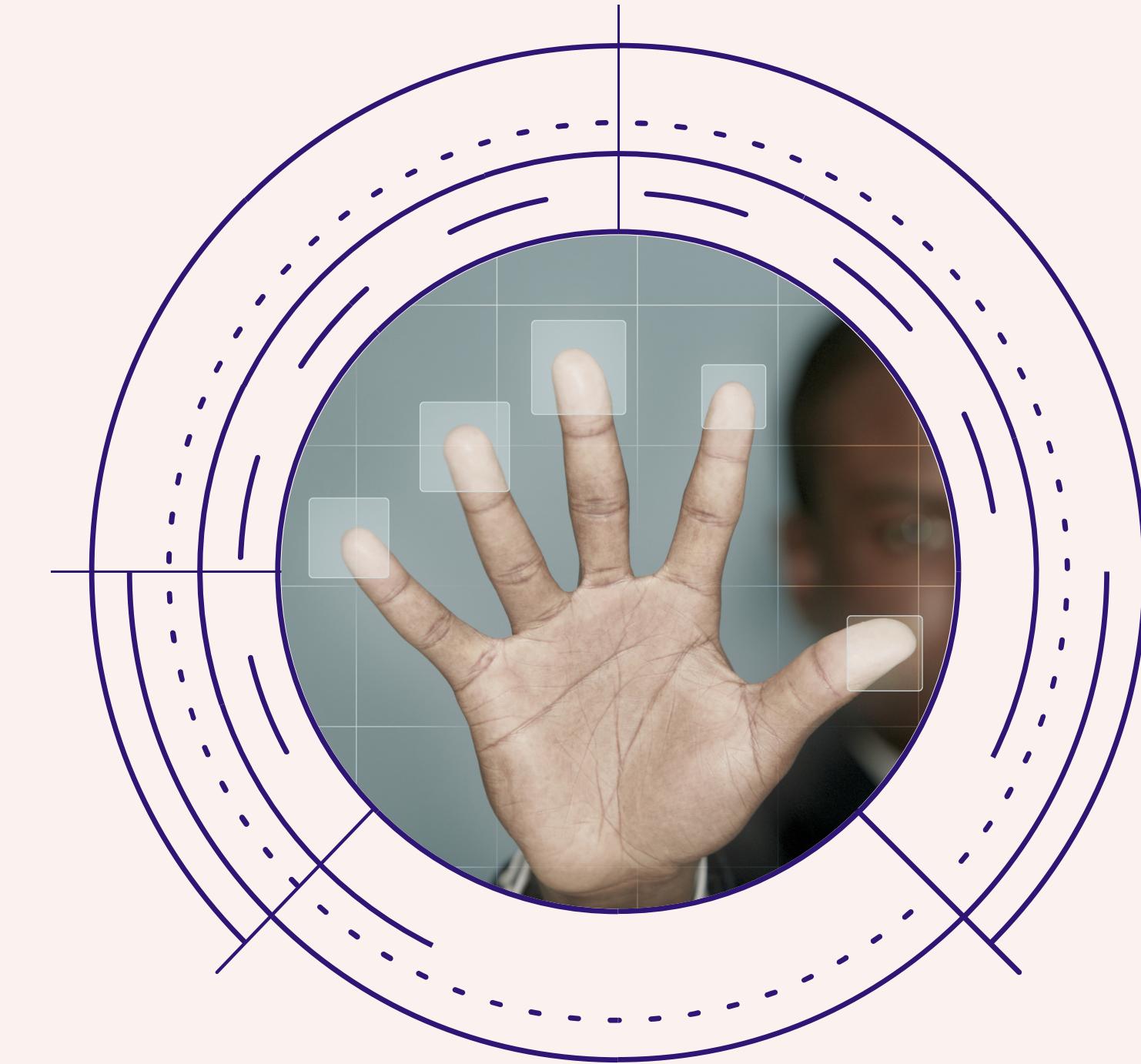
OVERVIEW:

FIY: CHECK OUR DOCUMENT
(HYPERLINKED HERE).
FOR THE WHOLE PROCESS,
ANALYSIS & RESULTS!

- 
- STEVE JOBS**
- ELON MUSK**
- MARK ZUCKERBERG**
- THREE OF THE MOST INFLUENTIAL FIGURES WHEN IT COMES BOTH TO BUSINESS AND TO TECHNOLOGY.
 - FOR EACH, WE CHOSE A RELEVANT SPEECH IN WHICH THEY ANNOUNCED A BIG INNOVATION, LAUNCH OR REBRANDING.

CHOSEN PRESENTATIONS:

- STEVE JOB'S IPHONE-LAUNCHING SPEECH (2007)
- ELON MUSK'S MARS-LANDING PRESENTATION (2017)
- MARK ZUCKERBERG'S META-REBRANDING VIDEO (2021)



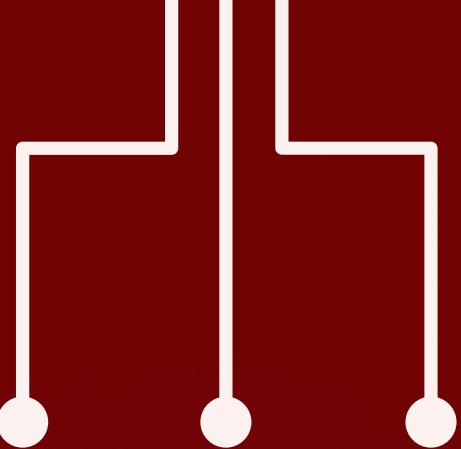
GOALS:

- DISCOVER THE KEYWORDS, GENERAL THEME & TONE
- ANALYZE THESE SPEECHES FROM BOTH A QUANTITATIVE AND QUALITATIVE PERSPECTIVE
- DRAW SOME COMPARISON, SIMILARITIES OR DISTINCTIONS

STEVE JOBS

- AMERICAN BUSINESS MAGNATE, INDUSTRIAL DESIGNER, INVESTOR.
- CHAIRMAN, CEO AND CO-FOUNDER OF APPLE.
- APPLE INC. IS A PIONEER OF THE PERSONAL COMPUTER REVOLUTION OF THE 1970S & 1980S. MANY OF THEIR INVENTIONS REPRESENTED TECHNOLOGICAL BREAKTHROUGHS.
- LARGELY RESPONSIBLE FOR HELPING REVIVE APPLE.





STEVE JOB'S IPHONE SPEECH

- RECOGNIZED AS ONE OF THE BEST KEYNOTE PRESENTATIONS IN HISTORY.
- FROM THE SETUP TO THE TASTEFUL USE OF HUMOR, THE MAIN PART CONSISTED OF 15 MINUTES WHICH MANAGED TO GET THE ATTENTION OF THE WHOLE WORLD.
- 'REINVENT THE PHONE'
- IPHONE WAS IN THE WORKS SINCE 2005, BEING LAUNCHED IN 2007 & BECOMING ONE OF THE MOST WELL KNOWN PRODUCTS WORLDWIDE.



QUALITATIVE
ANALYSIS

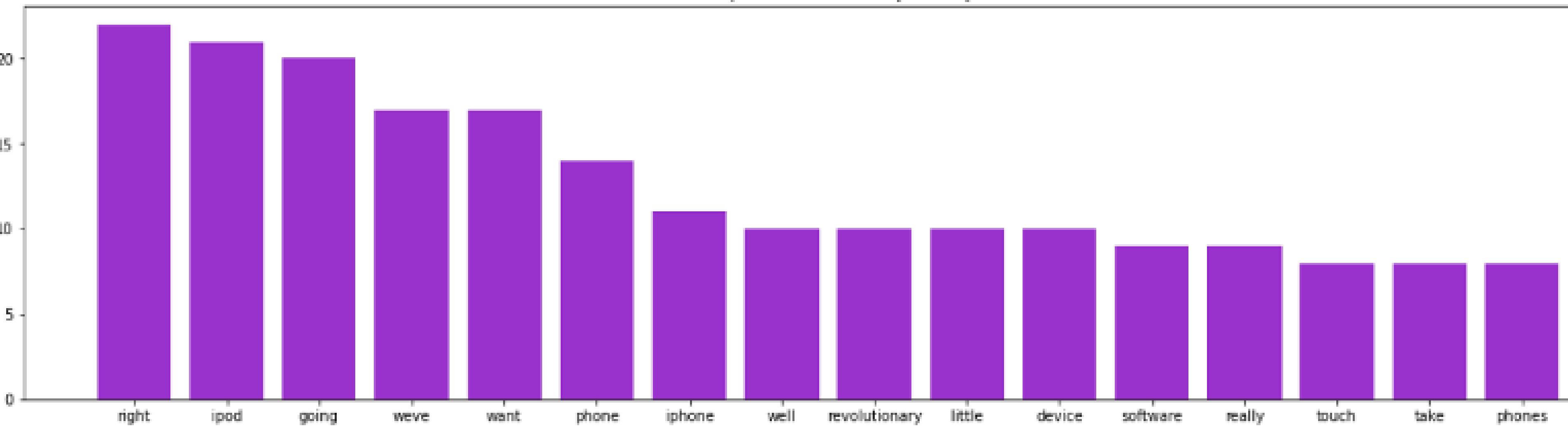
- VERY CASUAL, EASY-TO-UNDERSTAND LANGUAGE - HIS PRESENTATION WAS AIMED AT THE GENERAL PUBLIC;
- SUBTLE HUMOR AND LITTLE TOUCHES OF DRAMATISM TO MAKE HIS SPEECH ENTERTAINING AND ENGAGING;
- BALANCED A RATIONAL, INFORMATIVE APPROACH WITH APPEALING TO PEOPLE'S EMOTIONS AND EXCITEMENT;
- LEXICON = TERMS RELATED TO INNOVATION, NOVELTY, PRODUCT NAMES, VERBS, ACTION-ORIENTED AND SHORT WORDS.

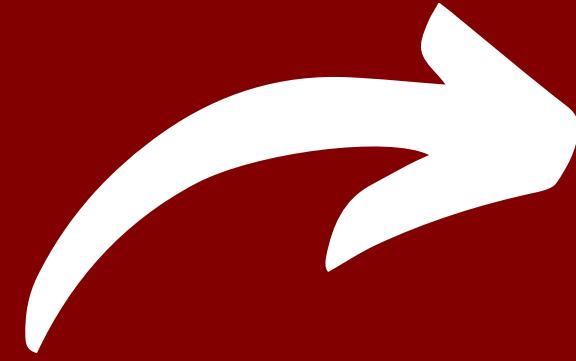
- 2349 WORDS IN STEVE'S 15 MINUTE SPEECH.
- FOR OUR RESEARCH WE CHOSE THE FIRST 20 MOST USED WORDS FROM EACH SPEECH.

The most frequently used words



Most frequent words used by Steve Jobs



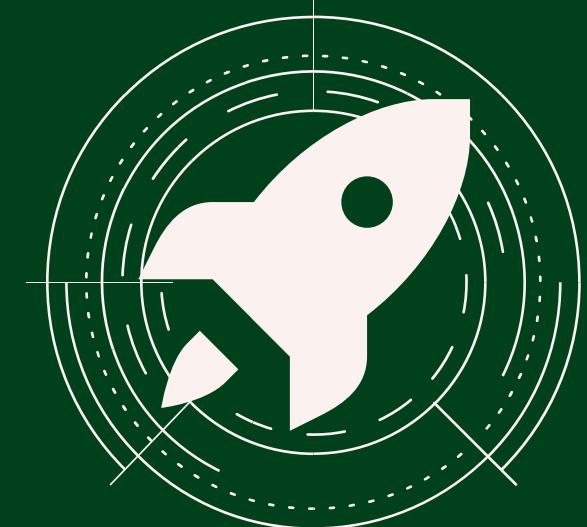


WORD CLOUDS IN THE SHAPE OF THE FACES OF THE THREE FAMOUS INDIVIDUALS.



ELON MUSK

- FOUNDER, CEO AND CHIEF ENGINEER OF SPACEX AND THE CO-FOUNDER, EXECUTIVE DIRECTOR AND PRODUCT ARCHITECT OF TESLA.
- WITH AN ESTIMATED NET WORTH OF NEARLY US\$300 BILLION AS OF NOVEMBER 2021, MUSK IS THE RICHEST PERSON IN THE WORLD.
- WELL-KNOWN NOT ONLY FOR HIS ENGINEERING SKILLS, INGENUITY AND BUSINESS-SAVVY, BUT ALSO FOR HIS QUIRKY DEMEANOUR AND UNORTHODOX OPINIONS.

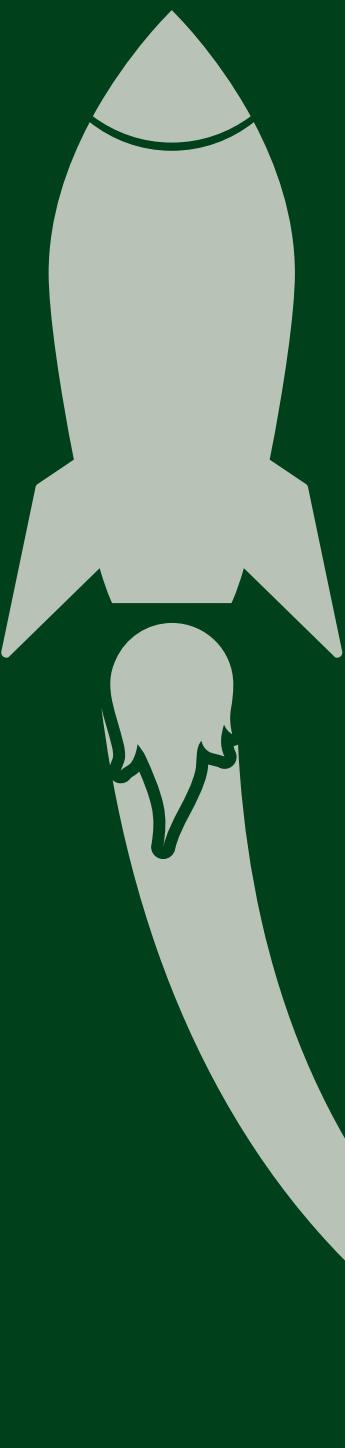


THE 2017 MARS-LANDING SPEECH



- AMBITION OF HUMANITY BASICALLY COLONIZING MARS & USE OF THE SPACE VEHICLES AS PART OF A HIGH-SPEED TRANSPORTATION SYSTEM AROUND EARTH.
- MILESTONES FOR 2018, 2022 & ACTUAL LANDING IN 2024;
- COMPARED TO THE OTHER TWO, HIS PRESENTATION WAS MUCH MORE TECHNICAL, VENTURING INTO THE ENGINEERING DETAILS;
- DIRECTED MORE TOWARDS THE SCIENTIFIC COMMUNITY;

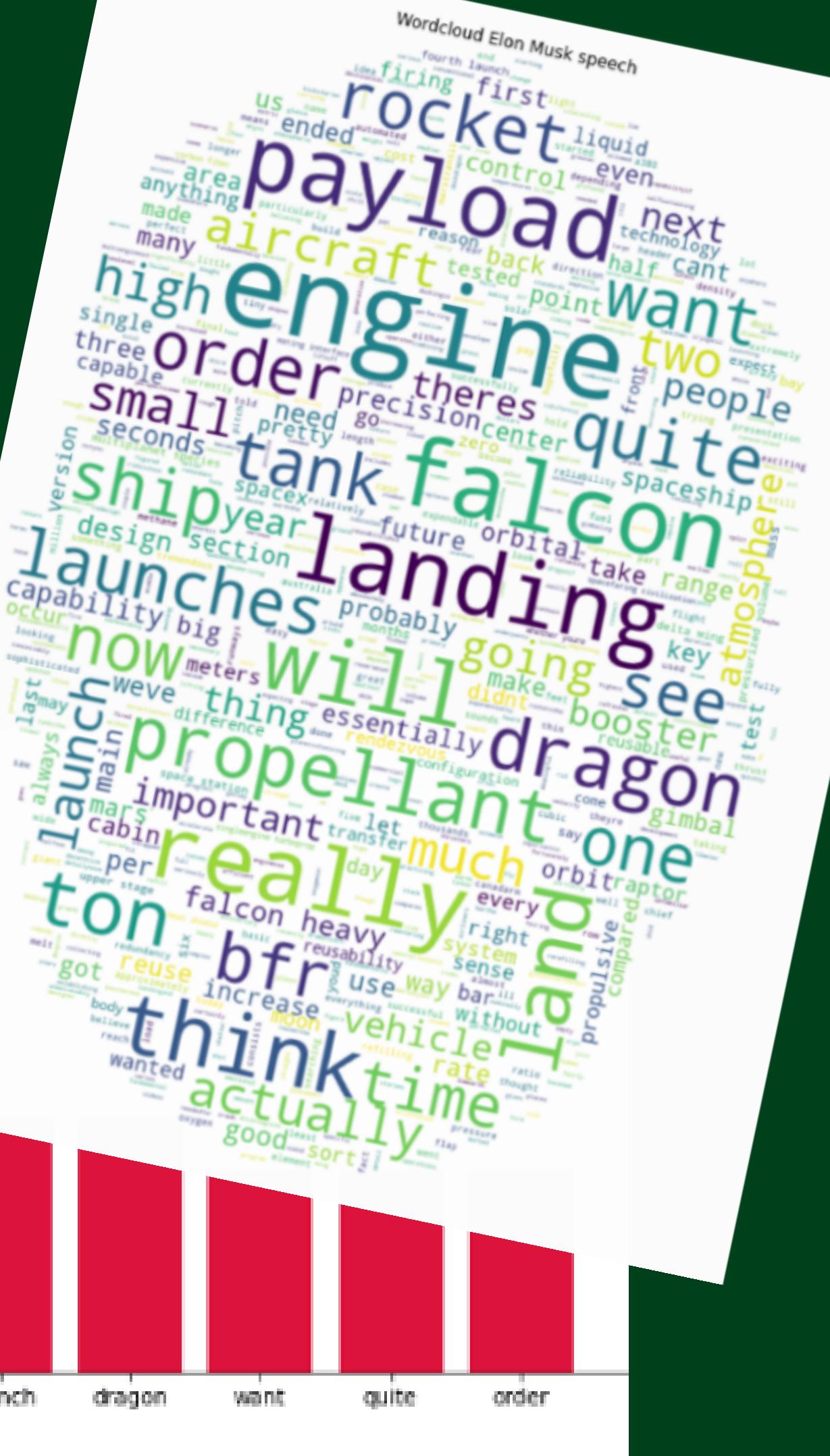
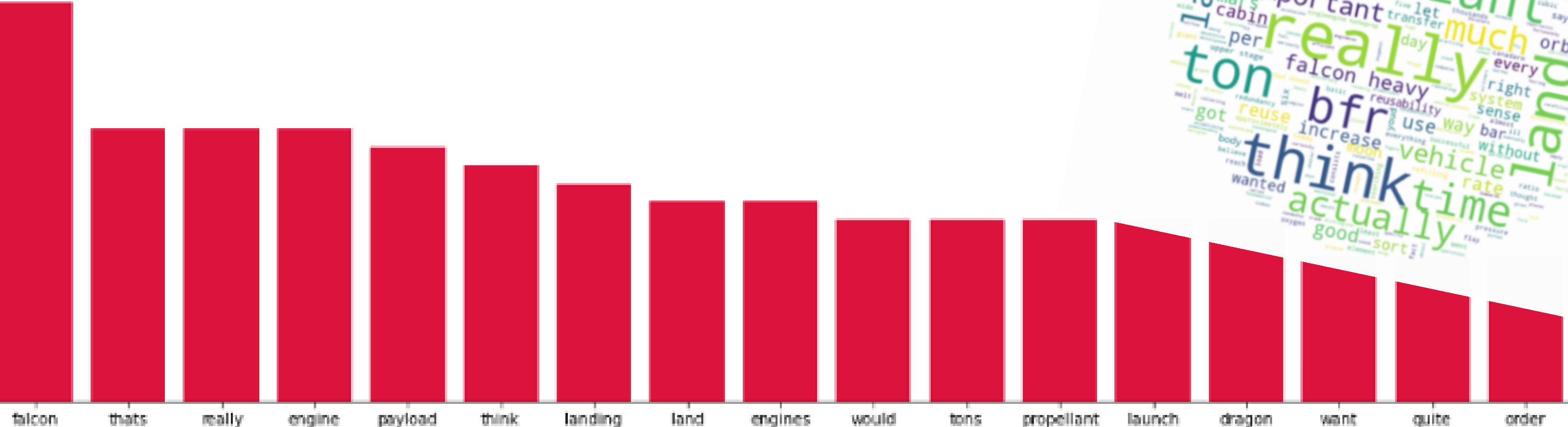
- APART FROM THE HEAVILY-TECHNICAL TERMS AND EXPLANATIONS, HIS SPEECH WAS OTHERWISE FAIRLY SIMPLE, DEVOID OF FIGURES OF STYLE OR ORATORICAL EMBELLISHMENTS.
- HIS ATTITUDE AND TONE WERE RATHER RIGID, AWKWARD AND HE SEEMED TO BE LOSING HIMSELF IN THE DETAILS - BUT THIS IS HOW ELON MUSK IS USUALLY SEEN TO BEHAVE DURING PRESENTATIONS.
- COMBINED A WIDE ARRAY OF TECHNICAL FACTS WITH AMBITIOUS PROPOSALS AND AWKWARD ATTEMPTS OF HUMOR.



QUALITATIVE
ANALYSIS

THE MOST FREQUENTLY USED WORDS BY ELON, OUT OF THE 2772 ANALYSED

Most frequent words used by Elon Musk



MARK ZUCKERBERG



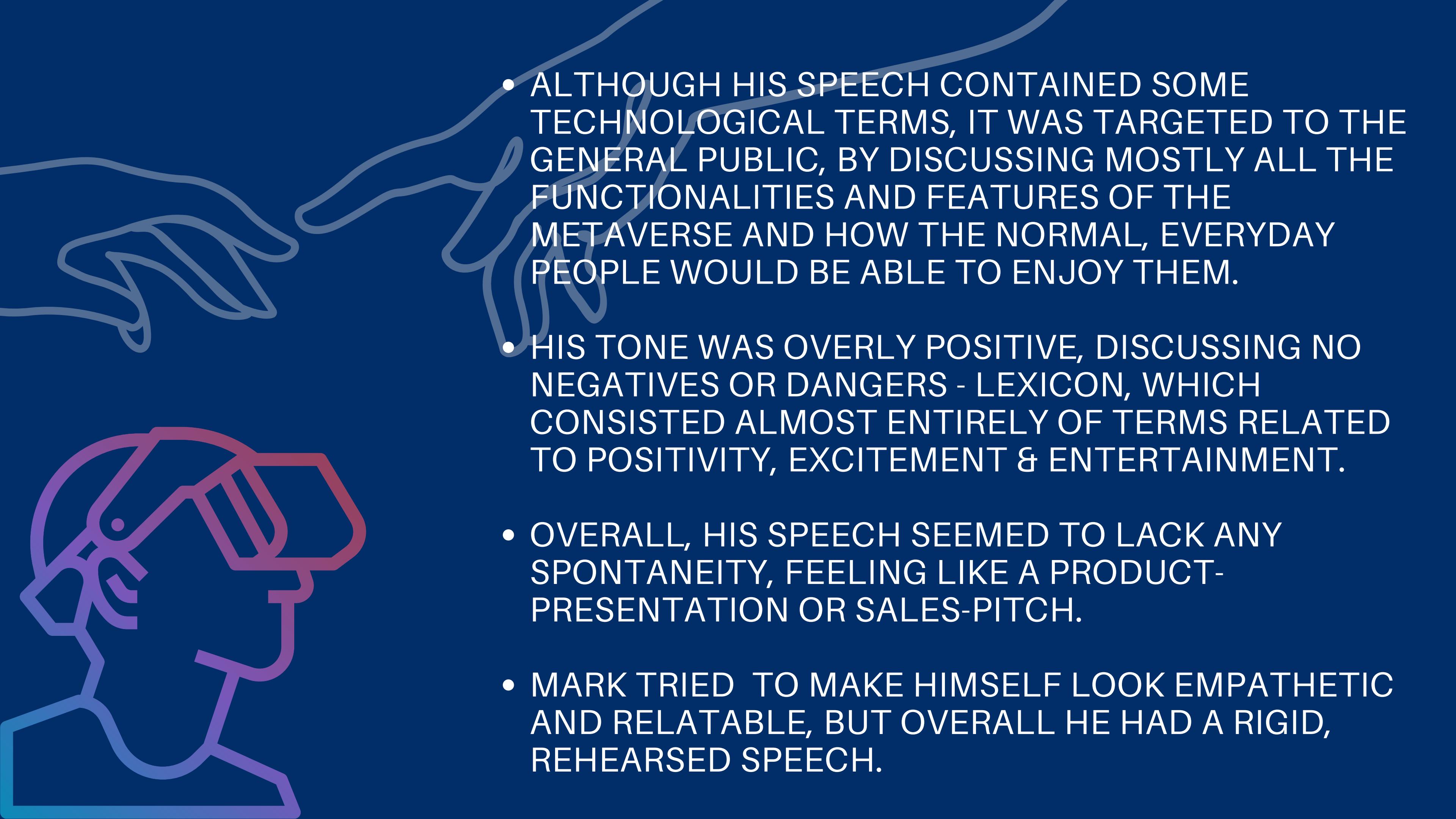
- MEDIA MAGNATE, INTERNET ENTREPRENEUR, AND PHILANTHROPIST.
- CO-FOUNDER & CEO OF META PLATFORMS, INC. (FORMERLY NAMED FACEBOOK, INC.)
- THROUGHOUT ITS EXISTENCE, FACEBOOK, INC./META HAS ACQUIRED MULTIPLE VERY IMPORTANT DIGITAL COMPANIES, SUCH AS INSTAGRAM, WHATSAPP OR, MORE RECENTLY, GIPHY.
- SINCE 2008, TIME MAGAZINE HAS NAMED ZUCKERBERG AMONG THE 100 MOST INFLUENTIAL PEOPLE IN THE WORLD.



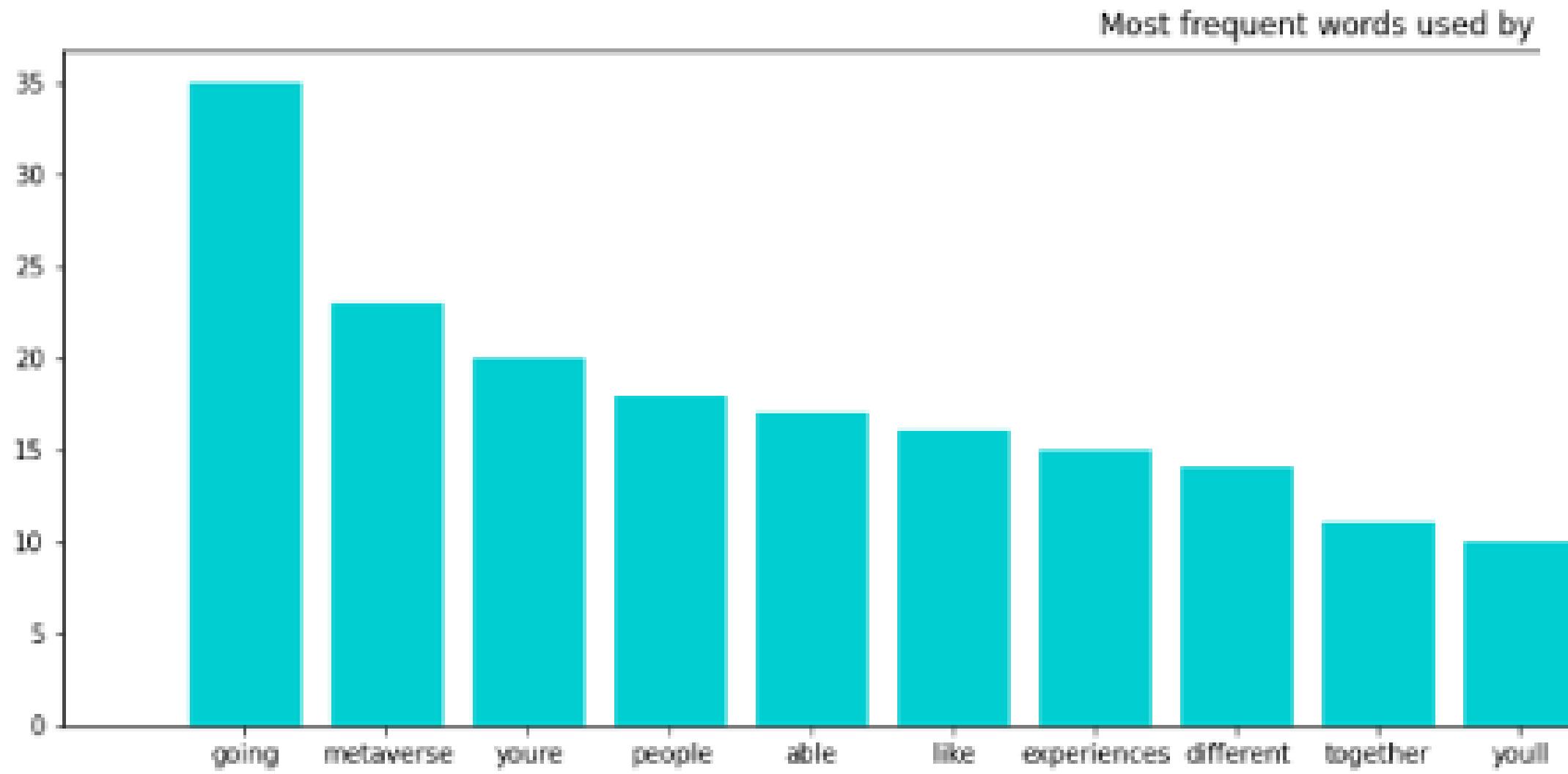
THE META-REBRANDING 2021 VIDEO PRESENTATION



- ONLINE CONFERENCE ANNOUNCING THAT FACEBOOK WILL BE REBRADED AS META - A NEW VERSION OF THE INTERNET, THE METAVERSE, ENCOMPASSING A COMBINATION OF THE PHYSICAL AND DIGITAL WORLD.
- VIVID DESCRIPTIONS OF THIS SPACE: AVATARS, SPACES FOR GAMES, SPORT, FUN, WORK, OWNERSHIP OF VIRTUAL HOMES.
- HE PREDICTED THAT IT WILL TAKE UP TO 5-10 YEARS UNTIL THIS TECHNOLOGY WILL BE IMPLEMENTED AND DEVELOP THE NECESSARY DEVICES.

- 
- ALTHOUGH HIS SPEECH CONTAINED SOME TECHNOLOGICAL TERMS, IT WAS TARGETED TO THE GENERAL PUBLIC, BY DISCUSSING MOSTLY ALL THE FUNCTIONALITIES AND FEATURES OF THE METAVERSE AND HOW THE NORMAL, EVERYDAY PEOPLE WOULD BE ABLE TO ENJOY THEM.
 - HIS TONE WAS OVERLY POSITIVE, DISCUSSING NO NEGATIVES OR DANGERS - LEXICON, WHICH CONSISTED ALMOST ENTIRELY OF TERMS RELATED TO POSITIVITY, EXCITEMENT & ENTERTAINMENT.
 - OVERALL, HIS SPEECH SEEMED TO LACK ANY SPONTANEITY, FEELING LIKE A PRODUCT-PRESENTATION OR SALES-PITCH.
 - MARK TRIED TO MAKE HIMSELF LOOK EMPATHETIC AND RELATABLE, BUT OVERALL HE HAD A RIGID, REHEARSED SPEECH.

THE MOST FREQUENTLY USED WORDS BY MARK, OUT OF THE 2029 ANALYSED



**HOW DID WE CODE ALL OF THIS?
CLICK HERE TO SEE THE
PROCESS!**

FIY:
FOR A
DETAILED
DESCRIPTION
OF ALL THE
STEPS,
METHODS,
RESULTS &
INTERPRETATION

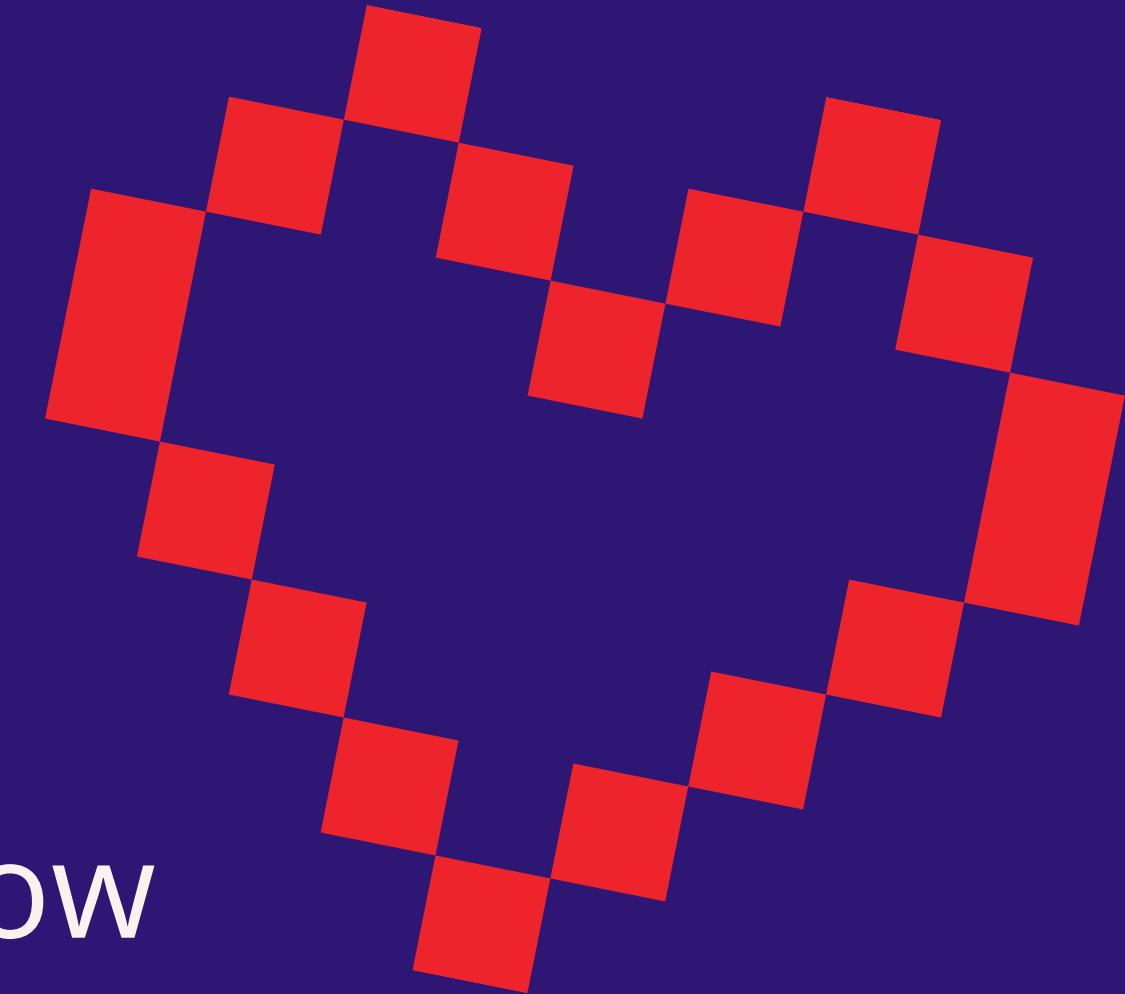


...
WE KINDLY
INVITE YOU
TO CHECK OUR
PROJECT
DOCUMENT

FIY - WE DIDN'T STOP HERE...

SENTIMENT ANALYSIS

- We used “textblob” for the individual sentiment score. The score indicates how negative or positive the overall text analyzed is.
- Values below a score of -0.05 are considered negative and those above 0.05 are considered positive.



SENTIMENT ANALYSIS

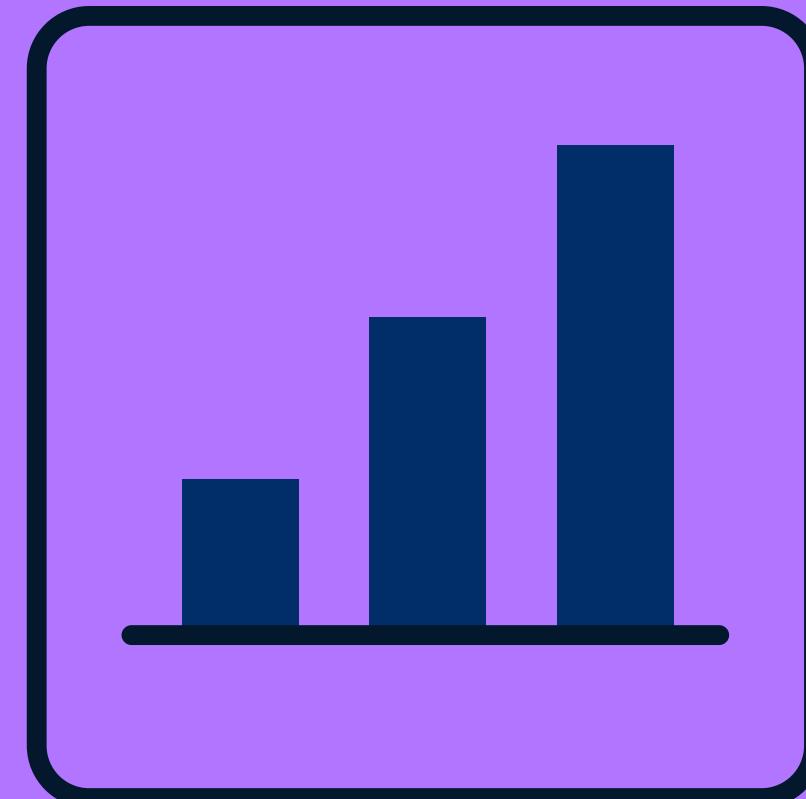
Speaker	Sentiment Score
Elon Musk	0.1204426898858716
Steve Jobs	0.20558020683020686
Mark Zuckerberg	0.1634718044040078

We observed that all three speeches scored as positive, with Steve Jobs being the most positive and Elon the least. We consider this happens because Steve's presentation was also the most engaging, dynamic & well-constructed for the general public, while Elon's was the most technical.

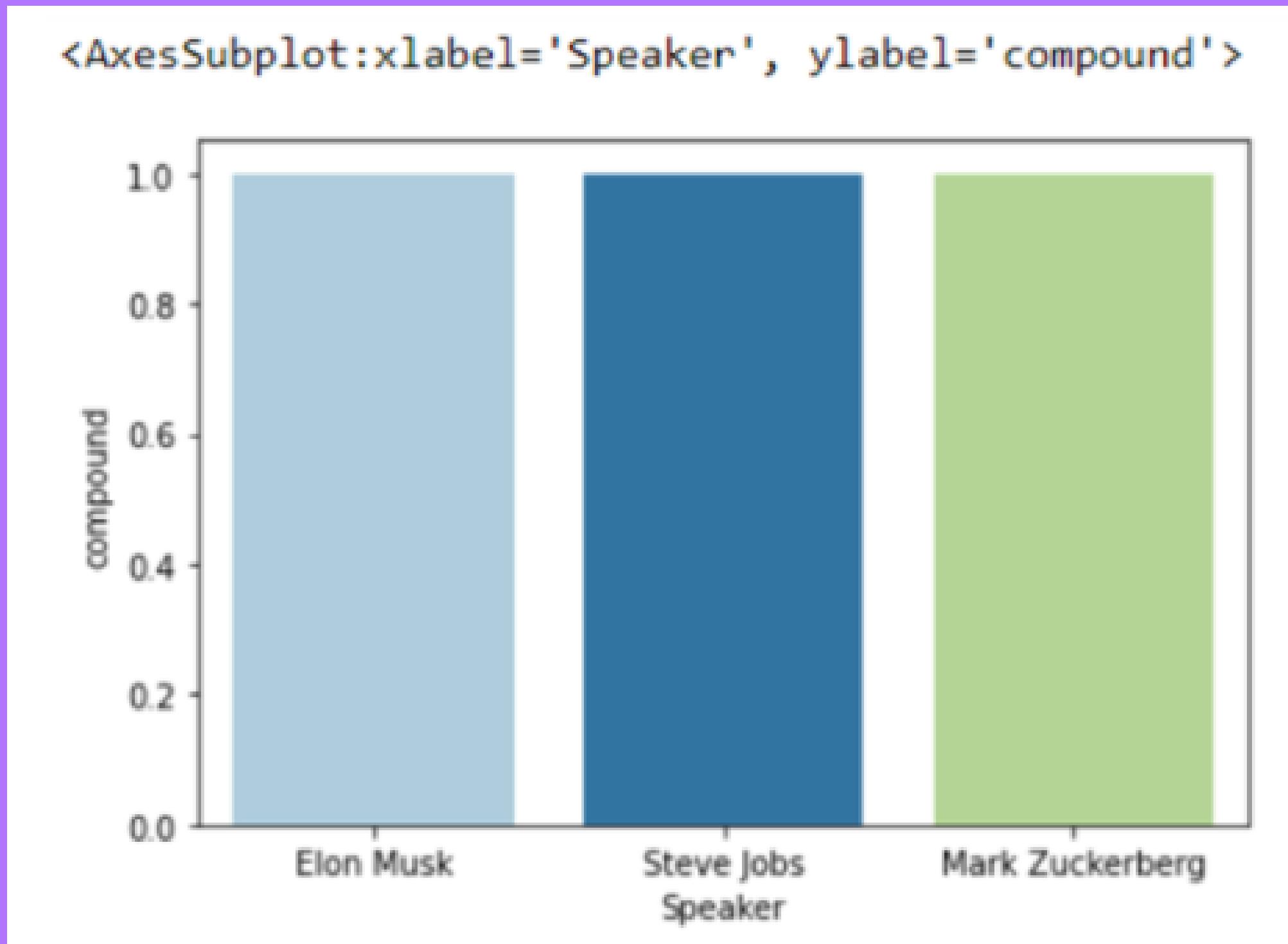
COMPARISON OF ALL 3 SPEECHES

After analyzing the three speeches separately, we considered it necessary to also **analyze them together**.

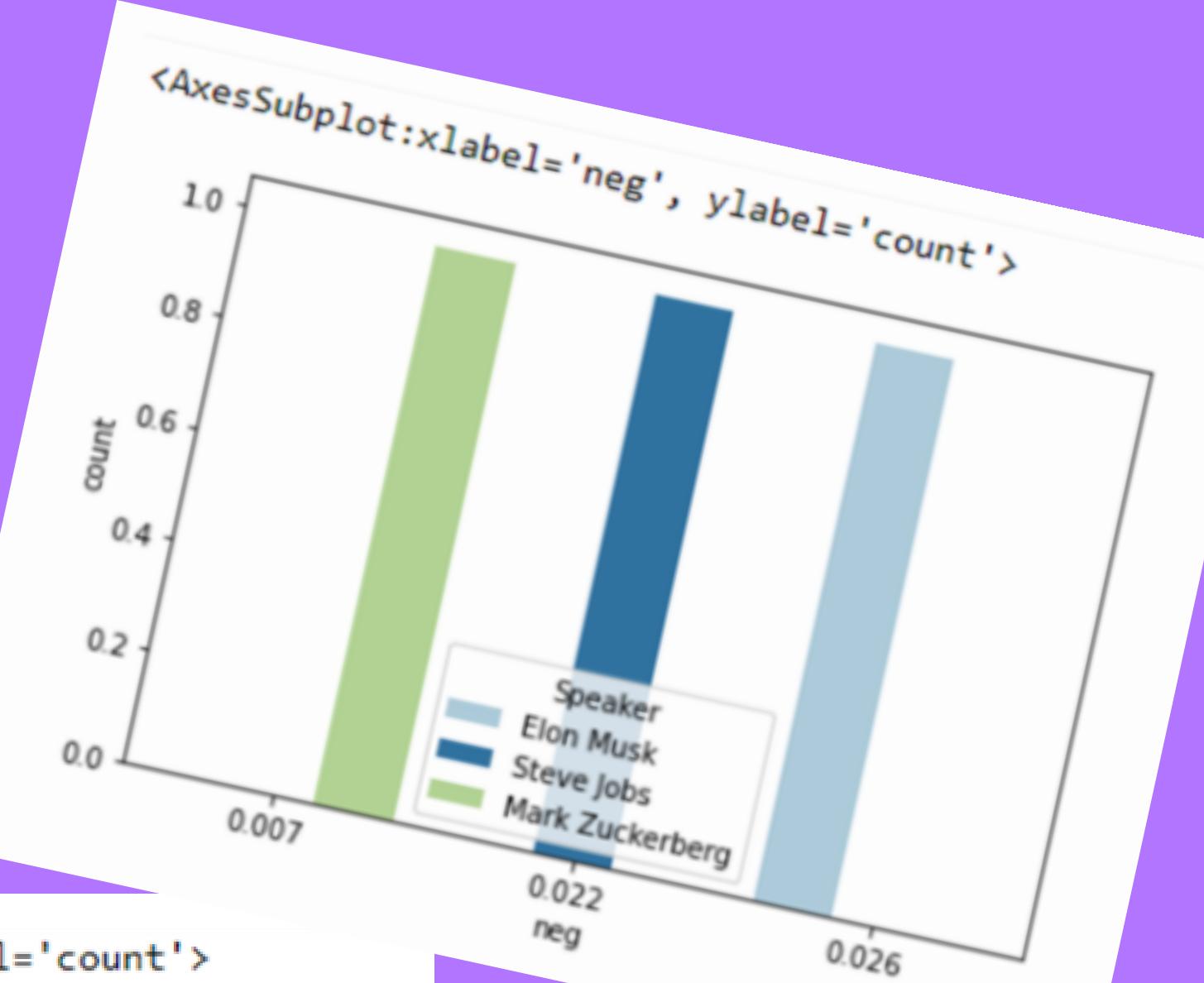
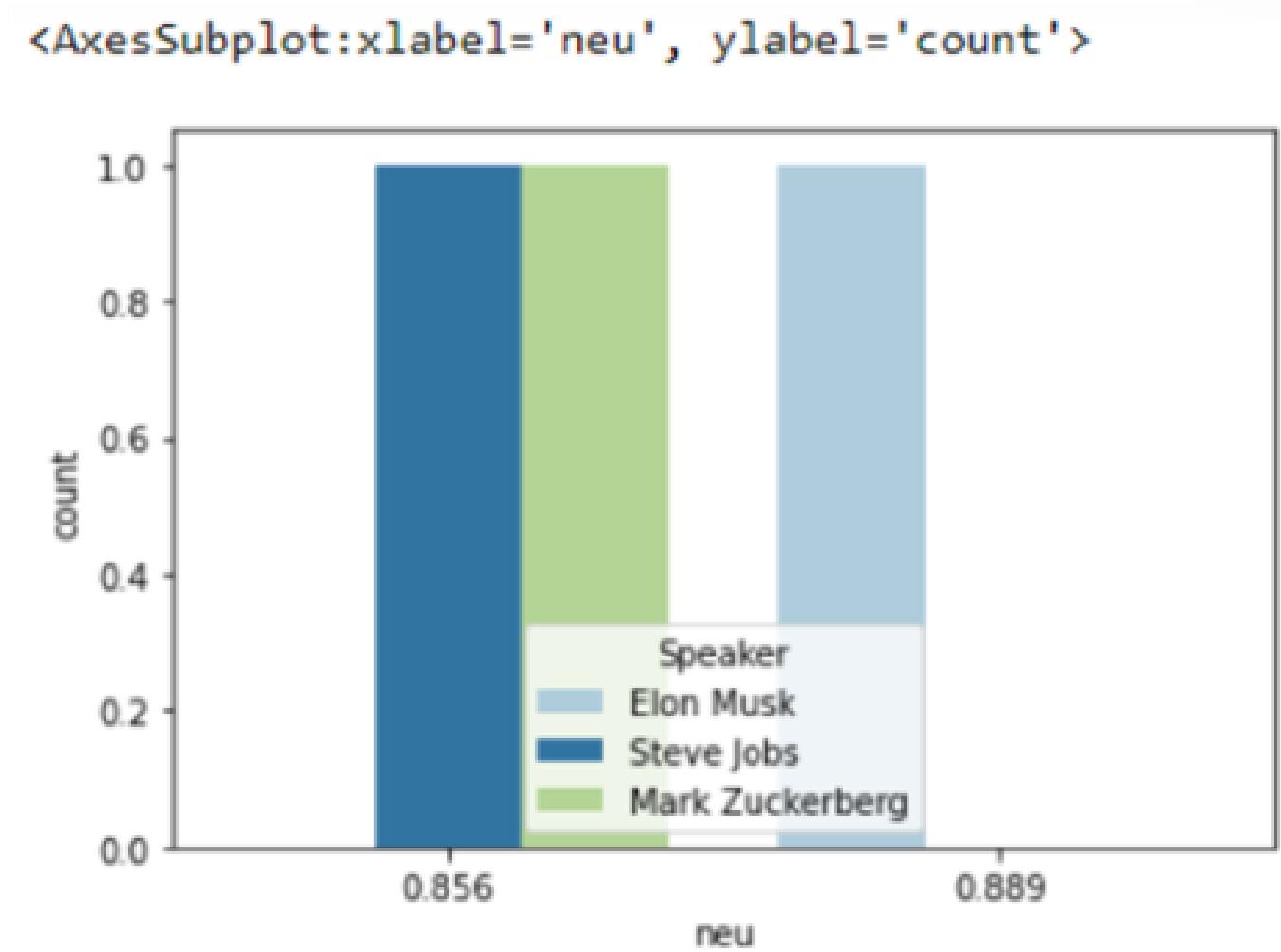
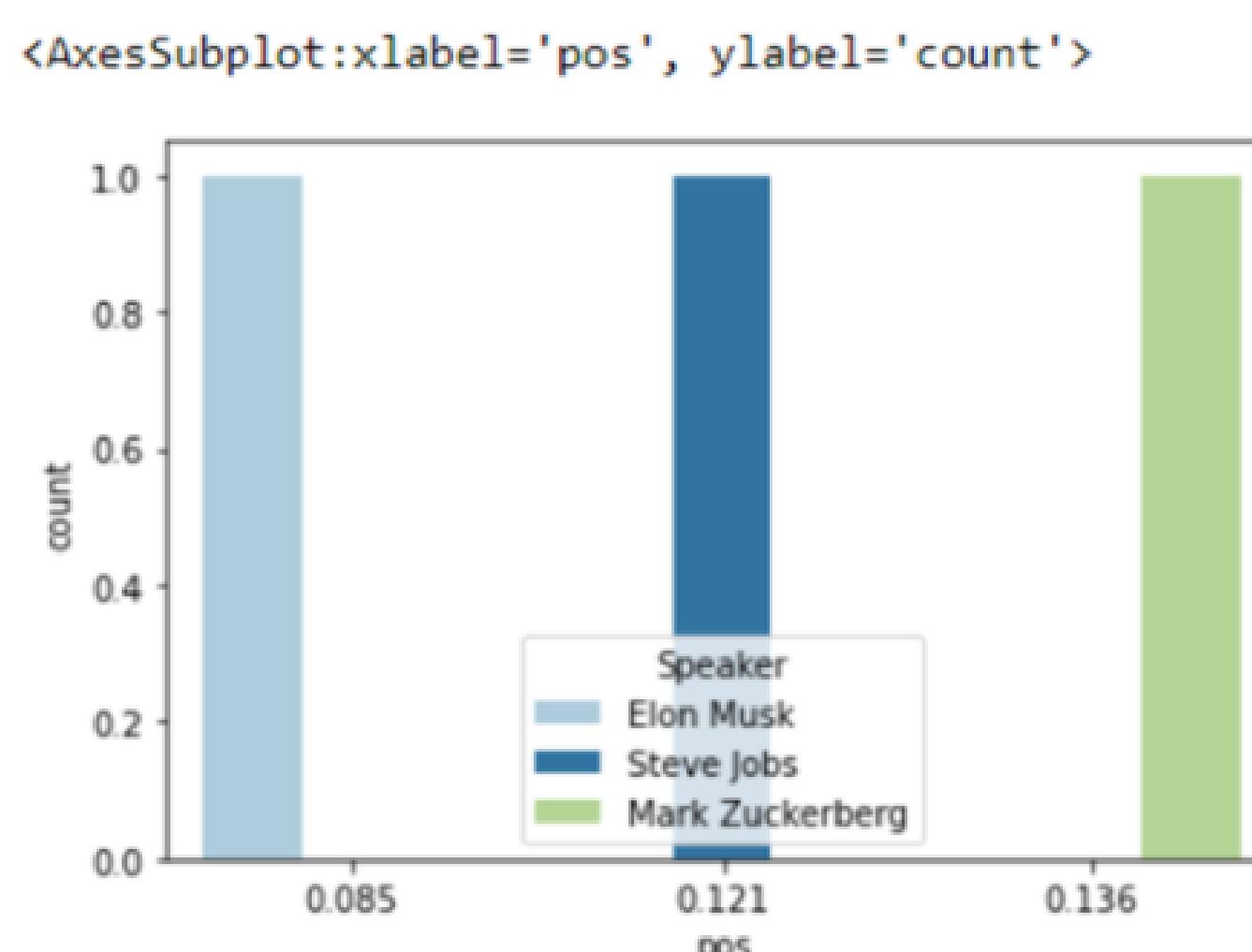
A detailed description of the process we used can be found here!



COMPARISON OF ALL 3 SPEECHES: COMPUND CHART



We noticed that the compound results are very similar, which was somewhat expected given the common supra-theme of the speeches (revolutionary technology).

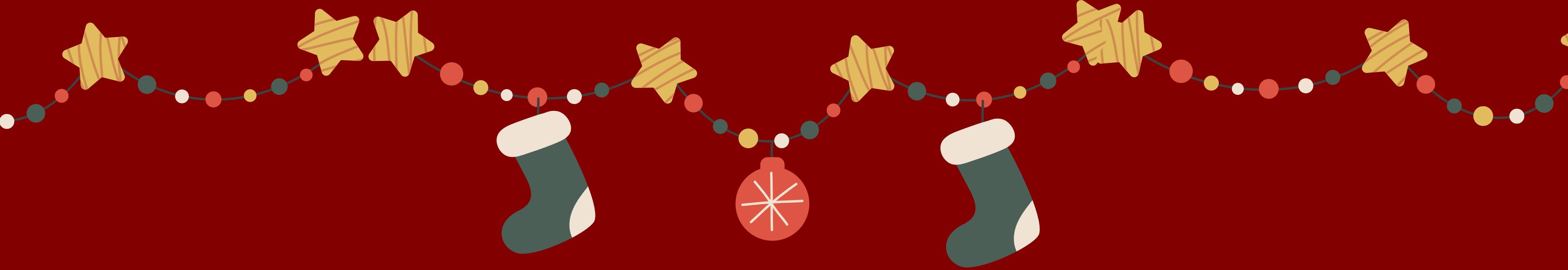


COMPARISON OF ALL 3 SPEECHES

- We can derive some interesting conclusions from the Pos, Neu & Neg charts.
- Steve's speech is in the middle regarding the use of positive and negative words, but scores the lowest on neutral - we think this is due to the fact that he had a very positive attitude, but used comparison with Apple's competition, from which the negative repertory arises.
- Elon's speech ranks the highest on negative and neutral and the lowest on positive, which was also unsurprising considering he had the most technical speech and didn't avoid discussing the many potential problems and challenges.
- Mark's overly positive presentation ranks highest on positive and lowest on negative, as he did not discuss any downsides of his proposed Metaverse.

CONLUSIONS

AFTER A PROJECT WHICH WE HOPE HAS PROVEN TO BE BOTH EXHAUSTIVE & COMPREHENSIBLE, WE CAN NOW CONCLUDE THAT THE THREE CHOSEN SPEECHES ARE SIMILAR REGARDING THE SUPRA-THEME (TECHNOLOGICAL REVOLUTION), YET DIFFERENT ENOUGH CONSIDERING THE SPEAKER'S TONE, ATTITUDES & LEXICON – ELEMENTS THAT ARE DIRECTLY CONNECTED TO THEIR PERSONALITIES AND THE BRAND IMAGE THEY PROJECT, TOO.



AND . . .

*WE WISH YOU A MERRY CHRISTMAS
& JOYFUL HOLIDAYS!*

