Network Discourse Analysis Based on Python Sentiment Analysis

——A Case Study of Douban[[1]](#footnote-0) Movie Reviews of Chinese Movie ‘Full River Red’

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1. **Abstract**

Online movie review is a direct expression of audience attitude. Based on this, this paper uses Python to conduct sentiment analysis of Douban film reviews of ‘Full River Red’. At the macro level, the author makes a quantitative analysis of the audience's overall evaluation, emotional attitude and focus topics. At the micro level, the author makes a qualitative research of the positive and negative reviews in light of conceptual metaphor theory of cognitive linguistics. Hopefully this paper can provide a new view of network discourse analysis.

1. **Research background**

The movie ‘Full River Red’ is a movie directed by Zhang Yimou that has been released in mainland China during the Spring Festival of 2023. The movie was released on the first day of the Lunar New Year. In less than a month, the evaluation of the movie has been divided into two levels. From rave reviews in the first three days to a large number of negative reviews recently, the audience have been fighting and arguing quite a lot on the Internet. As a person who has watched the movie and loves surfing on the Internet, the author wants to follow and monitor the public opinion of ‘Full River Red’. Douban is one of the most popular social media in China where users can make comments of films, like IMDb. Therefore, The movie review on Douban is suitable for corpus study.



Figure 1 ‘Full River Red’ Movie Poster

1. **Research questions**
2. How did the audience rate the film? What kind of emotional characteristics do the comments have?
3. What metaphors are used respectively by the high-score comments and the low-score comments of the film? What's the difference between them? What is the reason of the difference?
4. **Research methods**
5. Data collection

Collect the top 500 hits and short online reviews of the movie ‘Full River Red’ on Douban. The collection range is from January 22, 2023 to February 9, 23. Then, build a small corpus (38386 tokens).

1. Tokenization and Stop-Words Filtering
2. Wordcloud
3. Sentiment analysis

Data collection--get\_data/py, Corpus--mjh.txt, others--main.ipynb

Code: <https://github.com/Xzijing/mjh>

1. **Analysis**

5.1 Quantitative Analysis

Not finished yet

5.2 Qualitative Analysis

Not finished yet. Here are some excerpts.

Positive comments (excerpts)

（1）一伙人策划了一次针对奸臣的行动，筹划**埋伏**了几十年

(A group of people planned an operation against the treacherous ministers, planning to lie in wait for decades)

--Structural Metaphor/Ontological Metaphor: Operation is war

（2）我觉得这部《满江红》**道尽**了一个老人，一个老电影艺术家的“精忠报国”

(I think ‘Full River Red’ has exhausted an old man, an old film artist's ‘loyalty to serve the country’)

--Ontological Metaphor: Movie is person

（3）表演伪装和真情流露也被**揉作一团**

(Acting camouflage and true feelings are both mixed up)

--Structural Metaphor: Acts and emotions are deformable objects

Negative comments (excerpts)

（1）你会发现本片这一系列所谓的反转的水平和全片的喜剧笑点水平一样**上不了什么台面**

(You will find that the level of so-called reversals in this series of films is the same as the level of comedy jokes in the whole film.)

--Ontological Metaphor：Movie is person

1. 搁这儿**大杂烩**？

(Put here a hodgepodge?)

--Structural Metaphor/Ontological Metaphor: Movie is food

（3）电影最后有点**垮**

(The movie fell apart at the end)

--Structural Metaphor/Ontological Metaphor: Movie is machine

1. **Conclusion**

Not finished yet

1. **References**

Not finished yet

[1]Chen, C., Xu, B., Yang, J. H., & Liu, M. (2022). Sentiment analysis of animated film reviews using intelligent machine learning. Computational Intelligence and Neuroscience, 2022.

[2]Lakoff, G., & Johnson, M. (2008). Metaphors we live by. University of Chicago press.

[3]Shah, P., Swaminarayan, P., & Patel, M. (2022). Sentiment analysis on film review in Gujarati language using machine learning. International Journal of Electrical and Computer Engineering, 12(1), 1030.

1. Douban.com (Chinese: 豆瓣) is a Chinese online database and social networking service that allows registered users to record information and create content related to film, books, music, recent events, and activities in Chinese cities. https://en.wikipedia.org/wiki/Douban [↑](#footnote-ref-0)