For my business insight report, I chose to delve into the reviews of the multi-awarded horror film, Get Out. I decided to analyze what critiques have to say about one of my favorite films (and mentally argue with them, unfortunately) because Get Out is a multi-awarded horror film, garnering 87 awards: one as Best Screenplay at the Oscars, and 210 nominations internationally. This is quite impressive provided that Get Out falls under the Horror genre and films from this genre are often, if not always, snubbed during awards shows. Horror Films are never considered as art since it does not touch on the deep subconscious psyche of the audience, nor it rarely shows current political or societal concerns. Apart from being a multi-awarded horror film, this movie is also called a 'liberal abomination' because it tackles white supremacy and racial issues. As an audience, you will see tiny details in the movie which relates to the main characters' ancestors' history with slavery. Due to this fact, a lot of conservatives disagree with this masterpiece of a film from comedian, Jordan Peele. In this business insight, I would like to learn about people's opinions, both agreeing or disagreeing, about how Jordan Peele is being a game changer in the horror film industry.

Now we know that the film is about racial issues, we can move one to the real thing. Upon tokenizing the user reviews, I found an outstanding result. The word "white" always has a positive connotation to it such as; anticipation, joy, positive, and trust. On the other hand, the word "black" is associated with negativity such as; negative, and sadness. This result is understandable given the fact that majority of the user reviewers rated the film below 5 out of 10. When we see the first round of results, it makes us question the public's point of view for the path that Jordan Peele is guiding for future horror filmmakers. By the film's awards, we know that it is proven to be an effective channel to emphasize on racial issues. We can say that Get Out (2017) really drew attention to people from both sides of the political beliefs.

Through the "spider web graph", we can say that most of the audience members did not take the message of the film well. Especially because the movie mostly portrayed the white family as the antagonist of the story, the viewers took it as making "white" evil despite the fact that these viewers are also fully aware that the movie is completely satirical and comedy. Also, we can say that the reviewers took the message of the film as a "subtle reverse racism". However, there are also reviewers who have positive opinions about the movie. There are

reviewers who are saying that this film is easily a horror “classic”, along with the words “psychological American contemporary”. Moreover, we can see the ratings were split with extremes, our reviewers did not hold back with staying neutral with their opinion. Ratings out of 10 that had strong impacts were from 1, 2, 3, 8, and 9. Furthermore, from “horror”, the words “genre” and “conventions” followed through. This could mean that our beloved filmmaker, Jordan Peele, could either be breaking the genre conventions, or just messing with it—it was not really clear with our diagram.

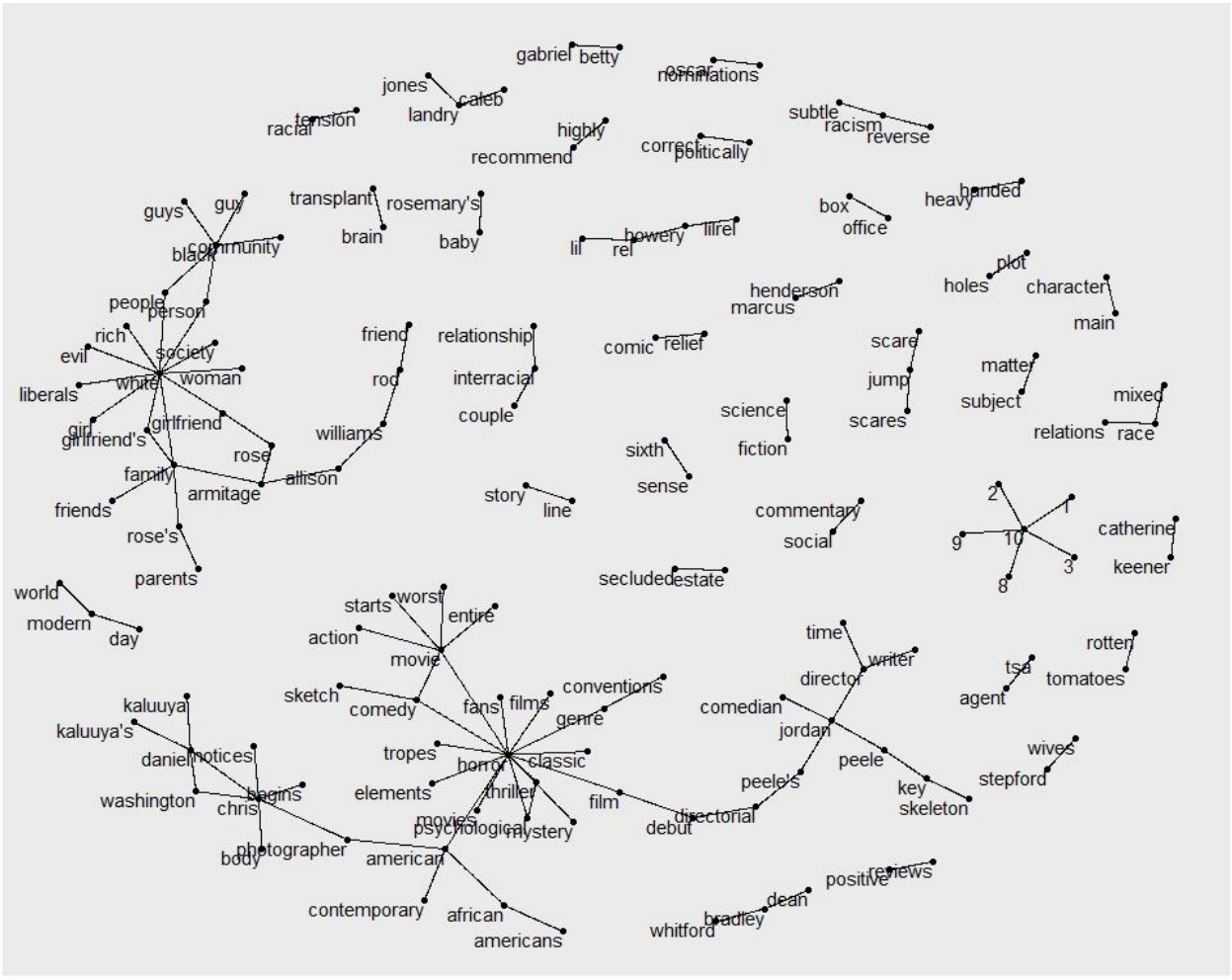
With our sentiment analysis, we can see that the negatives were “racism”, “plot”, “evil”, “tension”. With this information we can conclude that the film had a dark twist, however, positive sentiments had a heavier weigh from all of the reviews. From the positive sentiments, we can take out the words “good”, “best”, “enough”, “work”, “right”, and “perfectly”. With these set of words, the reviewers might have been saying that Jordan Peele’s “work” is the “enough” amount of the dark twist as mentioned in the negative sentiments.

According to our binary word cloud, we have more positive connotations with the words “balanced”, “admire”, “award”, and “benefit”, along with the negative word, “bothering”. In proportion, we can presume that Get Out (2017) has bothered our audience enough to earn enough attention to really talk about the underlying issue of the film. Which is good, even if we could agree that the film has had mixed opinions in the talks, I would quote that “any publicity is good publicity”. After all, from the budget of $4.5 million, the film has earned a worldwide gross of $225.5 million. Especially considering that the film has a satirical touch, obviously Peele’s intentions were never to hurt the conservatives, or any specific race.

This brings us to my final conclusion, and to answer the main question that I had along analyzing the reviews. The question is, “Is the public ready for a horror genre which is too close to reality that it starts to really bother their beliefs?” I would say that if it touches on sensitive issues, such as racism and white supremacy, people are obviously anxious with confrontation. However, the good thing is that the way the film touched on it was entertaining enough to lighten the mood. And thanks to Jordan Peele, aspiring horror filmmakers can do it the way he did. The horror film industry can gain more attention, and expand its horizon and audience reach with an

inspiration such as Jordan Peele himself. Horror as a genre exaggerates one of our negative emotions which is fear through film elements that are supernatural. Jordan Peele just happens to use elements that were part of our history in a more realistic approach.

Appendix: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marcus
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washington
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african
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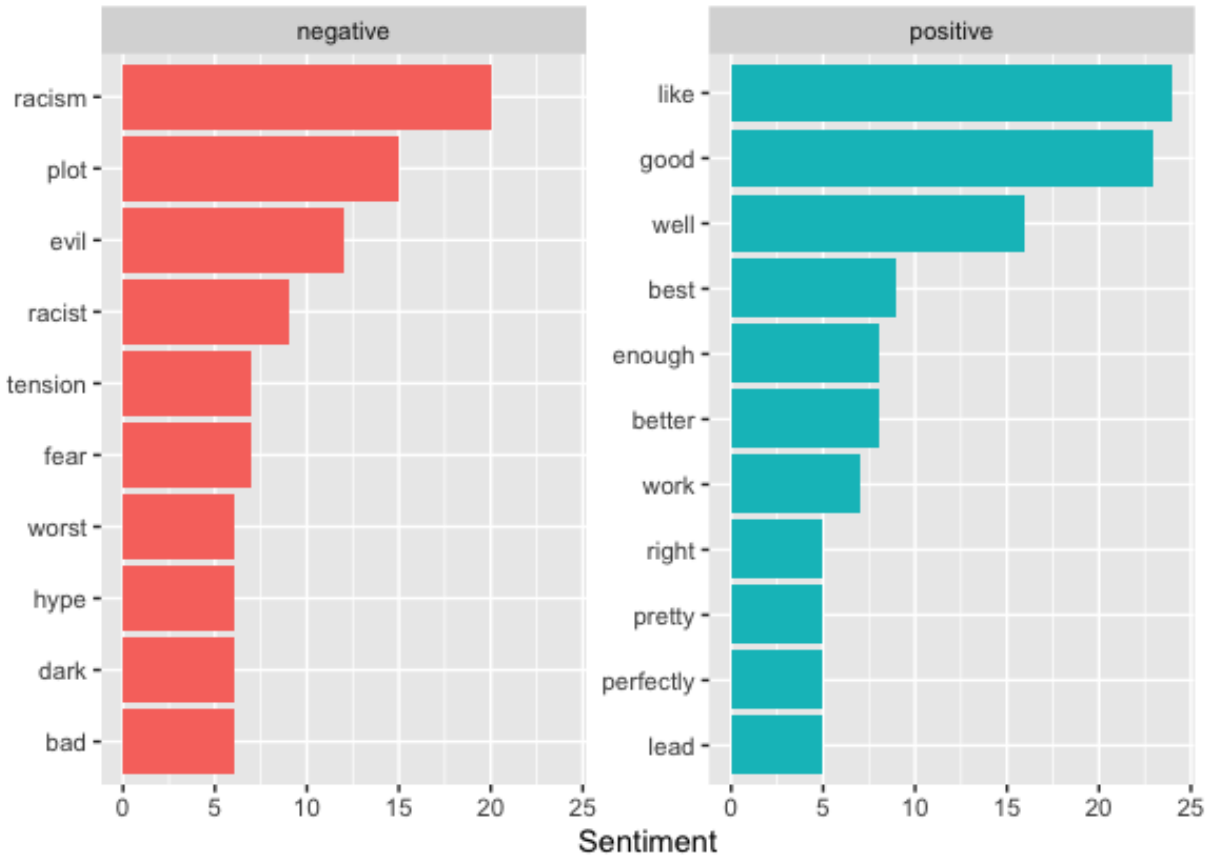
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good
well
best
enough
better
work
right
pretty
perfectly
lead
0
5
10
15
20
25
Sentiment


negative
bothering
evil
bias
bad
damn
distrust
angry
fall
admire
award
benefit
balanced
positive

```
library(tidytext)
library(textreadr)
library(dplyr)
library(stringr)
library(tidytext)
library(reshape2)
library(ggplot2)
library(igraph)
library(ggraph)
library(textreadr)
library(pdftools) # pdf_text
library(magrittr) # scrapping websites
library(rvest) # scrapping websites
library(twitteR) # twitter
library(tm) # twitter
library(magrittr) # Scraping wesites from text
library(rvest) # Scraping wesites from text
library(dplyr) # group_by, tidy
library(tidyr)
library(tidytext) #stop_words, tidy
library(tidyverse)
library(stringr)
library(ggplot2)
library(wordcloud)
library(reshape2)
library(textdata)
library(tm) # for DTM
library(Matrix)
library(scales)
library(igraph)
library(ggraph)

reviews <- read_document(file="/Users/ayarapontioso/Desktop/getout_imdb.docx")
get_out <- c(reviews)

a <- 169
b <- 2

getout_df <- as.data.frame(matrix(nrow=a, ncol=b))

for(z in 1:b){
  for(i in 1:a){
    getout_df[i,z]<- get_out[i*b+z-b]
  }
}
```

```
names(getout_df)[1] <- 'Ratings'
names(getout_df)[2] <- 'User Reviews'
View(getout_df)

#####Ratings
ratings <- getout_df$`Ratings`
ratings_df <- data_frame(line=1:a, text=ratings)
print(ratings_df)

data("stop_words")
ratingstoken <- ratings_df %>%
  unnest_tokens(word, text) %>%
  anti_join(stop_words) %>%
  count(word, sort=TRUE)
print(ratingstoken)

ratings_nrc <- get_sentiments('nrc')
nrc_ratings <- ratingstoken %>%
  inner_join(ratings_nrc)
print(nrc_ratings)

ratings_ngrams <- ratings_df %>%
  unnest_tokens(bigram, text, token = "ngrams", n=2) %>%
  count(bigram, sort = TRUE)

ratings_ngrams %>%
  count(bigram, sort = TRUE)

bigrams_separated <- ratings_ngrams %>%
  separate(bigram, c("word1", "word2"), sep = " ")

bigrams_filtered <- bigrams_separated %>%
  filter(!word1 %in% stop_words$word) %>%
  filter(!word2 %in% stop_words$word)

bigrams_counts <- bigrams_filtered %>%
  count(word1, word2, sort = TRUE)

bigram_graph <- bigrams_filtered %>%
  filter(n>2) %>%
  graph_from_data_frame()
bigram_graph

ggraph(bigrams_counts, layout = "fr") +
  geom_edge_link()+
  geom_node_point()+
```

```
  geom_node_text(aes(label=name), vjust =1, hjust=1)



#####User Reviews
userreviews <- getout_df$`User Reviews`
userreviews_df <- data_frame(line=1:a, text=userreviews)
print(userreviews_df)

data("stop_words")
userreviewstoken <- userreviews_df %>%
  unnest_tokens(word, text) %>%
  anti_join(stop_words) %>%
  count(word, sort=TRUE)
print(userreviewstoken)

userreviews_nrc <- get_sentiments('nrc')
nrc_userreviews <- userreviewstoken %>%
  inner_join(userreviews_nrc)
print(nrc_userreviews)

tidy_userrreviews <- userreviews_df %>%
  unnest_tokens(word, text) %>%
  inner_join(get_sentiments("bing")) %>%
  count(word, sentiment, sort=T) %>%
  ungroup()

tidy_userrreviews %>%
  group_by(sentiment) %>%
  top_n(10) %>%
  ungroup() %>%
  mutate(word=reorder(word, n)) %>%
  ggplot(aes(word, n, fill=sentiment)) +
  geom_col(show.legend = FALSE) +
  facet_wrap(~sentiment, scales = "free_y")+
  labs(y="Sentiment", x=NULL)+
  coord_flip()

tidy_userrreviews %>%
  inner_join(get_sentiments("nrc")) %>%
  count(word, sentiment, sort=TRUE) %>%
  acast(word ~sentiment, value.var="n", fill=0) %>%
  comparison.cloud(colors = c("grey10", "gray90"),
                   max.words=100)

getout_df <- bind_rows(
```

```
  mutate(ratingstoken, question = 'Ratings'),
  mutate(userreviewstoken, question = 'User Reviews'))
getout_df <- getout_df %>%
  bind_tf_idf(word, question, n)
getout_df %>%
  arrange(desc(tf_idf)) %>%
  mutate(word=factor(word, levels=rev(unique(word)))) %>%
  group_by(question) %>%
  top_n(15) %>%
  ungroup %>%
  ggplot(aes(word, tf_idf, fill=question))+
  geom_col(show.legend=FALSE)+
  labs(x=NULL, y="tf-idf")+
  facet_wrap(~question, ncol=2, scales="free")+
  coord_flip()
```