Barbie Movie Reviews

A UVA Data Science Case Study by Elizabeth Peterson

In the summer of 2023, the discourse around "Barbenheimer" was nearly unavoidable. For some fans this was a fun conversation, but for some it seemed to hit very deep. Why do some people feel so strongly about this conversation? How can we quantify these feelings?

Prompt:
A team of UVA students believed that insight could be gained into this whole Barbenheimer debate by looking at IMDB reviews. They believed that the numerical score given on IMDB would correlate to the sentiment of the user's review. To examine this hypothesis, the students looked at hundreds of reviews on the movie Barbie. However, some people are skeptical of their findings, and they would like you to re-examine this project to either support or deny their results. These students have left you a folder with some materials that should help you in this project.

Deliverable:
A couple of UVA students wish for more individuals to replicate the research project, assessing the validity of the results and comparing them to the original findings from UVA's research team. To replicate this research project, each team must examine the sentiment of IMDB user reviews on the movie Barbie and analyze that against the rating given by that user. Once the research has been conducted, create a recap that delivers all of the work and results in a presentation. Additionally, please put all of these materials into a GitHub repository.