



# (S)Exploratory Data Analysis

Tweet analysis on  
Netflix's Sex Education

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# Flow of Presentation

Context

Goal

Dataset

Methods

Findings



# CONTEXT

## Netflix's Sex Education

- Comedy-drama show on Netflix
- Focuses on the lives of high school teenagers in the U.K
- Season 3 was released last September 2021
- Known for its unfiltered displays and conversations of sex
- Each season puts new ensemble cast members into the spotlight





GOAL

## Hypothesis

Sex education is ***more than just a show about teenage sex life***: it exhibits a wide and ***diverse range of lived experiences***.

Audiences are more ***invested*** in the ***characters*** and what their ***narratives*** represent and share.

# Accounts of Identity

- Third central theme of Discursive Psychology
- Action-oriented understanding of language
- Focuses on studying psychological matters from a participant's perspective
- Identity is both an achievement and a tool: identity is achieved through talking, and is used as a tool in performing actions in talk
- "To have an identity" entails being "cast into a category with associated characteristics or features."

Social  
Identity

- The way we speak reveals a lot about our identity
- Our sense of who we are
- Our tendency to group things together and find a sense of belonging
- Important in shaping our self-image and understanding who we are

# Dataset

- *Twitter as main social media platform*
- *Extracted tweets using Tweepy*

## Basis

- Query: Sex Education Season 3
- Dates: Sept. 29 to Oct 15
- # of Tweets: ~1800
- Language: English
- Location: No restrictions (global)

## Demographic

- Sex Ed S3 was viewed by 40M households on Netflix
- Twitter audience: Gen Z and millennials



jaz

@\_malibuhoney

finished season 3 of sex education..... now what



darth lyssa

@lilsithbitch

not me crying over season 3 finale of sex education at 6am im fine it's fine

...



VarunTay || Grassful Era  
@VarunLovesTay

Adam and Ruby were the best characters in Sex Education Season 3  
Their character development>>>

...



jared

@iarhead

I truly identify with Ruby from Sex Education season 3

...

# Methods

The methods performed in order to analyze and conduct Exploratory Data Analysis on the dataset



## Filter Words

Removing stop words from the corpus

Created a text file of additional chosen stop words depending on context

Removing "noisy" words like the query, words related to Sex Ed, expected words (watch, see, go)

## Text Cleaning

Cleaning text from the corpus

Removing irrelevant characters (#'s, @'s, numerical numbers)

A combination of RegEx, Tokenization, and Lemmatization

## Sets of Analysis

Two sets of data analysis -- one with character names, one without

Have a wider range of possible word outcomes

Bi-gram and TFIDF display top 15 frequent terms

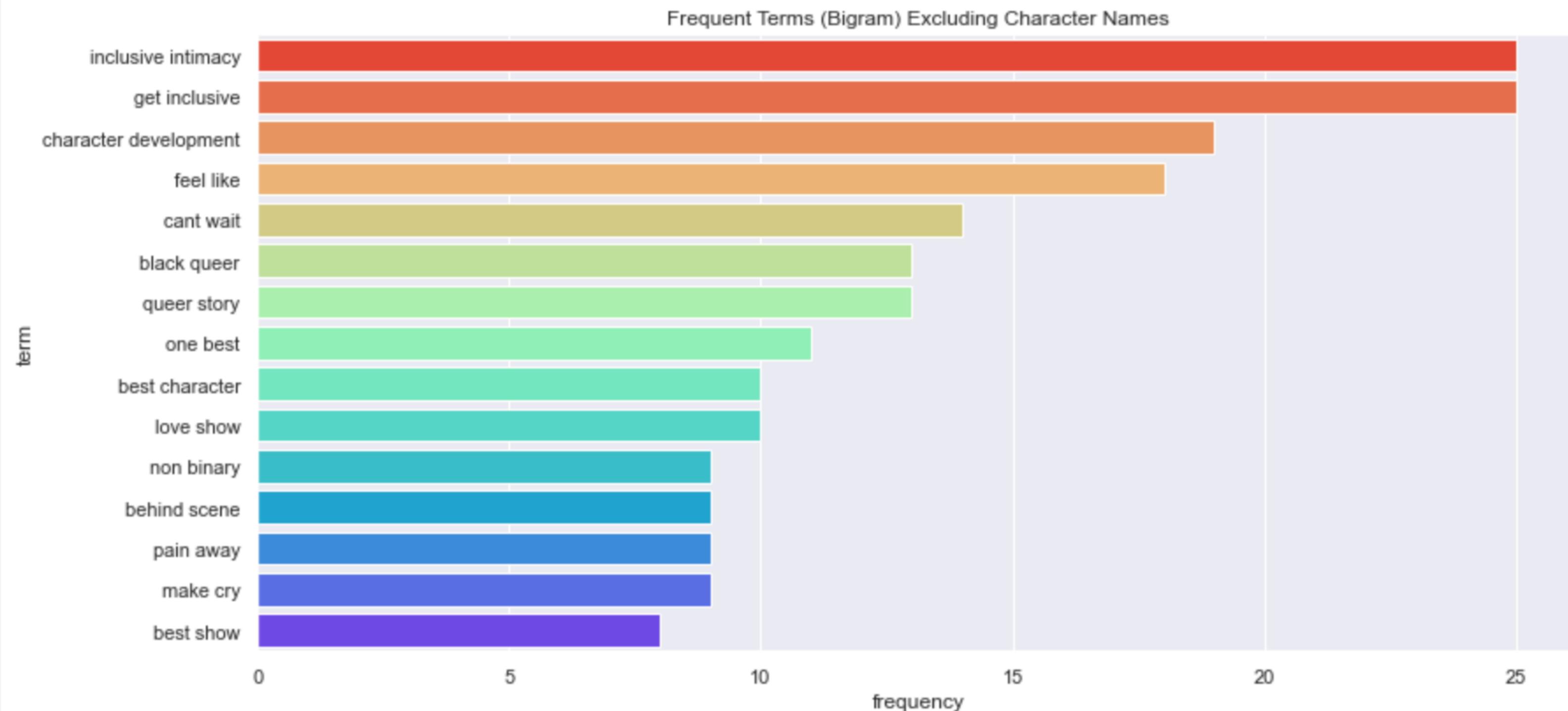


## Findings

Graphs, results, and interpretation of the data analysis

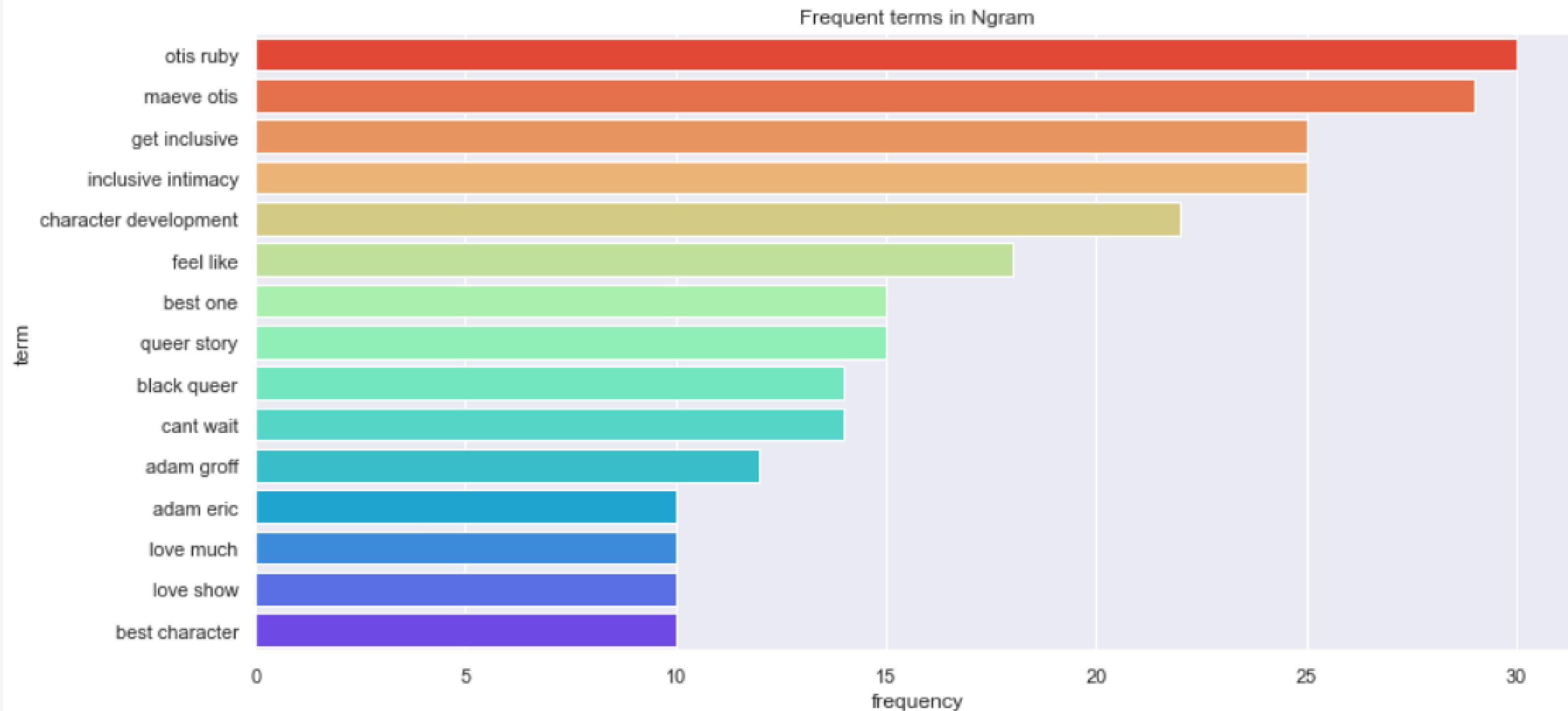
# Bigram of Frequent Terms

*Character names excluded*



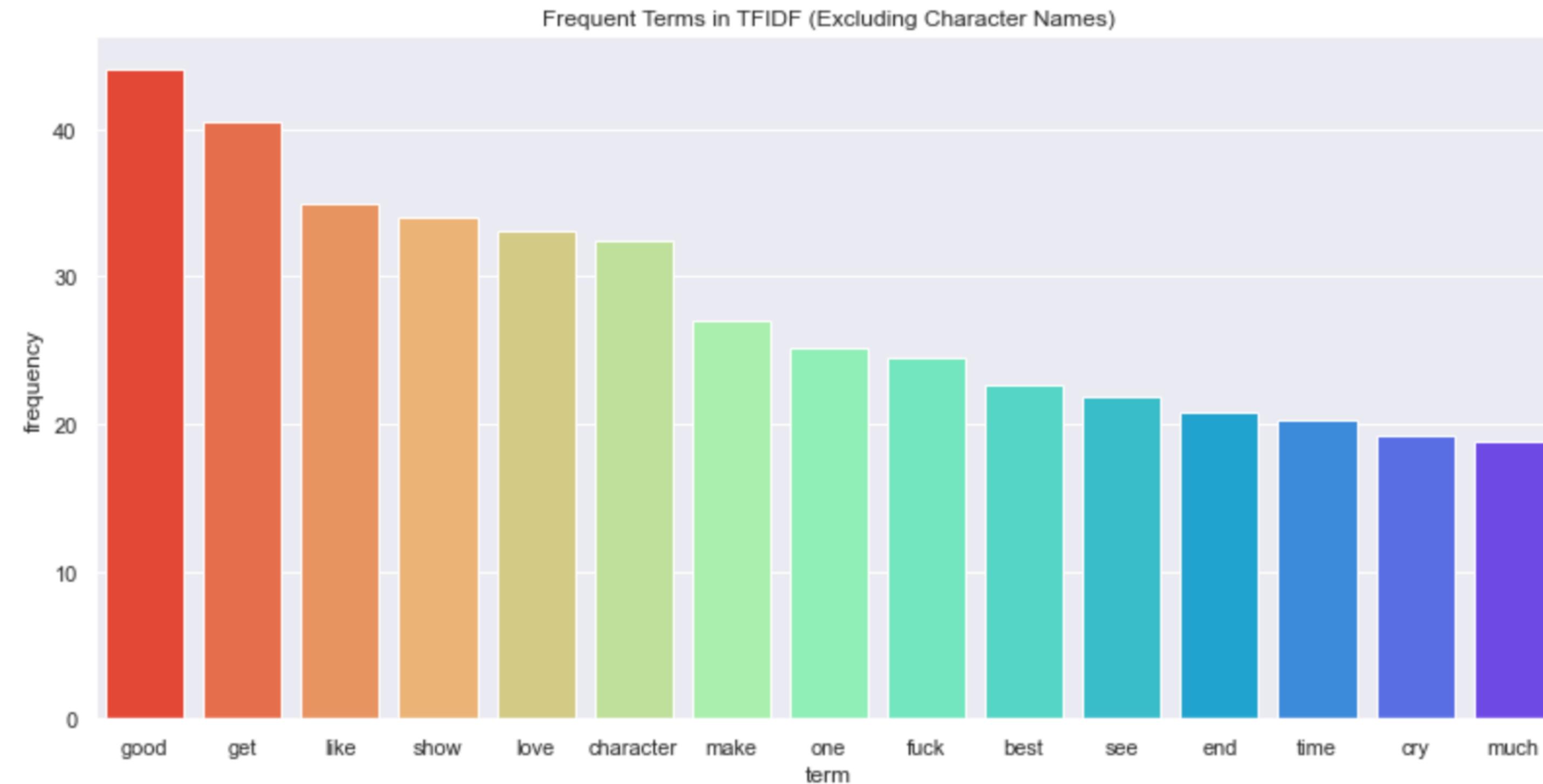
# Bigram of Frequent Terms

*Character names included*



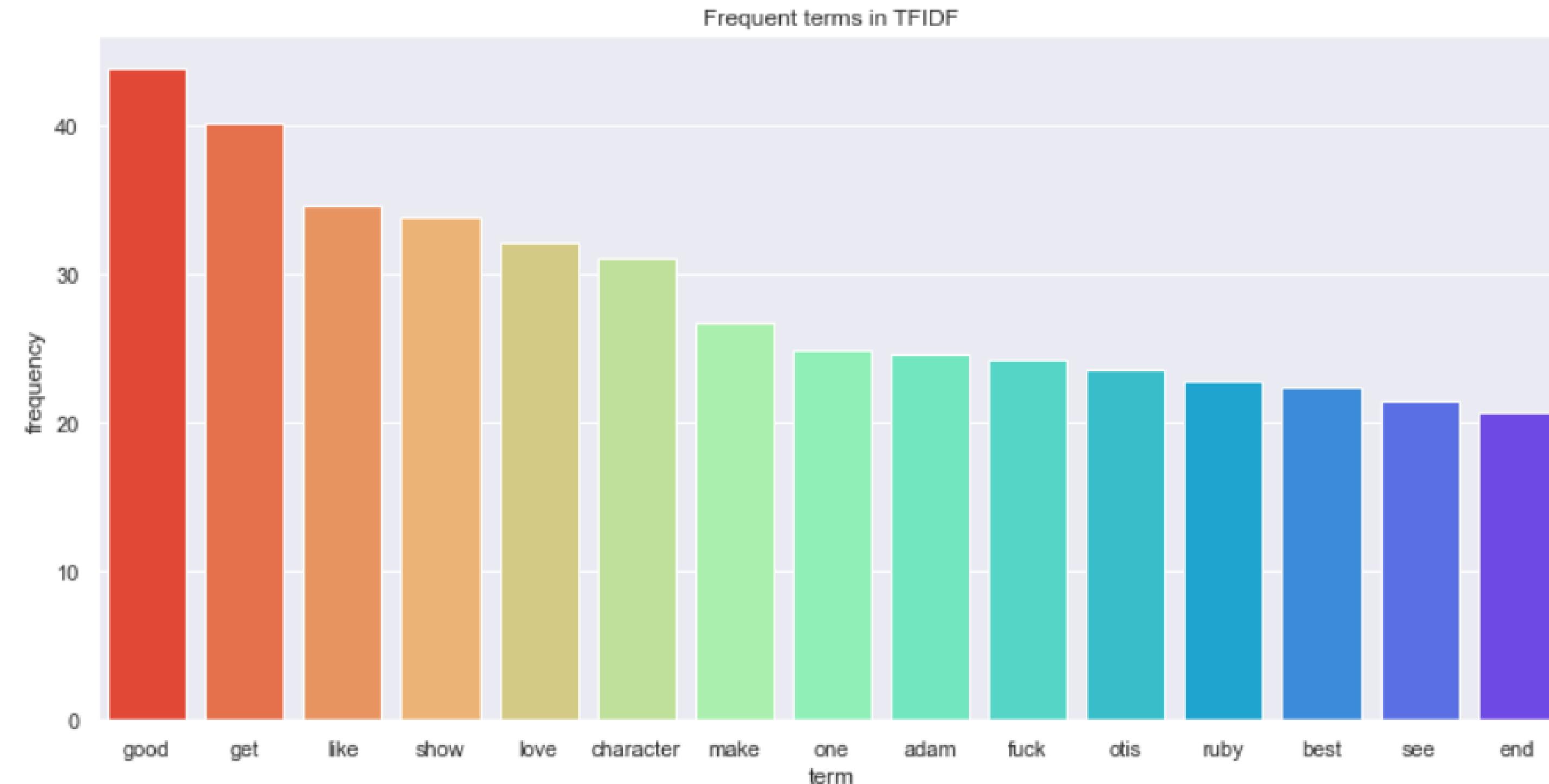
# TFIDF Frequent Terms

*Character names excluded*



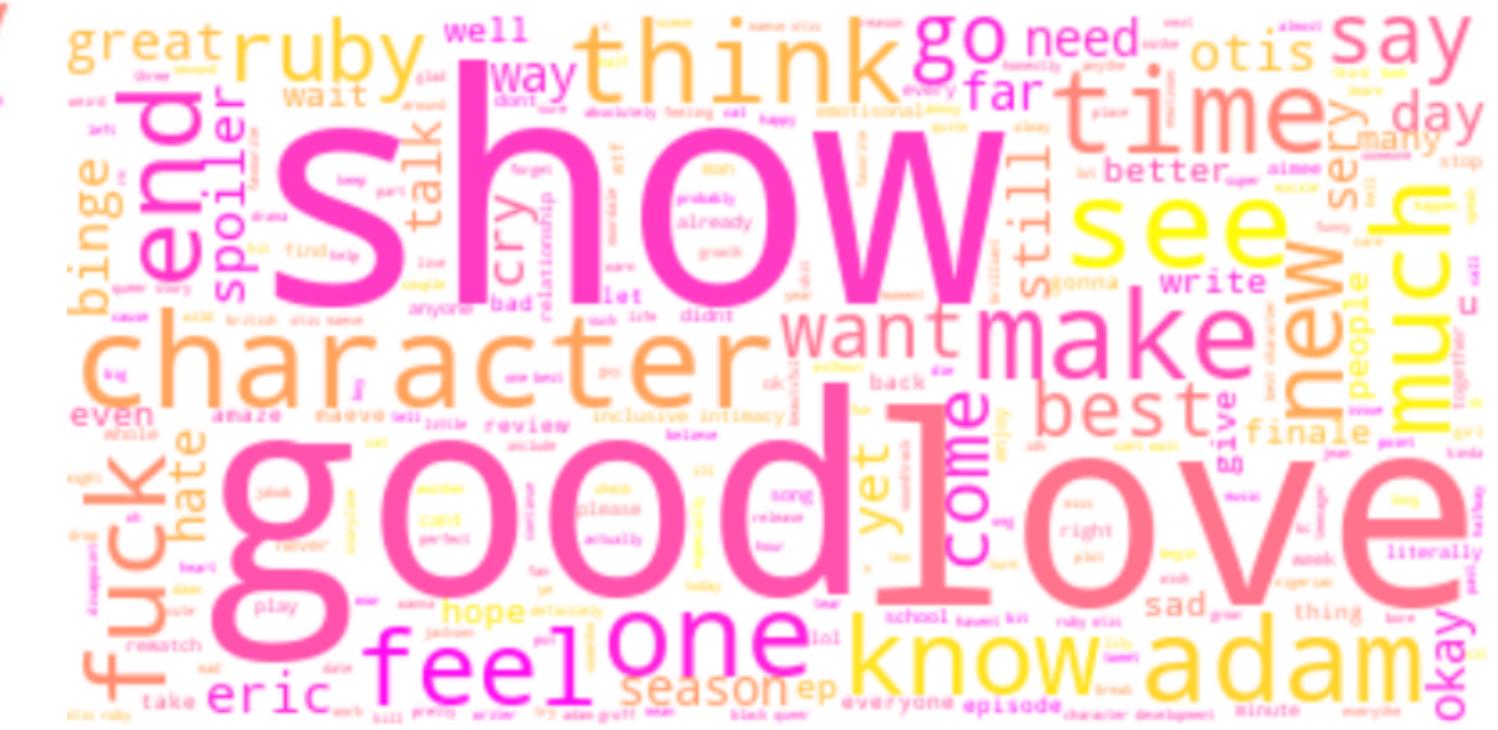
# TFIDF Frequent Terms

*Character names included*



# Wordclouds

*With character names and without character names*



# Analysis of Results

- Top terms are indicative of the show's primary theme and message
- Sex Education empowers audiences to discuss topics that are typically complex and nuanced

**Bigram top terms** are "inclusive intimacy", "character development", and "queer story"

**TFIDF top terms** are "love", "character", "best," and "cry"

The highlighted characters are **Otis, Ruby, Maeve, Adam, and Eric**

Overall, the show was very **well received and loved** by audiences

Most frequent terms are **reflective of what the audience feels**

Audiences value **character, narratives, and representation**

# Sex Ed and Accounts of Identity

The top terms that were analyzed tell us about the **language, emotions and feelings** of the audience when they watched Sex Education

The top terms reveal what the **audiences identify with** and what **mattered to them most**

## 1 Presence vs. Representation

People are more than just labels and there is a lot of depth and complexity shown by the characters and their stories

## 2 Sense of Belonging

The show is very inclusive and minorities are represented, seen, and acknowledged

## 3 Expanding Vocabulary

Beyond sexual health, we learn new terms, queer language, and the overall intersectionality of the simultaneous impact of gender, race, age, and disabilities (Crenshaw, 2016)

# Conclusion

## Beyond Sex Ed

Based on the findings, Sex Education is more than just a show about teenage sex life.

## Conversation and Dialogue

We learned about topics that are valuable to others and why it is important to bring this into the "spotlight" or as a conversation point.

## A Great Example

We hope that more shows can follow in Sex Education's lead in becoming an avenue for allowing everyone to be represented and to make healthy discourse regarding sexual health and identity more conventional.

# Thank you!



## Sources:

- The urgency of intersectionality | Kimberlé Crenshaw <https://youtu.be/akOe5-UsQ2o>
- Chapter 10: Language and Social Interaction of the Handbook of Social Psychology
- Social Identity <https://www.simplypsychology.org/social-identity-theory.html>

