

Love Island Exploration

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Dataset and Questions

The data set I'm using for this exploration is a data set I compiled about contestants on the show Love Island UK, seasons 1-8. Love Island is a popular reality show where male and female contestants live in a villa together trying to find love. Contestants are added and eliminated throughout the season, sometimes by the choice of the other Islanders, the public, or the producers. The last 4 couples go to the finale where the public votes for their favorite couple, awarding them \$25k each.

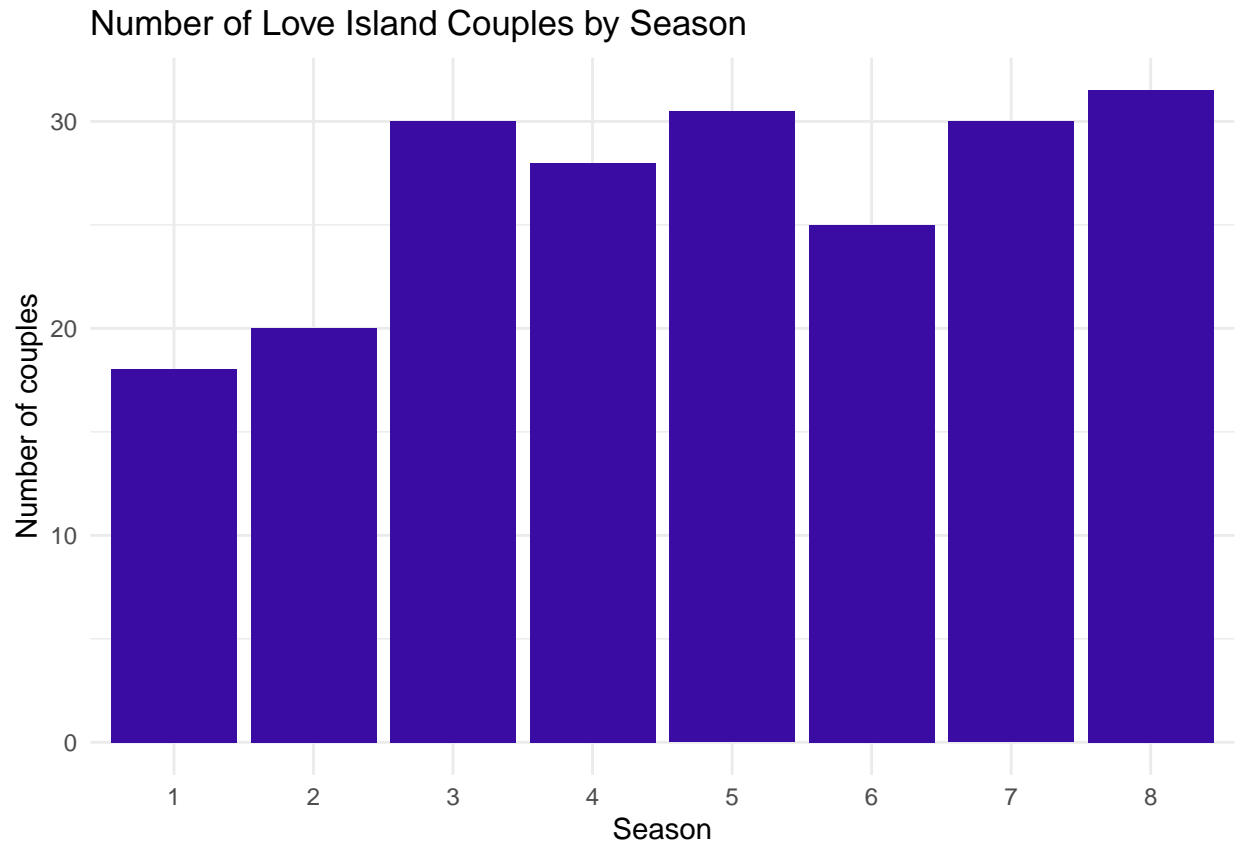
My data set has each contestant's:

- Name
- Age
- Gender
- Race
- Profession
- Hometown
- Region of England
- Season of Love Island
- Day entered the villa
- Day left the villa
- Total number of days in the villa
- Percentage of season in the villa
- Outcome (winner, runner up, dumped, etc.)
- Number of partners
- Still together with last partner?
- Instagram Follower count

I used a mixture of the Love Island Fan Wiki and my own research to compile this data set. I feel confident most of the data is correct, except the Instagram follower counts may not be exact because they change often.

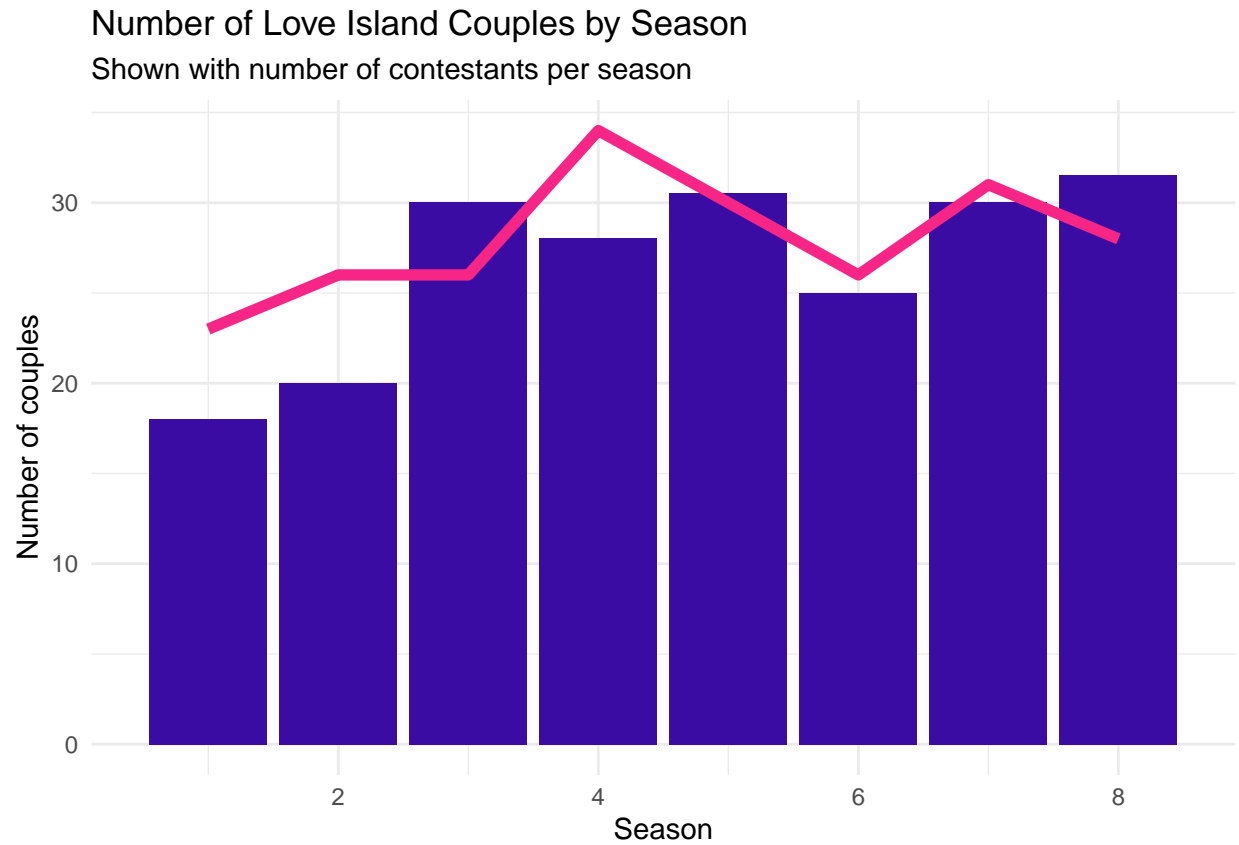
I'm a big fan of the show, so I have lots of questions that can hopefully be answered with this data set. The three questions I will be exploring now are:

1. How has the show changed over time? Are there more or less overall couples? Is the cast more diverse?
2. Are certain professions or regions of the UK indicators of how well a contestant will do?
3. How does length of time on the show affect popularity outside the show? i.e. Instagram follower count.



Number of Couples per Season

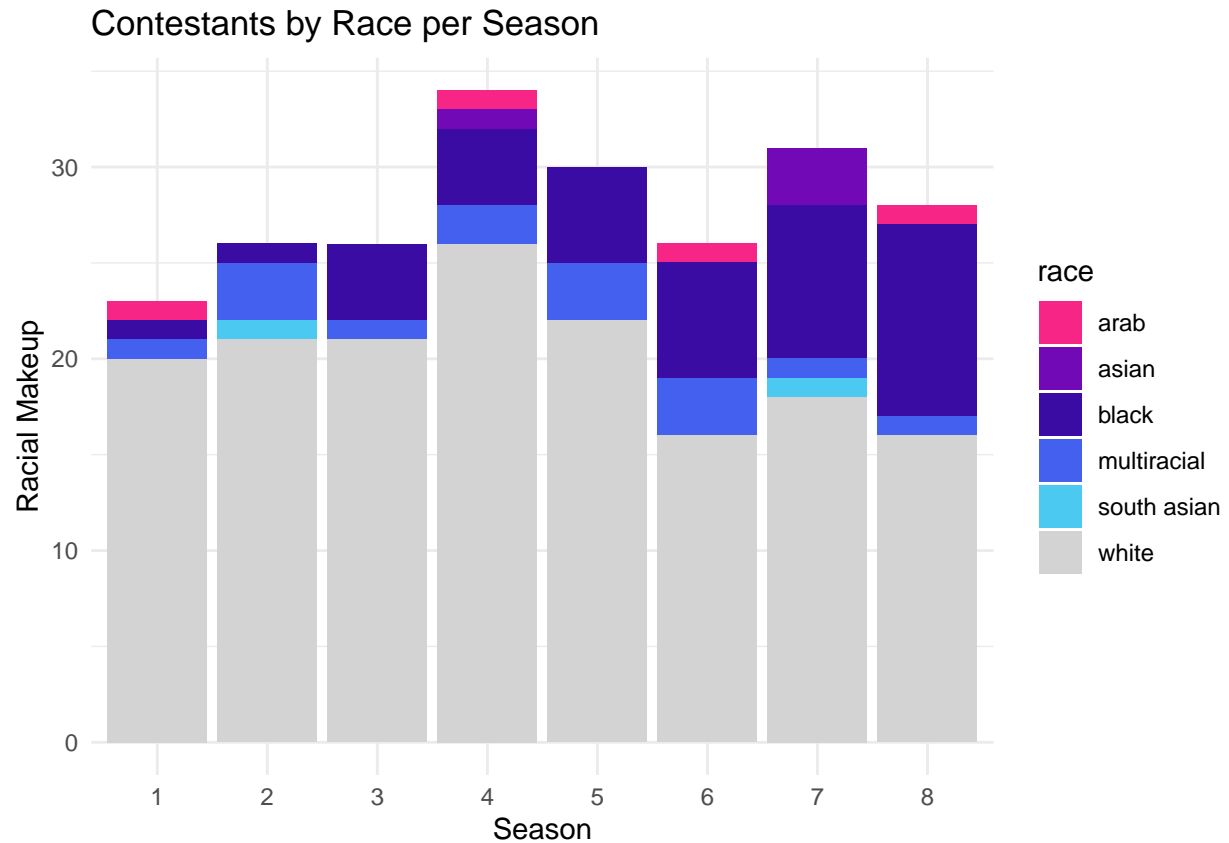
I began my exploration by creating a bar chart showing the total number of couples per season of Love Island. The number of couples is an indicator of how much drama is happening on the show. If everyone got into a couple and stayed happy for the whole show, that wouldn't be very dramatic, and wouldn't make for good reality TV. However, having watched the show, I do know that as the seasons have gone on, there have been more total contestants on the show, which is likely skewing the data. So, I added a line chart on top of the bar chart showing the total number of contestants for each season to see if there was some sort of obvious correlation there:



Bar Chart of Couples with Line Chart of Contestants

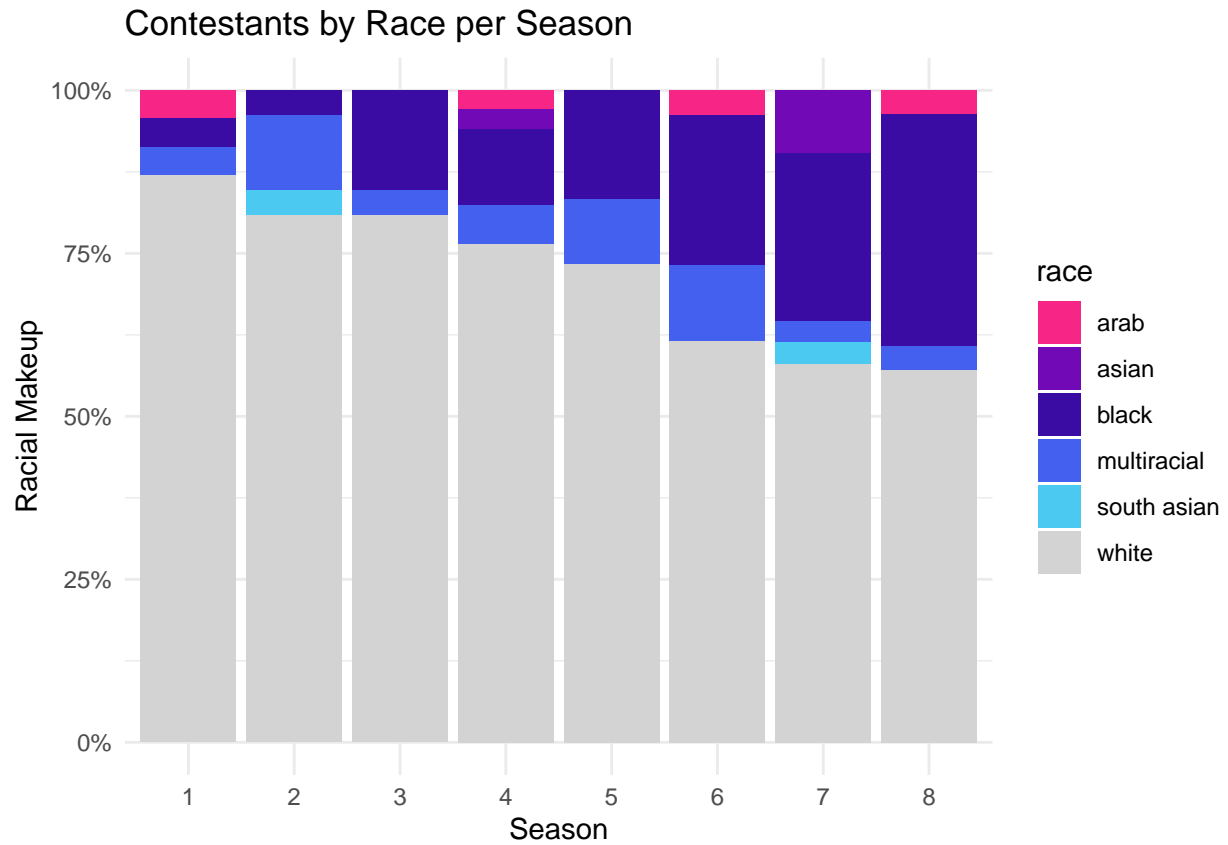
Taking a quick look at this new visualization, it looks like both the number of couples and number of contestants have a general upward trend. However, it's hard to tell if there's an exact correlation there without doing some statistical tests.

The next thing I will look at is diversity in the show.



Racial Diversity of Contestants

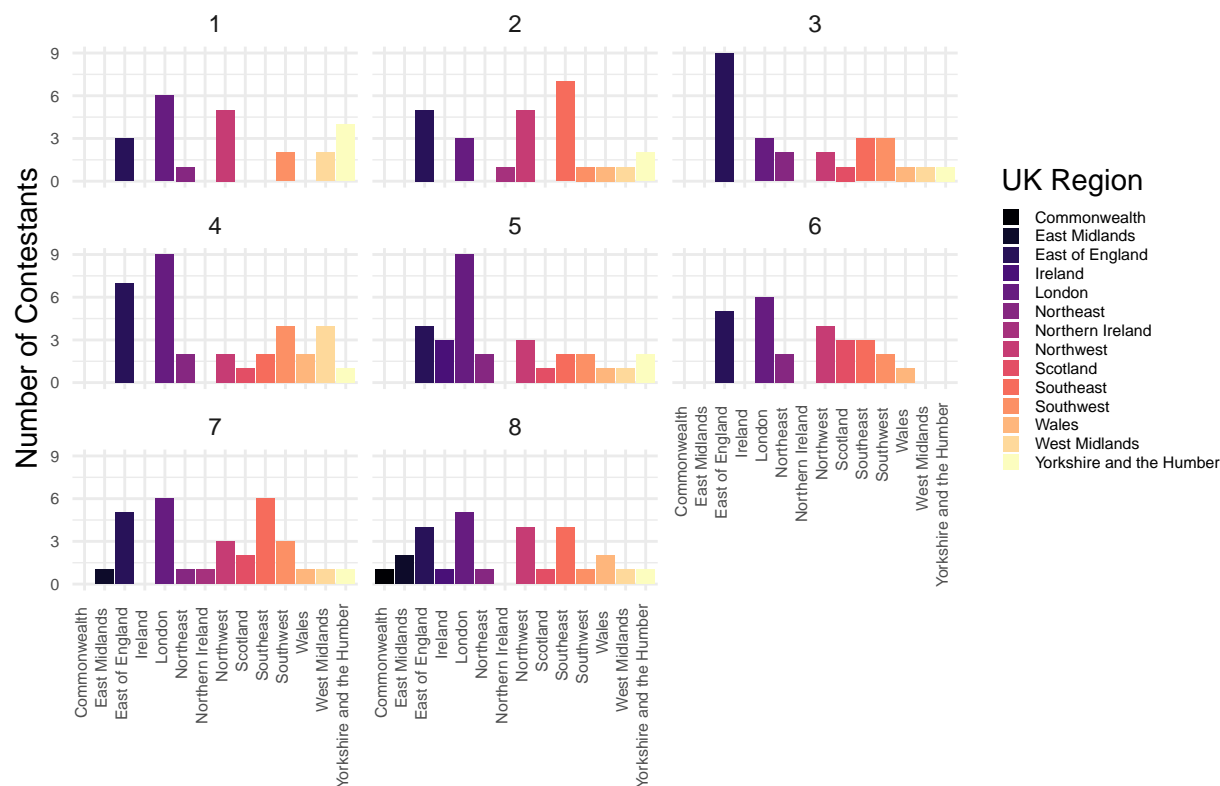
To explore the question of diversity, I started with a bar chart showing the racial makeup of the contestants. It's clear there are more contestants that are non-white in later seasons, but since there are different numbers of contestants in each season it's hard to directly compare them. Because of this, I decided to make a percentage bar chart:



Percentage Bar Chart of Racial Makeup

This visualization makes it clear that the makeup of the cast is getting more diverse over time. Every season has had the same or a higher percentage of non-white contestants than the season before.

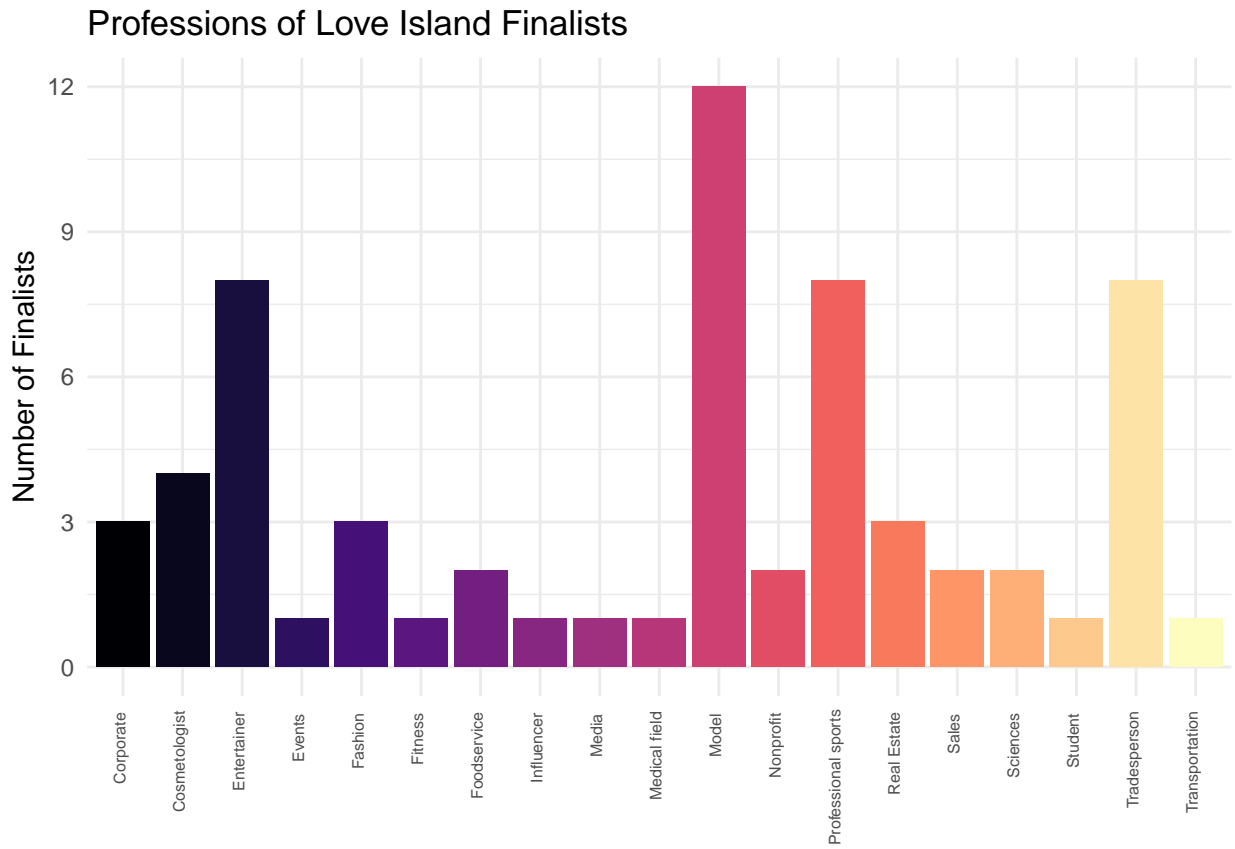
Regional Diversity by Love Island Season

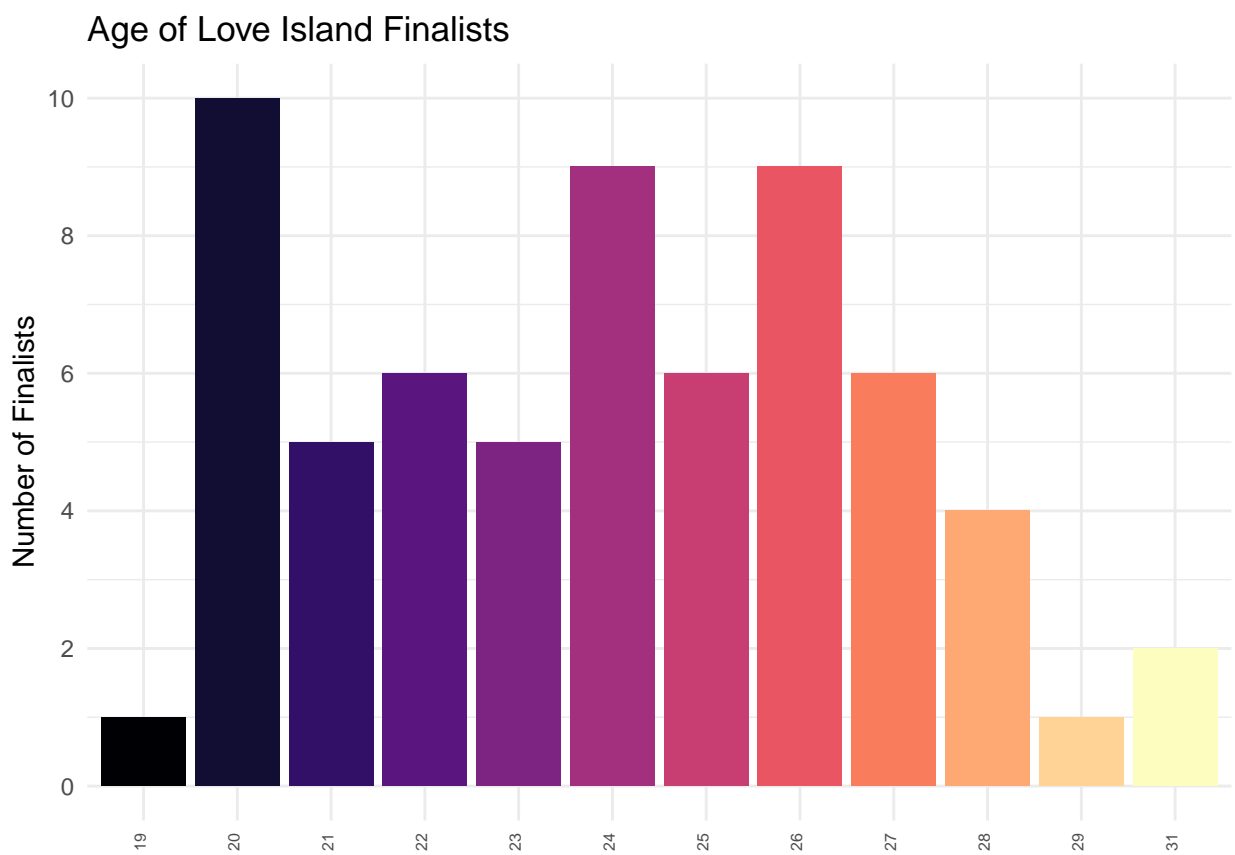


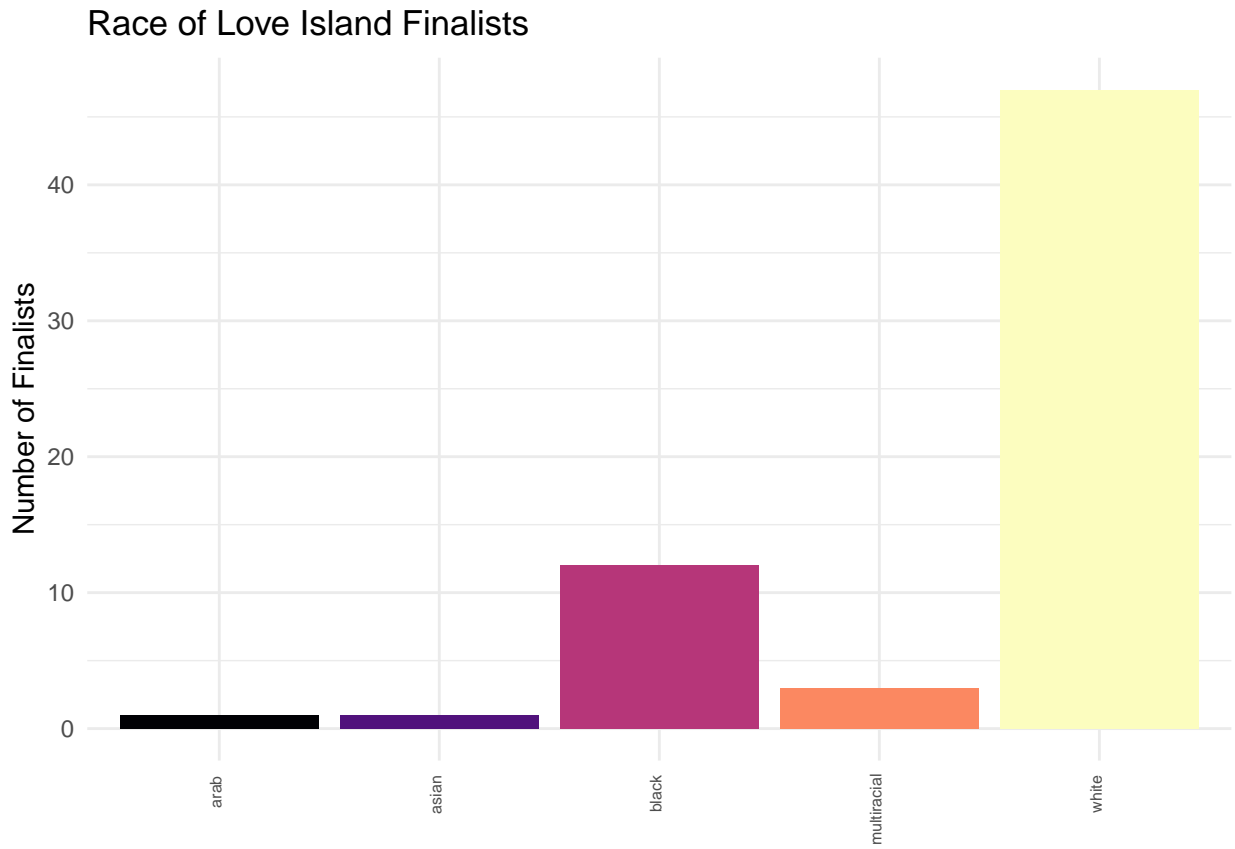
Regional Diversity

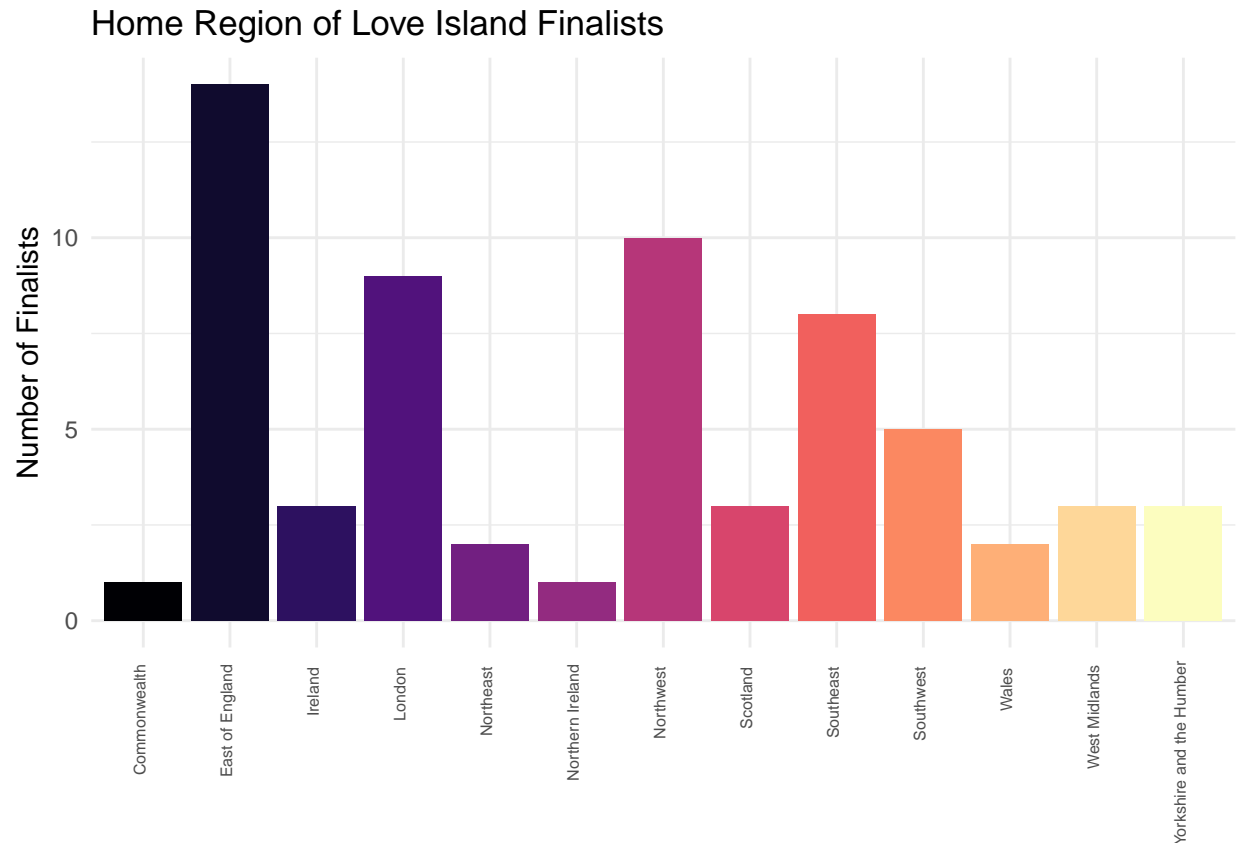
In addition to racial diversity, I also wanted to explore the regional diversity of the cast. The UK has very strong regional identities, so I wanted to see how the makeup of the cast has changed over time. According to this visualization, it looks like the cast has been getting more regionally diverse over time. The most recent season had 13 out of 14 possible UK regions represented, while season 1 only had 7. In fact, every season has had the same or more regional diversity than the season before (except for season 6, which is the only season that was short and took place in Winter rather than Summer).

After doing these explorations, I can confidently say that Love Island UK is getting more diverse over time. Next, I will explore indicators of doing well on the show.









Who wins Love Island?

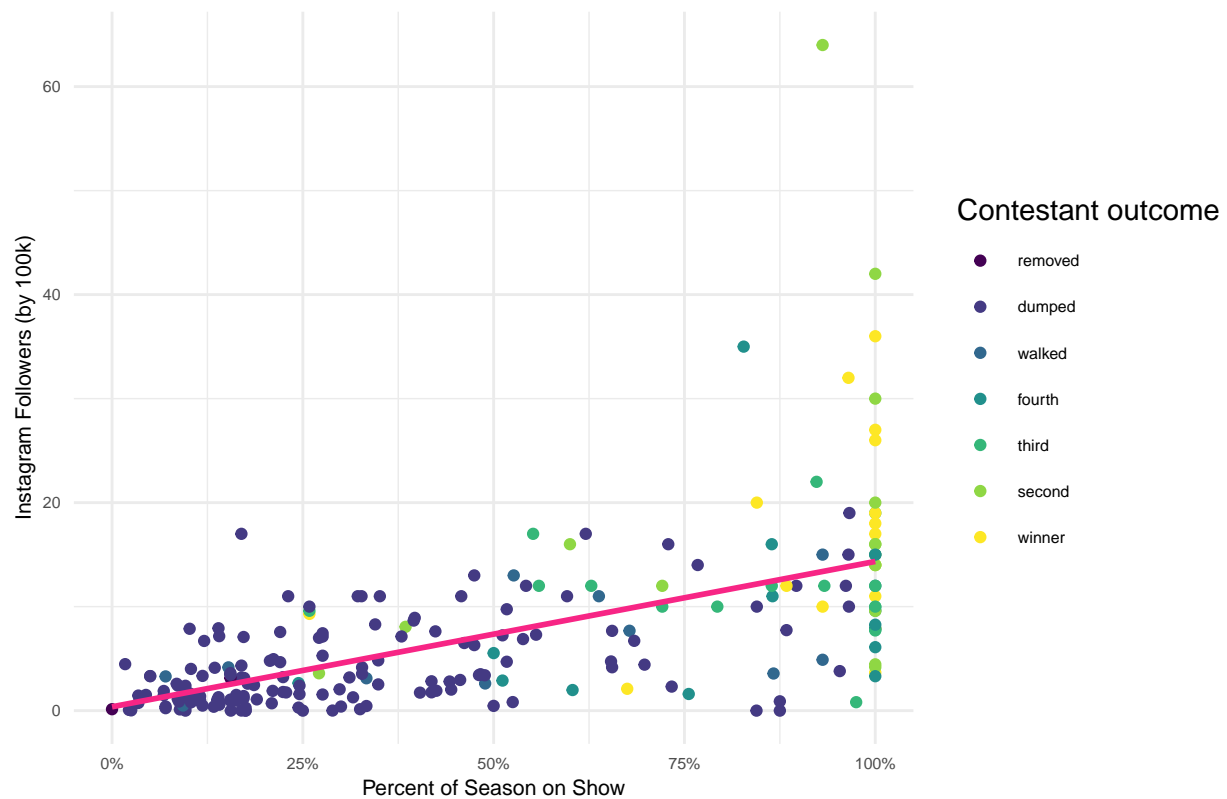
For these visualizations, I filtered the data to only include finalists of the show (first through fourth place). I created bar charts about profession, age, race, and hometown region of these contestants to see if certain types of people tend to do better.

According to these charts, you have a good chance of getting to the end of Love Island if you are a 20 year old white model from East of England. This is not very surprising to me, having watched every season of the show.

Finally, I will look at contestants' popularity after the show.

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## 'geom_smooth()' using formula = 'y ~ x'
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Instagram Popularity by Time Spent on Show



After-Show Popularity

This scatter plot shows that the longer a contestant spends on the show, the more Instagram followers they will acquire. Interestingly, contestants who went to the finale but were not on the show for very long did not end up with more Instagram followers than others who spent the same amount of time in the villa.