



# The Jordan Harbinger Show

Chuck Cao

# Background

- Apple “Best of 2018” Podcast
- Art of Charm (AOC) (2007-2018)
- The Jordan Harbinger Show (JHS) (2018-Present)
- “The first part of the theory is, I'm joking, you idiots.” –Shaq
- “Dumpster Fyre”

# Data

- Scraped JHS text transcripts from episode pages
  - 324 Interviews
  - 150 “Feedback Friday”
- AOC PDFs and converted to text
  - 67 Interviews

# Data Cleaning and Preprocessing

## Removed:

- Punctuation
- Numbers
- Nonsensical strings
- Timestamps
- Dropped Feedback Friday episodes

## Nouns and Adjectives

## Count Vectorizer

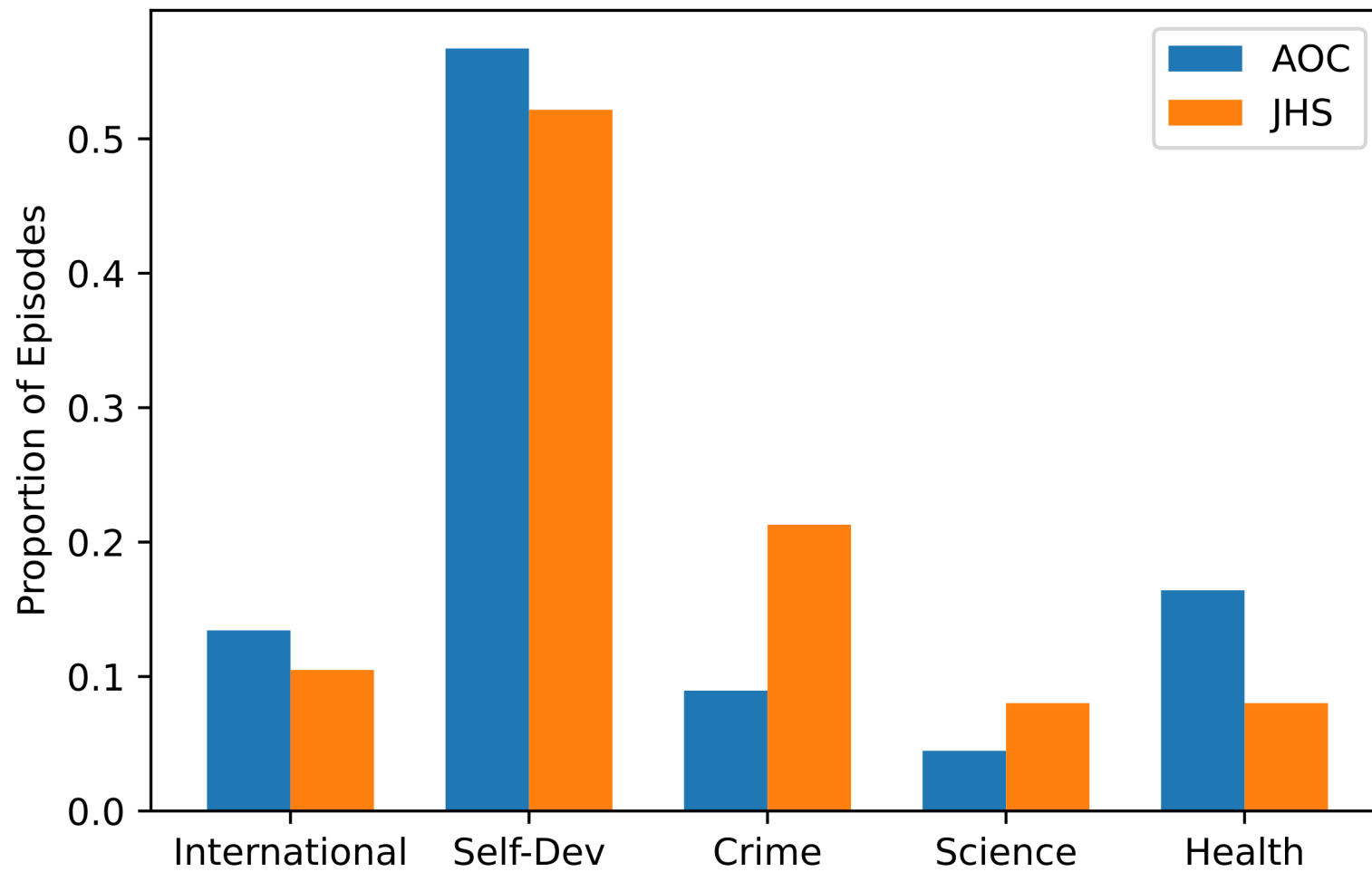
# Topic Modeling

- 0: russia, china, russian, military, intelligence, countries, president
- 1: emotions, luck, habit, meaning, ego, feelings, poker
- 2: prison, drugs, drug, crime, shit, fbi, agent
- 3: north, korea, china, gold, sand, patent, scientists
- 4: sleep, emotions, sex, psychopath, pill, disease

# Topic Modeling

- **International Affairs/Politics:** russia, china, russian, military, intelligence, countries, president
- **Self-Development:** emotions, luck, habit, meaning, ego, feelings, poker
- **Crime:** prison, drugs, drug, crime, shit, fbi, agent
- **Science:** north, korea, china, gold, sand, patent, scientists
- **Health:** sleep, emotions, sex, psychopath, pill, disease

Topics by Show





# Certain Topics

Hit:

- Gretchen Rubin | Four Tendencies: The Framework for a Better Life
  - Self-Development: 0.999
- Garry Kasparov | Deep Thinking
  - International Affairs/Politics: 0.999



# Uncertain Topics

- Ryan Holiday | Stillness Is the Key
  - I.A./Politics: 0.37
  - Health: 0.31
  - Crime: 0.29
  - Science: 0.034
- Neal Brennan | Comedy's Triple Threat
  - Science: 0.32
  - Crime: 0.25
  - Health: 0.23
  - Self-Development: 0.17
  - I.A./Politics: 0.024

# Sentiment Analysis

- Mean Polarity
  - Jordan Harbinger Show - 0.1390
  - Art of Charm – 0.1392
- Allen Gannett | You Don't Have to Be a Genius to Be Creative: 0.218
- R. Douglas Fields | Why We Snap: 0.061

# What Next?

- Get older data and dates for comparison
- More data cleaning (ex. previews, special episodes, combine two-parters)
- Further text breakdowns
  - Sentiment analysis by host and guest
  - Topic analysis by Feedback Friday questions



Questions?

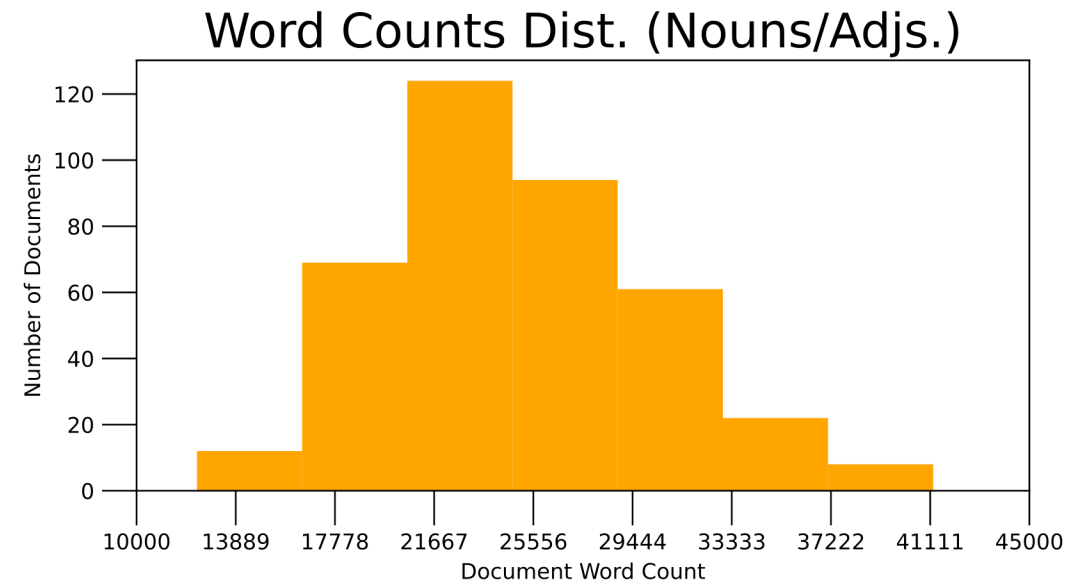
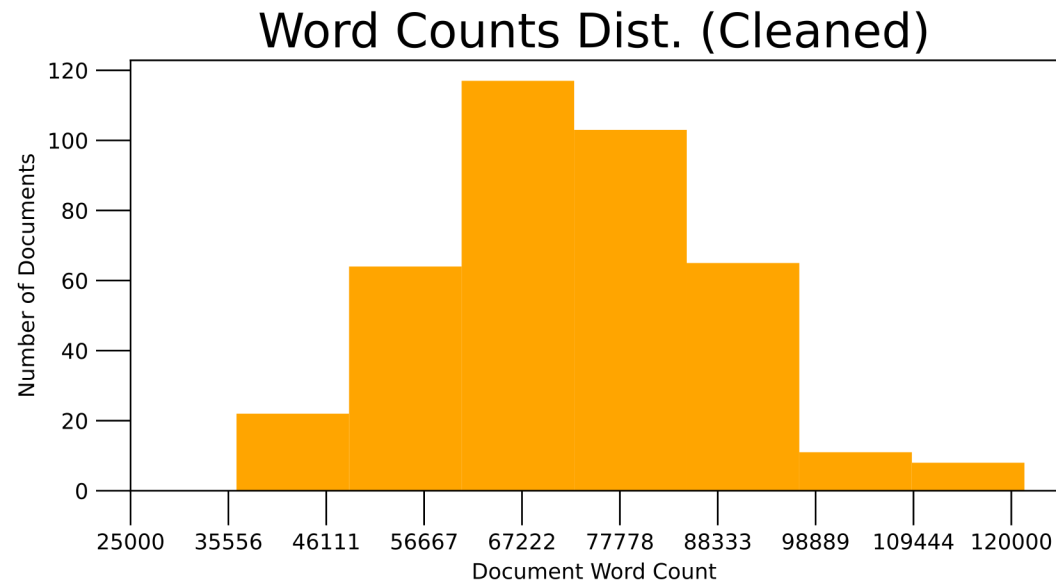
The word "Appendix" is centered in white text on a blue rectangular background. To the left of this rectangle is a vertical blue rectangle. A dark blue shadow is cast from the vertical rectangle onto the main blue rectangle, creating a 3D effect.

# Appendix

# Additional Sentiment Analysis

- Mean Polarity
  - Feedback Friday- 0.1364
- Mean Subjectivity
  - Jordan Harbinger Show - 0.5051
  - Art of Charm – 0.5071
  - Feedback Friday – 0.5066

# Word Count



# Topic Modeling

- (0, '0.011\*"russia" + 0.011\*"china" + 0.008\*"russian" + 0.008\*"military" + 0.008\*"intelligence" + 0.006\*"countries" + 0.006\*"president" + 0.006\*"chinese" + 0.006\*"cia" + 0.005\*"soviet"'),
- (1, '0.002\*"emotions" + 0.002\*"luck" + 0.002\*"habit" + 0.002\*"meaning" + 0.002\*"ego" + 0.002\*"feelings" + 0.002\*"poker" + 0.002\*"motivation" + 0.002\*"emotion" + 0.002\*"happiness"'),
- (2, '0.010\*"prison" + 0.005\*"drugs" + 0.004\*"drug" + 0.004\*"crime" + 0.004\*"shit" + 0.004\*"fbi" + 0.003\*"agent" + 0.003\*"jail" + 0.003\*"girl" + 0.003\*"gun"'),
- (3, '0.012\*"north" + 0.010\*"korea" + 0.010\*"china" + 0.007\*"gold" + 0.006\*"sand" + 0.006\*"patent" + 0.006\*"scientists" + 0.005\*"argument" + 0.005\*"bias" + 0.005\*"ai"'),
- (4, '0.007\*"sleep" + 0.006\*"emotions" + 0.006\*"sex" + 0.006\*"psychopath" + 0.005\*"pill" + 0.005\*"disease" + 0.005\*"dr" + 0.005\*"depression" + 0.005\*"dog" + 0.004\*"birth"')]



# Topic Modeling

- “If you're new to the show, we've got episodes with spies and CEOs, athletes and authors, thinkers and performers...”
- International Affairs/Politics: russia, china, russian, military, intelligence, countries, president
- Self-Development: emotions, luck, habit, meaning, ego, feelings, poker
- Crime: prison, drugs, drug, crime, shit, fbi, agent
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Topics by show

