

# HARRY POTTER CHAMBER OF SECRETS

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Over Long Sequel  
Short of Magic



# MOVIE IN A GLIMPSE

**Director:** Chris Columbus

**Writers :** J. K. Rowling (novel) Steve Kloves (screenplay)

**Genre(s):** Adventure, Mystery, Fantasy, Family

**Runtime:** 161 min

**Actors:** Daniel Radcliffe, Rupert Grint, Emma Watson

**Won 1 BAFTA Film Award:** 13 wins & 46 nominations total

September 8

OF

SECRETS

Babcock  
BY ART HOUSE CINEMA



It's year two at Hogwarts, and Harry, Ron and Hermione are back learning, but their year doesn't go quietly.

Members of the school are turning up petrified and bloody writings are appearing on the walls, revealing to everyone, that someone has opened the Chamber of Secrets.

The attacks continue, bringing the possibility of the closure of Hogwarts. Harry and his friends are now forced to secretly uncover the truth about the chamber before the school closes or any lives are taken.

# ROADMAP



Research Question



Collect, process, and clean data



Thematic Analysis on Harry, Ron, Hermione Conversations



Script Analysis through R (Text mining, Social network analysis, Sentiment Analysis)



Movie Review Analysis (Text mining through R, Thematic Analysis) from 110 reviews Rotten Tomatoes and Metacritic



Insights/Recommendations

## RESEARCH QUESTIONS



Is Harry really the central character?



Is it time to let go of Ron?

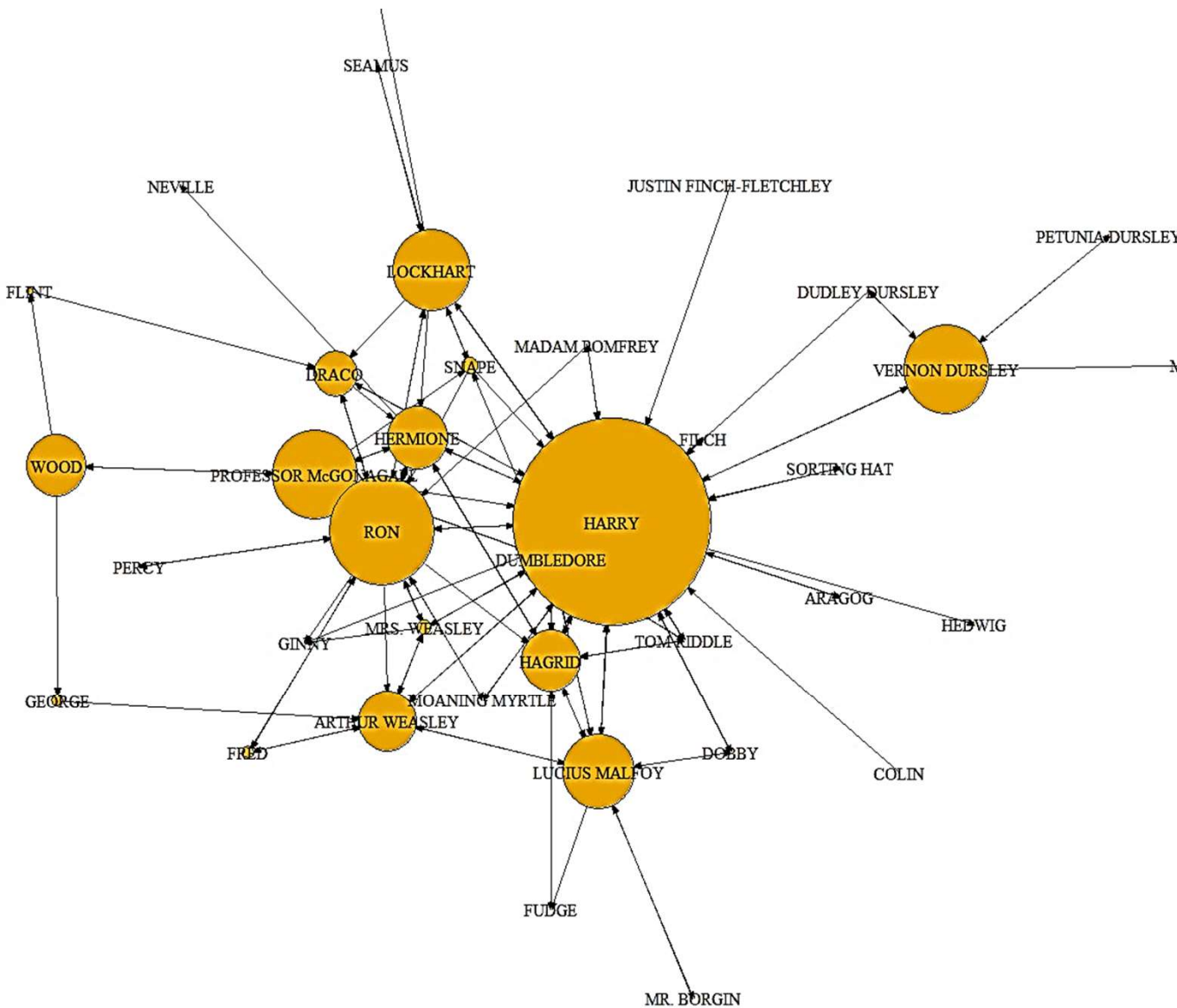


Is the movie too dark for a younger audience?

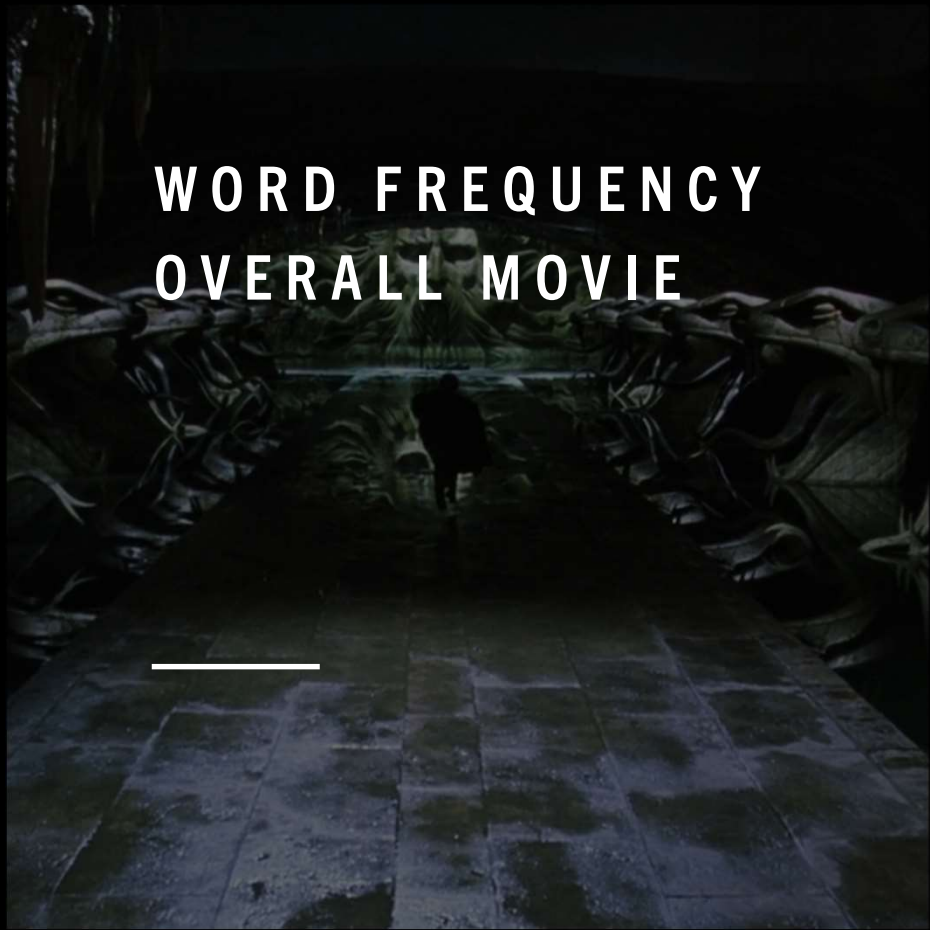


How well did the audience receive this movie?



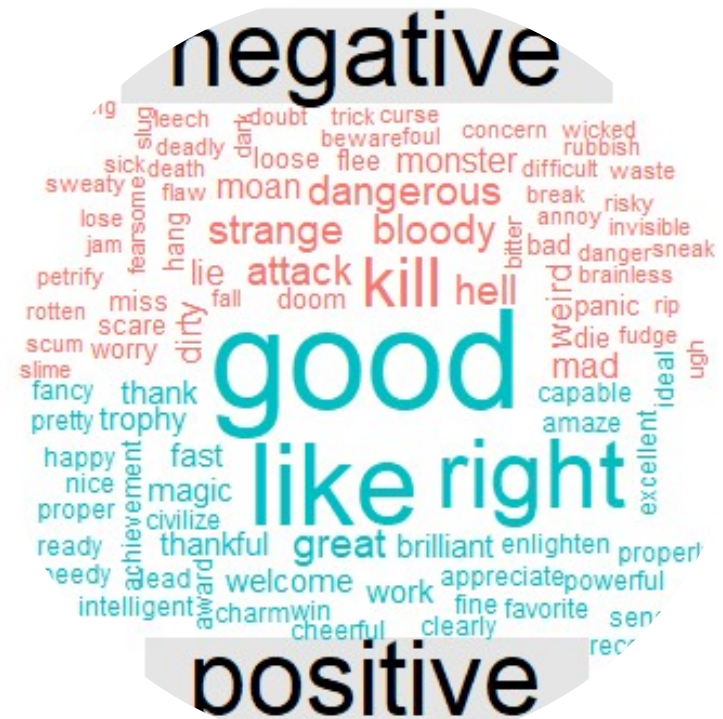


WHO IS THE  
CENTRAL  
CHARACTER?



# WORD FREQUENCY OVERALL MOVIE

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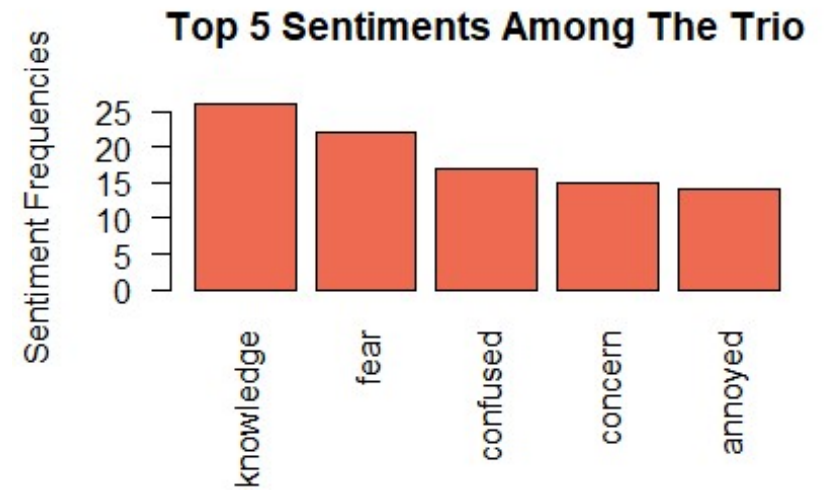


## A row of five Harry Potter figurines. From left to right: Professor McGonagall in a green robe and pointed hat holding a wand; Hermione Granger in a black robe and grey skirt holding a wand and books; Harry Potter in a black robe and Gryffindor scarf holding a wand; Ron Weasley in a black robe and Gryffindor scarf holding a wand; and Albus Dumbledore in a purple and brown robe with a long white beard holding a wand.



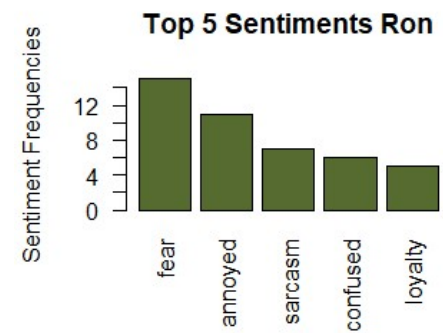
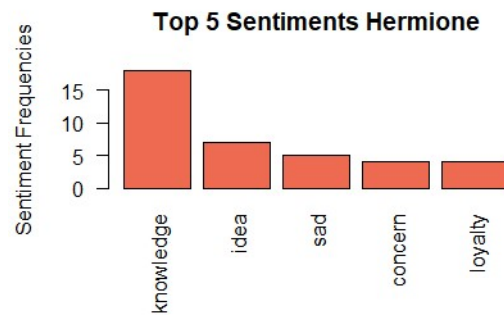
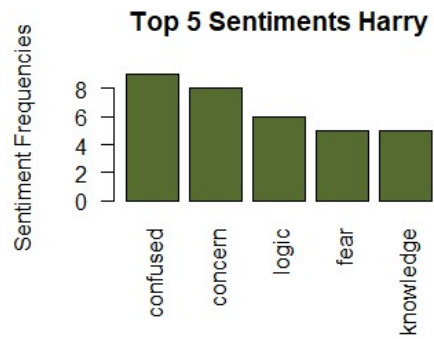


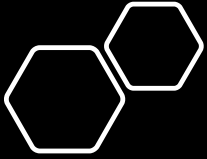
# HARRY, RON, HERMIONE DYNAMICS



annoyed  
idea fear loyalty  
knowledge  
confused  
sarcasm id prise hopeful

# COMPARING TOP SENTIMENTS



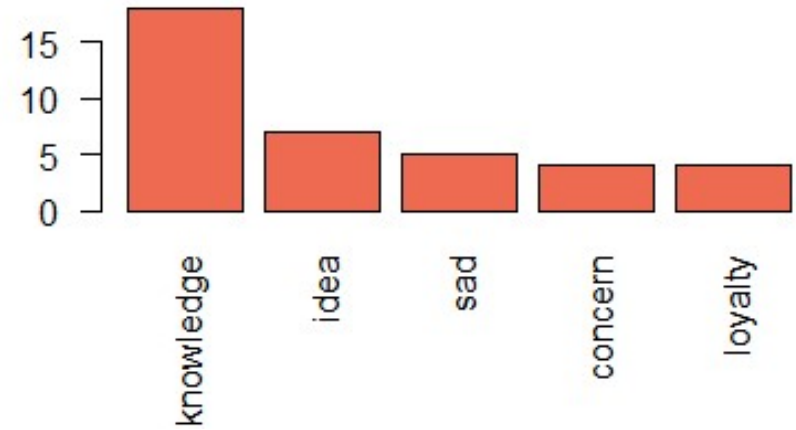


IS HARRY REALLY  
THE CENTRAL  
CHARACTER IN  
THE TRIO?

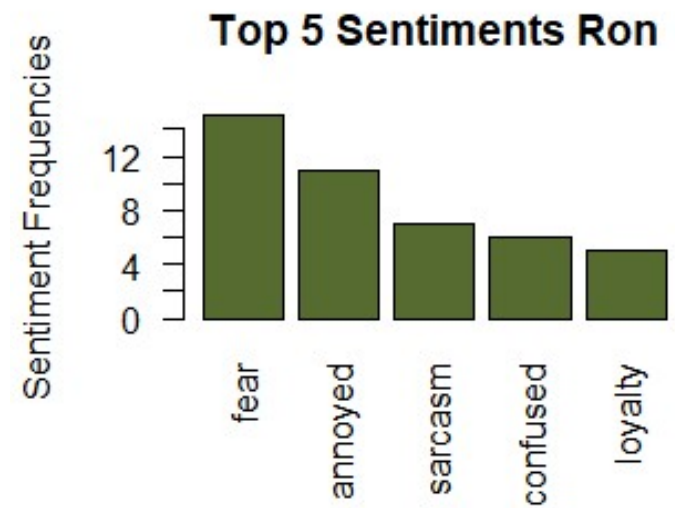
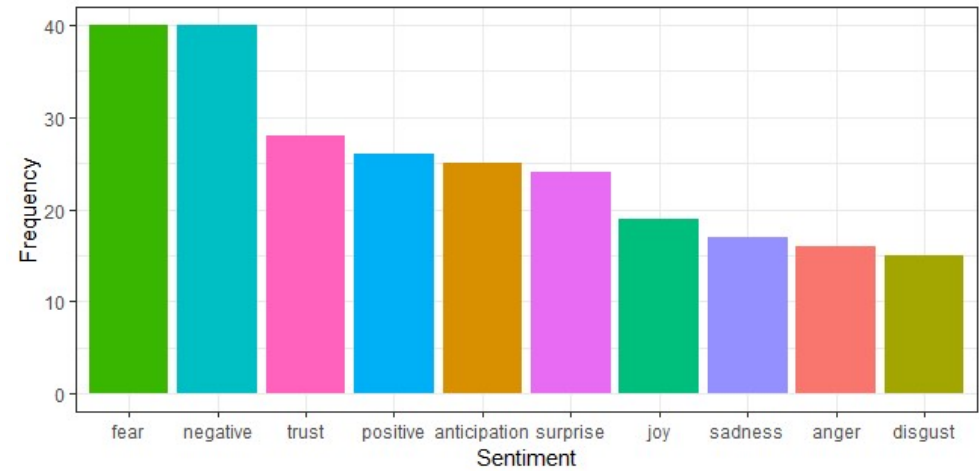


Sentiment Frequencies

Top 5 Sentiments Hermione



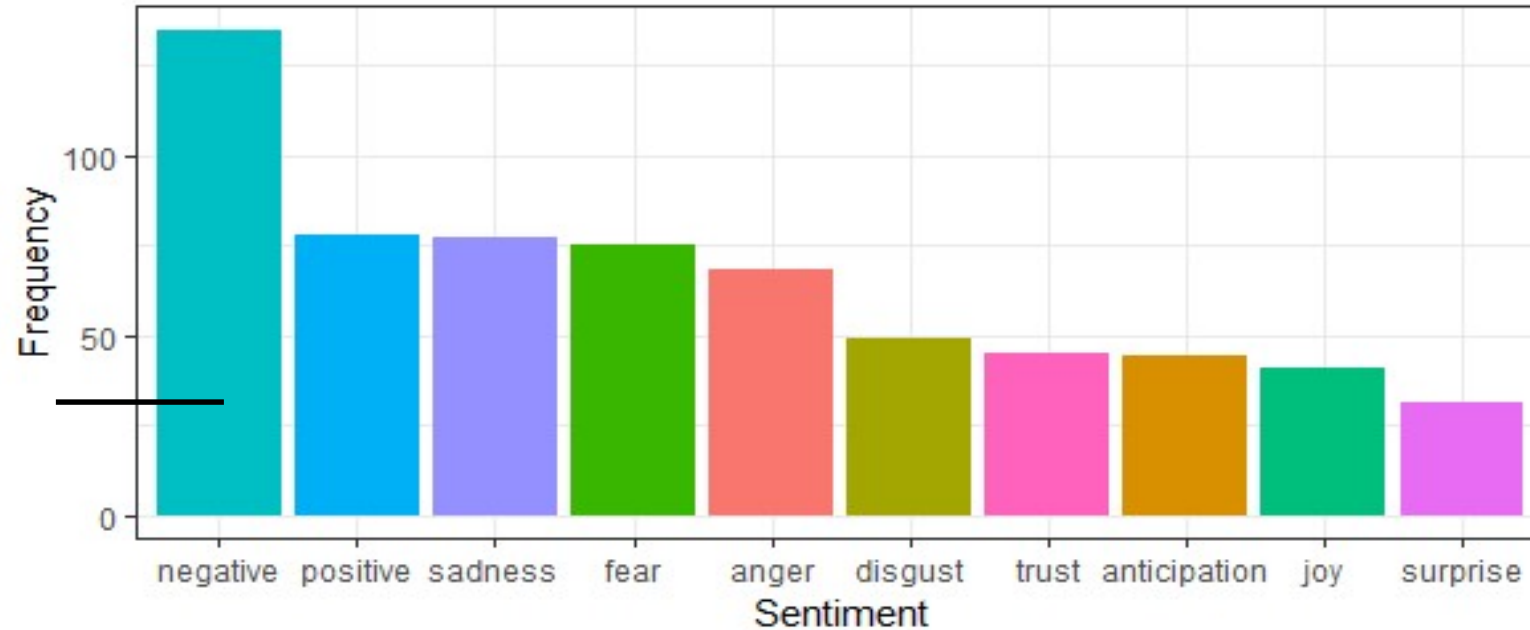
# CHARACTER ANALYSIS-RON





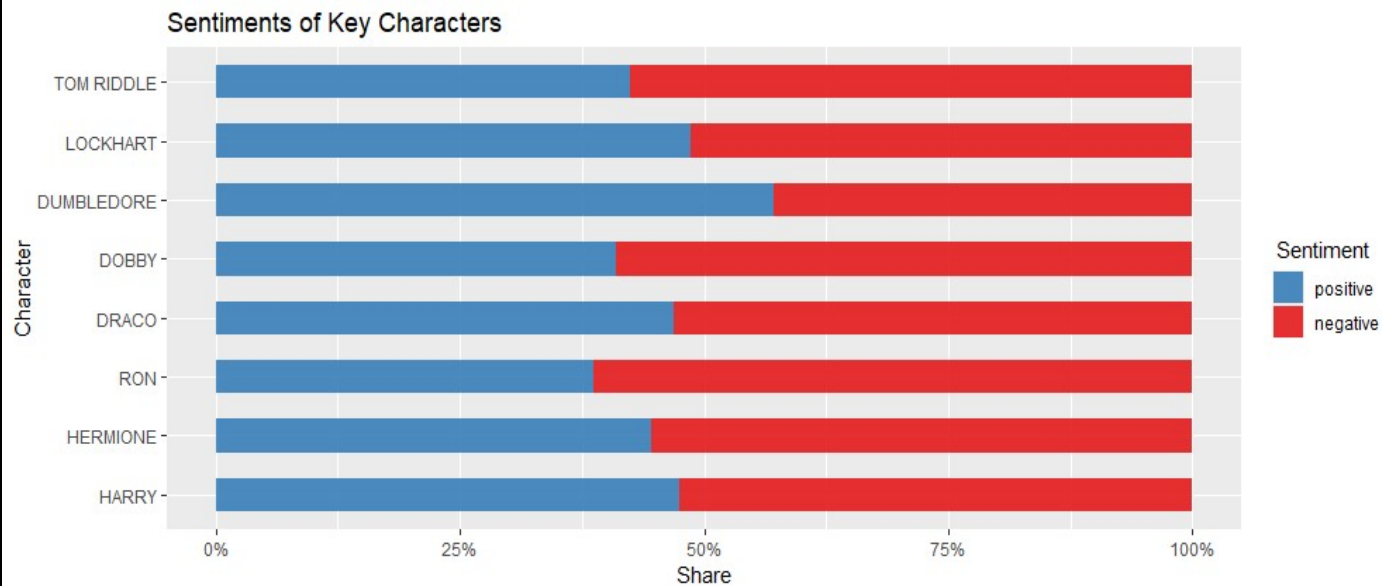
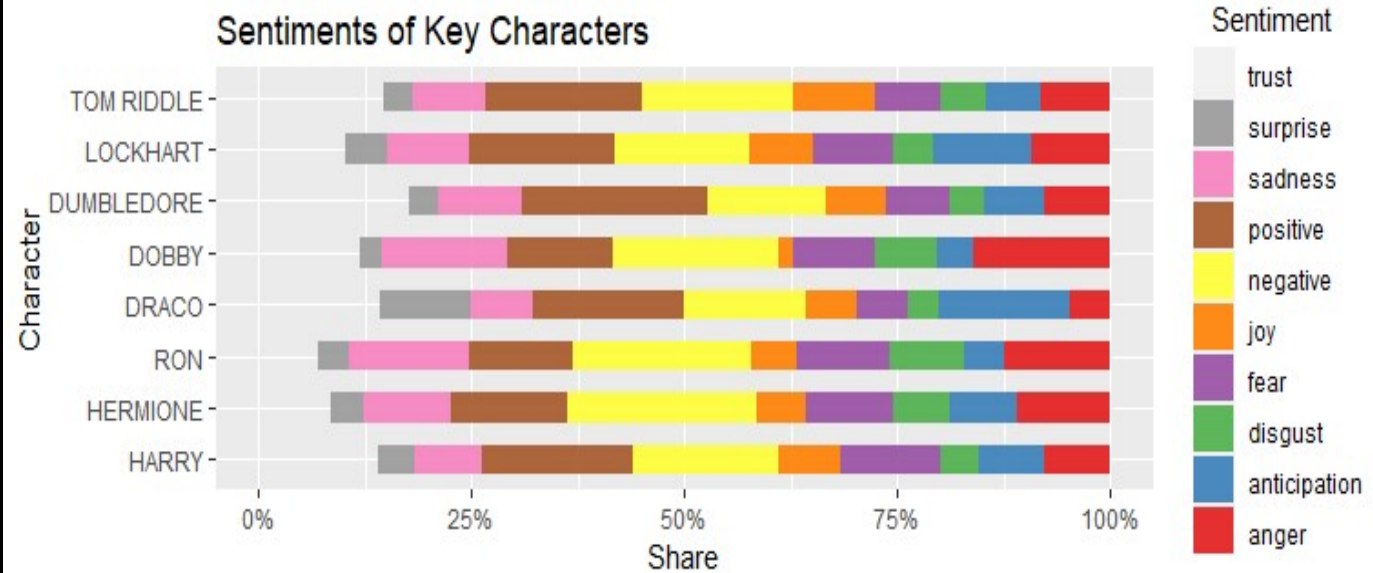


# SENTIMENT ANALYSIS- OVERALL



# SENTIMENTS OF KEY CHARACTERS

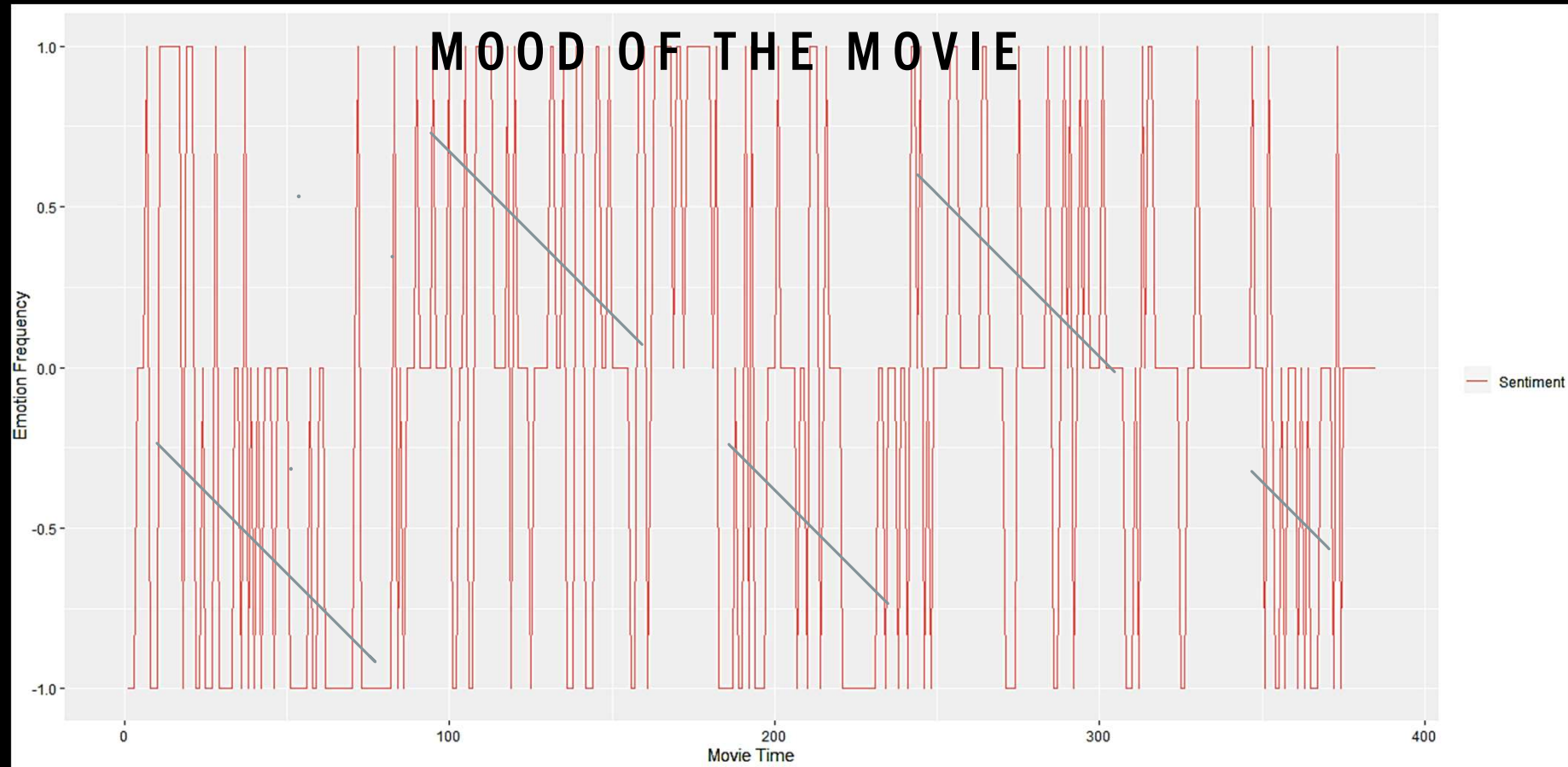
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A word cloud featuring various terms and character emotions. The words are arranged in a circular pattern, with some words being larger and more prominent than others. The colors of the words vary, including shades of green, orange, pink, and purple. The words are as follows:

- lockhartspell
- dracocold
- hermionepositive
- harrydenies
- harryfrustrated
- luciusbelittle
- harryhappy
- harrydemands
- harrycare
- harrypanic
- harrydefend
- hermionehappy
- harryfear
- harrysad
- ronfear
- belittle
- draconate
- harrynervous
- hermionecare
- harrybrave
- ronworried
- ronpanic
- harryscared
- ronangry
- harryspell
- harryconfused
- ronsad
- harryworried
- harrysad
- harryangry
- harryrelieved
- dracobully
- harrysurprise
- rondoubt
- ronhappy
- lockhartconfused
- dracoangry
- lockhartdoubt
- lucius
- lockhartdefend

# MOOD OF THE MOVIE



# MOVIE REVIEWS



Punishingly long and slow in parts.

[Full Review](#) | Original Score: 2.5/5

Apr 20, 2003



I still don't understand how J.K. Rowling could have made such obscene gobs of cash off of such a simple and overwrought premise ... I'll stick with LORD OF THE RINGS

[Full Review](#) | Original Score: 3/5

Mar 18, 2003



This overlong sequel is short of magic.

[Full Review](#) | Original Score: 2/5

Nov 16, 2002



A rich and rewarding family entertainment experience that teens and adults will thoroughly enjoy more -- as will the kids.

[Full Review](#) | Original Score: 4/5

Dec 2, 2002



Harry Potter and the Chamber of Secrets isn't perfect, but it's everything it should be: fun, exciting, humorous and stirring.

[Full Review](#)

Dec 6, 2014



Harry Potter and the Chamber of Secrets is darker, funnier and finer than its forerunner Harry Potter and the Philosopher's Stone.

[Full Review](#)

Dec 6, 2014



## IMDb RATING



**7.4/10**

591K

## DEMOGRAPHIC RATING

2.5

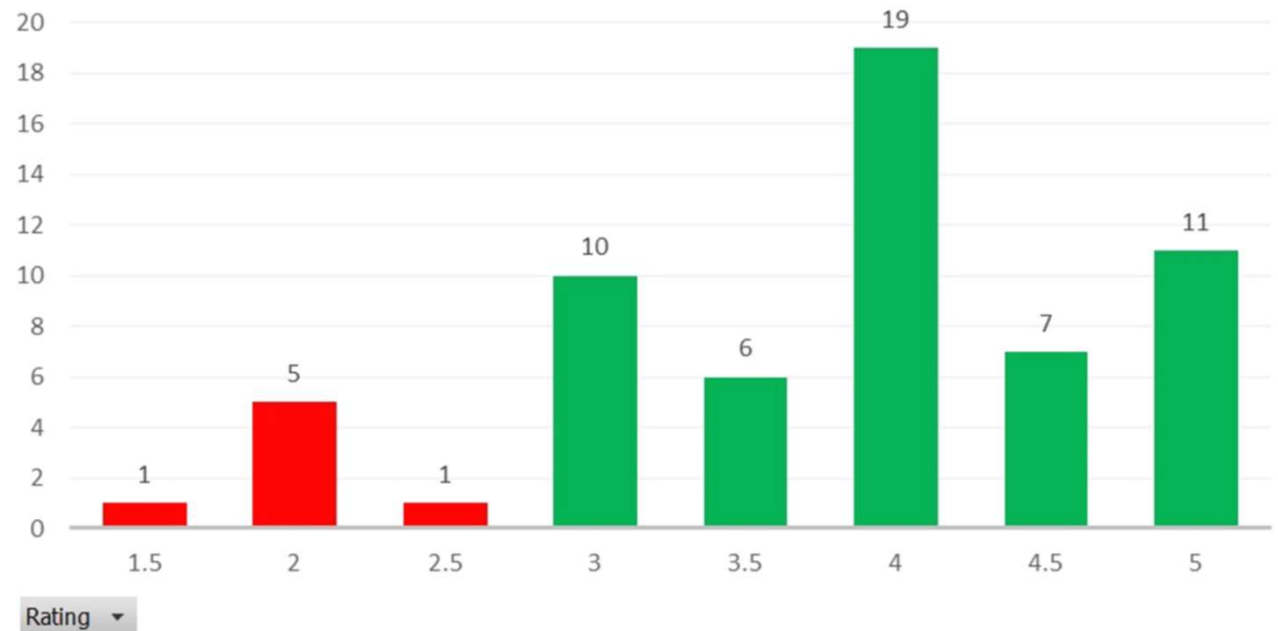


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Count of Rating

### Frequency distribution of Movie ratings



## HARRY POTTER AND THE CHAMBER OF SECRETS

PG 2002, Adventure/Fantasy, 2h 41m



**82%**

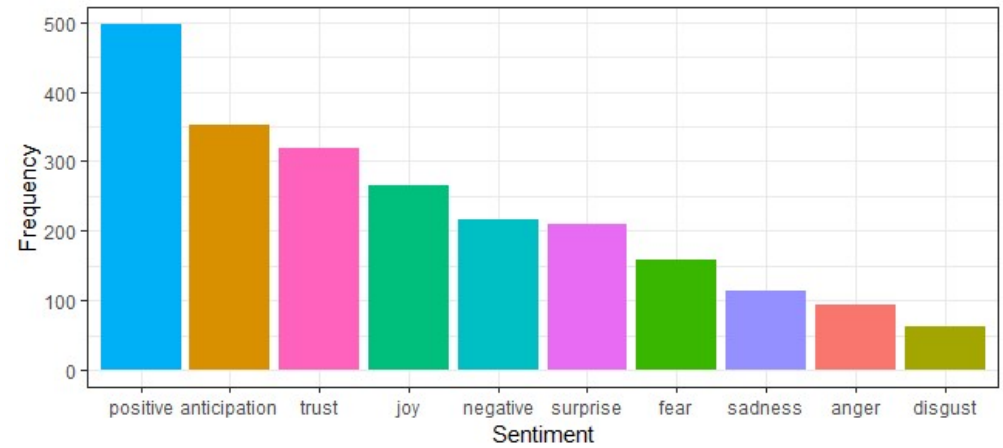
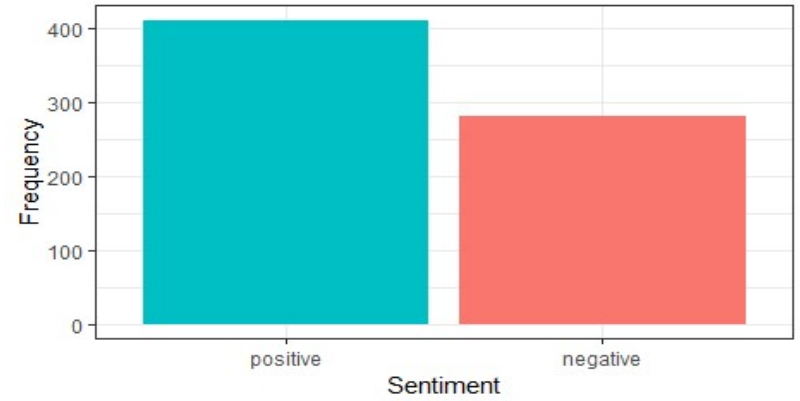
TOMATOMETER  
239 Reviews



**80%**

AUDIENCE SCORE  
250,000+ Ratings

# MOVIE REVIEW ANALYSIS





# INSIGHTS



The movie's runtime is long and slows down in the middle, however this can be addressed in the subsequent parts. It has to be cut down in length and made more pleasant to watch for younger audience instead of dark.

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Even though Harry is the central character, Hermione is as important as him. And we believe Ron has a lot of potential too.



As per the Sentiment Analysis the movie is predominantly dark and negative which might not be a great fit for children and can alter their emotion.

*Thank you!*

