



“The Office” Case Study Hook Document

Question:

How are different genders portrayed on television? Analyze the sentiment of characters in a very popular tv show, "The Office" using the VADER package in R.

Motivation:

Gender roles in television have long-lasting effects on the viewers, according to the CNN article included in this case study. “The Office” is a very popular television show, especially among a young audience, and therefore the gender roles in the show are important to our societal views of gender. Your job is to analyze the entire transcript of “The Office” for the sentiment of the characters. Sentiment analysis is used to see how positive or negative a character is, with a score from -1 to 1 and can be calculated in R using the VADER package. Once you analyze the transcript, compare the overall sentiment of men and women in “The Office”. Also, you can focus on the main characters (i.e. the characters with the most lines in the transcript). Use your creativity to analyze the results of the sentiment analysis! It is important to create visuals and graphs that highlight your findings.

What you will learn:

- You will learn how to analyze a dataset when presented with a real-world question. In this case, the study is related to many different subjects: Gender Studies, Film Studies, Anthropology, etc. You will learn how to use data science to solve social science questions.
- You will improve your coding skills in R. You will learn how to utilize the VADER package and how to create nice looking graphs to convey your results. You will also learn about sentiment analysis, how to conduct it and how it can be used in the future.

And remember - have fun!!!!