Case Study – Barbie Movie Reviews

DS 4002 – Spring 2024 - Elizabeth Peterson
Due: TBD
Submission format:
- **Upload link to GitHub repository to Canvas**

Individual Assignment

General Description: Submit to canvas a link to your GitHub repository.

Preparatory Assignments – Everything in the course, but especially CS2.

Why am I doing this? As a researcher, there are times that you won't be researching hypotheses that are formulated by you, but rather it will be to check the validity of another researcher's work. Therefore, this assignment is to prepare and teach you how to replicate another study, follow it sequentially, and compare your results to the original researcher's findings and conclusions. Determine whether your analysis supports or argues against the original researcher's analysis.

- Course Learning Objective: Accurately reproduce another researcher's research to determine the validity of their findings.

What am I going to do? For this project, you will first begin by reading the one-page hook document, which will outline the topic of the case study being presented and the research analysis you will conduct. After reading the hook document use the supplementary materials provided to learn more about the topic. The documents are designed to help you get some context for the research. Once you are ready to begin the project, use the data provided and analyze it using VADER sentiment analysis. Interpret the results and compare them to the original researcher's findings. Determine if your results support or go against the original researchers' findings. Once this has been done, compile all of your data, code, figures, analysis, README.md file, and LICENSE.md files to a GitHub repository. Finally, create a short presentation with slides that outline your research findings.

Tips for success:
- Focus on your work.
- Follow directions.
- Work with your teammates and communicate if there is a problem.
- Talk directly to the professor and the TA for any clarifications.
- Talk to your fellow students. Work collaboratively with your group.

How will I know I have Succeeded? You will meet expectations on the Case Study when you follow the criteria in the rubric below.

Formatting	- One GitHub Repository (submitted via link on collab) - The top level page should contain - A README.md file (which auto displays) - A LICENSE.md file (use MIT as default) - A SOURCE folder - A DATA folder - A Figures folder
README.md	- Goal: This file serves as an orientation to everyone who comes to your repository. It should enable them to get their bearings. - Use markdown headers to divide content - Make an H2 (##) section explaining the contents of the repository - SOURCE section - Make an H3 section for installing/building your code - Make an H3 section for usage of your code - DATA section - Data dictionary (explaining the data) - Data files or link to data if it doesn't fit on GitHub - Relevant notes about use of data - Figures section - This will be in progress when MI3 is complete and finished during MI4 - Table of contents describing all figures produced and summarizing their takeaways - Use markdown table formatting - References section - All references should be listed at the end of the README.md file (Use IEEE documentation style) - Include any acknowledgements - Include your MI1 and MI2 assignments by link
LICENSE.md	- Goal: this file explains to a visitor the terms under which they may use and cite your repository - Select an appropriate license from GitHub options list on repository creation - Usually, the MIT license is appropriate
SOURCE folder	- Goal: this folder contains all of the source code for your project - Include all code files you produce - The high-level documentation for this code lives in the main level README.md file - Include supplemental documentation as necessary, especially if it is too detailed/verbose for the overall readme.
DATA folder	- Goal: This folder contains all of the data for this project - If your data fits in GitHub, place all of it here

	● If your data does not fit in GitHub, use a single file explaining the process to obtain the dataset
Figures folder	● <u>Goal</u>: This folder contains all of the figures generated by your project ● This will be in progress when MI3 is complete and finished during MI4 ● If you are going to use a figure in your presentation, place it here ● Include relevant notes about each figure
References	● All references should be listed at the end of the document ● Use IEEE Documentation style