Feedback for Project Number 19

## Instructions

Use the program below (beginning line 13) to figure out who you will be critiquing. You will critique two of your colleagues’ work and provide feedback for them to produce their best work. Remember this is to help them out so do not be mean, but also do not hold back. Be sure to highlight areas of success as equally as areas of failure. Use the template below the code to provide them this feedback. You can find the [project links here](https://docs.google.com/spreadsheets/d/1TeRLCCzdV_1e2hx4JIrIS8X9S_h21IHqvWNv02Q226s/edit?usp=sharing)

**Be sure to change the name of the project in the title above and in the document title.** This is the project number you are critiquing and should be included in the output file so that the document name reads ‘Critique\_of\_Project##.docx’. Once you are finished, e-mail me both documents (one document per critique) and I will upload them to the ‘Peer\_Reviewed\_Work’ folder so that your peers can view them. Do not e-mail me the .Rmd file. These reviews are due by **Friday, March 26th at 5:30pm CST**. For ease you can use this markdown file to fill out your responses and knit which will produce a word document for you.

## Feedback Below

**What is their topic on?**

* *Is the title consistent with the topic?*
* *In other words does the title make sense for the project?*

“Don't California My Texas! ...a cultural exploration in reddit”

**Are the objectives of the project clearly identifiable?**

* *What are they wanting to study?*
* *What is the motivation of this project?*
* *What does the presenter hope to accomplish with this project?*

The project is looking to study the overall feelings of the Texans’ thoughts about Californians moving to Texas. The motivation is particularly current events surrounding the overall thought that Texans may or may not be happy about the migration for reasons like changing the political landscape. The presenter analyzes the subreddits over a period of years to examine the context to find out how Texans *really* feel.

**What data are used?**

* *What website(s) are scraped?*
* *Are other data brought in from outside sources?*
* *If so, what are they and how do they add to the project?*

Reddit, no other sources.

**What is your overall impression of the project?**

Regarding the presentation, I really liked the overall structure, giving a background and allowing the viewer to understand how you went about scraping the website, then moving into visuals and conclusions. I could understand your logic behind your approach in scraping reddit and how you grouped sentiments. The section that you reviewed your challenges and solution was very insightful to see how you were able to scrape the data. I loved your mention of the IBM 80/20 Rule at the beginning. Overall good overview of your project purpose and approach.

**Other encouragements/critiques you would like to provide to your colleague in order for them to have a more refined project.**

The way that you analyzed Reddit and the subreddits was very insightful to how you wanted to gauge the discussion of areas about or in Texas. The analysis that you provided, breaking down “most discussed”, then “most discussed by year”, then by “sentiment”. I like your approach at the grouping of sentiments (particularly your example with the word “politics”) because you didn’t rely strictly on a definition of a word, you also analyzed the context of that word during this time.

All the visuals you used with Tableau were very insightful, however, from a high level, I would say are a little “busy”. It was helpful that you added the additional bullets for analysis, but I found myself relying on the bullets to tell the story rather than the visuals. From my experience, a visual should be able to provide relevant information quickly. I think a better approach would be to keep your visuals but utilize those as a “drill-down”, so that you can give the high level visual (example, by year you can show a solid bar with a count of overall sentiments within that year, hitting on your first point of the most active year being 2020, *then*, going into a drill down for the individual cities/topics). Also, the bubble chart was the easiest to understand but the words were too tiny to make out.

I am particularly interested in this topic, as I am from Austin and feel as if **everyone** is moving to Austin. I was quite surprised by your conclusion that Texans may not have such an opposition as suggested by the media, and based on your data collection, background, sentiment grouping explanations and visuals, I do have confidence in your analysis and conclusion.