

Morgan Gelfand

Final Project Write-up

Visualization Technologies 2

For my final project, I decided to answer the question, “Who wins Love Island UK?”

Love Island is a reality dating show where men and women live in a villa together and compete to find love with one another. Contestants are added and eliminated throughout the season based on popularity— most often by not being picked by someone of the opposite gender, but sometimes by a public vote, and sometimes by a vote within the villa. At the end of the show, four couples go to the finale where the public votes for their favorite, awarding the winners \$25k each. Given that this show is essentially a popularity contest, I want to answer the question, “What kind of person is most likely to win Love Island?” I think it will give interesting insight into what people in the UK find desirable.

To answer this question, I compiled a dataset about all of the contestants on the show for seasons 1-8, and then filtered it to only contestants that placed in the top four couples of their season.

The characteristics I analyzed are age, race, region of the UK, and profession. For each of these aspects, I looked at male and female contestants separately.

I originally collected this dataset for another class, where I did a good amount of exploratory data analysis, but I didn’t end up using it for an actual project. I have always wanted to do a data visualization project about Love Island, so this felt like the right time, in my last semester of graduate school.

The first two aspects, age and race, made sense to me to both be bar charts and go together in a section. They are basic demographic characteristics without too many different options. I chose to have both bar charts connected to the same buttons, so that the user can flip between men and women easily and see both bar charts for the gender at the same time.

The next characteristic, region of the UK, made the most sense to use a choropleth map. I used Flourish to help me create this map and added buttons to switch between men and women.

Lastly, I looked at contestant professions. Since some professions have long names, it made the most sense to create a horizontal bar chart. I chose only the top professions for each gender, because there are many with only 1 person, which isn’t very helpful in this case.

As for imagery, I also included some pictures of Love Island contestants. I treated them with a halftone-style text treatment to fit with the color scheme of the site and make the images feel like background elements rather than the most important part of their section. I wanted to provide some examples but didn’t want the people to be the focal point.

This analysis shows that there is more to be done for the diversity of Love Island. The show has cast more diverse contestants, but they still don’t do well on the show, which reflects on the biases of the public and other contestants. I think this information would be useful to someone critiquing the show in a societal context.

This is only one question about the show, but there are so many more aspects to analyze. I believe this could become a larger project about the phenomenon of Love Island, the contestants, what makes it popular, and the ramifications of the show. I think this is a great start to that work.