Text Analysis: A Star Wars Story

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Cultural Phenomenon

- Despite starting a long long time ago [1977] this movie franchise is still massive.
- There are three major installments, each came out in a different era.
- Lets learn about it
  - What makes it so culturally powerful?
  - Does each trilogy group next to its neighbors?
  - What makes each group of movies different?

Data

- What is the ideal data?
  - Must reflect the characters.
  - Must reflect the setting/world.
  - Should not be bloated with character names.
- I got copies of the Star Wars transcripts.
- I got a dataset of character and location names.

Cleaning

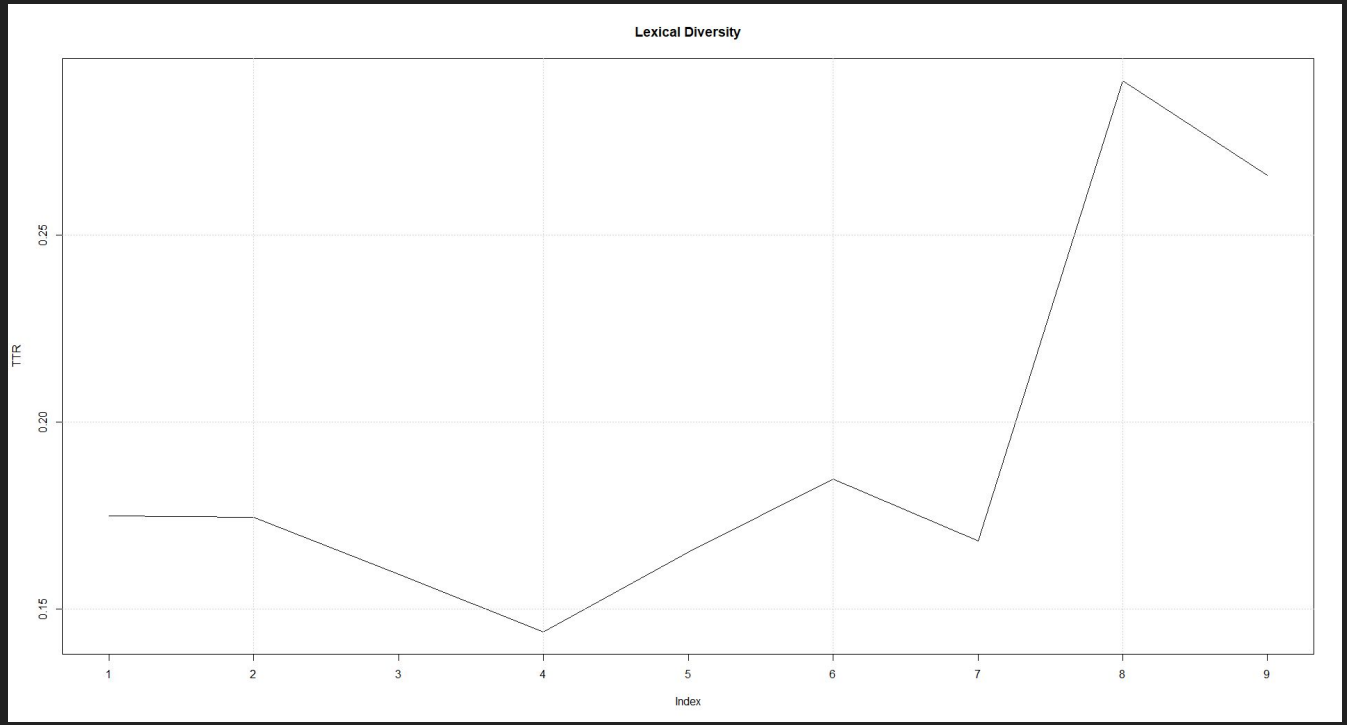
- Made all characters lowercase.
- Removed names from the transcripts.
- Removed stopwords.
- Removed punctuation and text errors.
- Removed numbers.
- Stemmed the text.

Common Words and Themes

- A word cloud to the right:
- Common Terms:
  - Jedi
  - Cockpit
  - Destroy
  - Droid
  - Death
  - Power
  - Space
  - Fighter
  - Senate

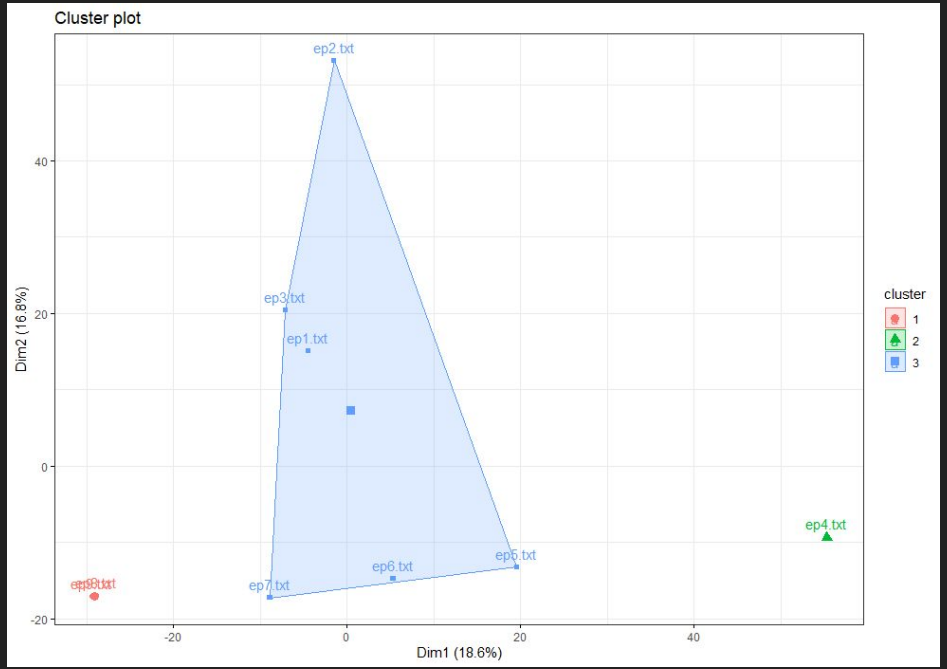
Lexical Diversity

- Measure of the complexity of the language.



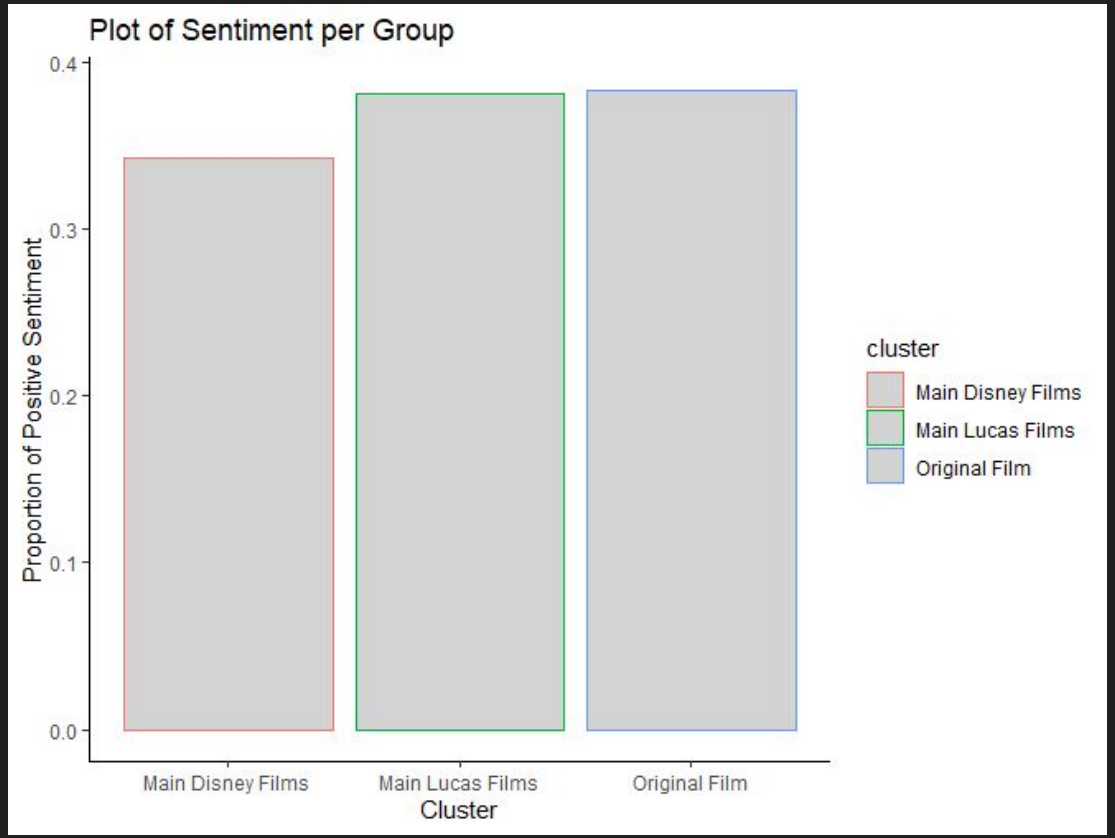
K-Means

- I grouped the films using Euclidean distance into 3 groups.
- I plotted it with the factoextra package.
- The clusters were not expected.



Sentiment Analysis

- Overwhelmingly Negative
- Similar sentiments
  - 4
  - 1, 2, 3, 5, 6, 7



Conclusions

- Similarities across films:
  - Simple language.
  - Generally negative pieces.
  - Uses lots of setting and action over dialogue.
- The groups are not formed into the trilogies.
- Differences:
  - Episodes 8 and 9 use more complex and darker language.
  - Episode 4 is happier and uses the least complex terms.
  - Episodes 5,6,7 are all extremely similar.
  - Episodes 1,2,3 are all extremely similar.

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