



# Analyzing Tweets: Cannes Film Festival



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NLP

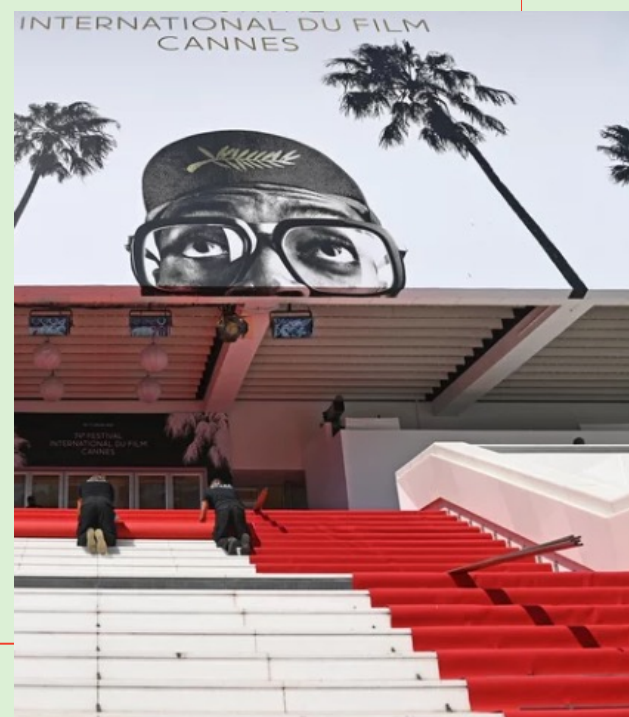


# INTRODUCTION

Cannes Film Festival  
May 17 – May 28 , 2022

## GOAL:

Find which movies were discussed  
the most, what was the sentiment &  
conversation around these.





# METHODOLOGY

## 1. Data Collection & cleaning

- Twint to scrape tweets ~29k
- Regex for text cleaning
- Stopword removal



## 3. Topic modelling

- NMF for identifying movies
- Sub-topics within movies were found

## 2. Tokenization and Vectorization

TF-IDF vectorization with  
n\_words =1

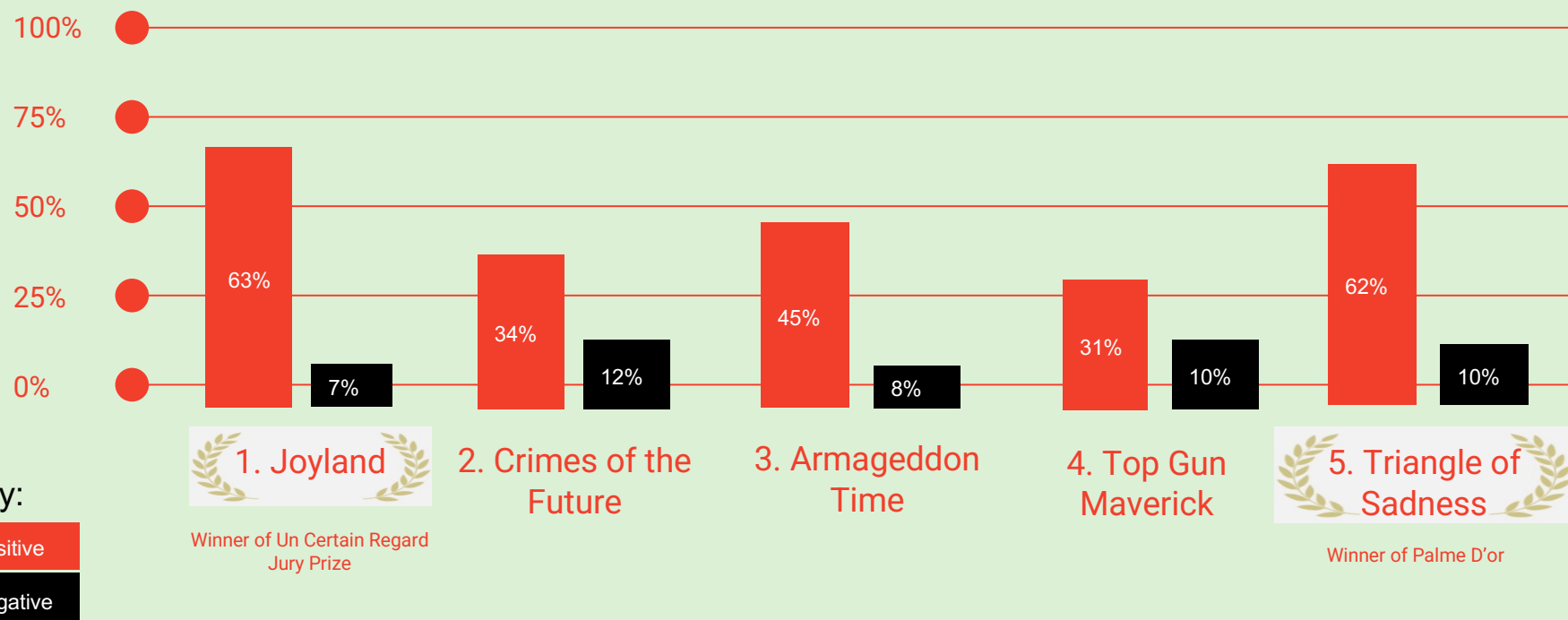
## 4. Sentiment Analysis

- NLTK VADER
- SpaCy for adjective tagging

**NLTK**

**spaCy**

# TOP 5 TWEETED MOVIES





## Most negative tweets from VADER Sentiment Analysis

tweet	topic_name	neg
broker team fighting	Broker	0.714
broker fighting broker brokeratcannes2022	Broker	0.714
broker team fighting	Broker	0.714
fuck shit am dead iu leejieun broker leejieuna...	Broker	0.695
mindfuck arthouse horror	Crimes of the Future	0.649
disgusting spectacle of meaningless human glut...	Crimes of the Future	0.612
poor claire denis	The Stars at Noon	0.608



# Joyland Subtopics

**Standing Ovation**

ovation, standing, receives, minute, 12

**Jury Prize**

jury, prize, certain, regard, wins

**Pakistan pride**

proud, moment, Pakistan, representing,  
Saim Sadiq

**Pakistan debut**

entry, Pakistan, debut, prolonged, screening

**Congratulations**

team, congratulations, winning, happy, entire







# CONCLUSION



- Able to assess topics and sentiment through various methodology
- **Joyland** was the most talked about and positively tweeted movie

## FURTHER WORK

- Try supervised training with a target e.g. can we identify official accounts?





# THANKS!

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**Does anyone have any questions?**

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