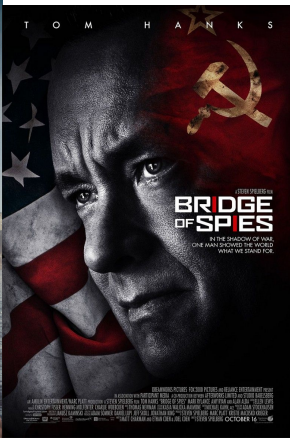


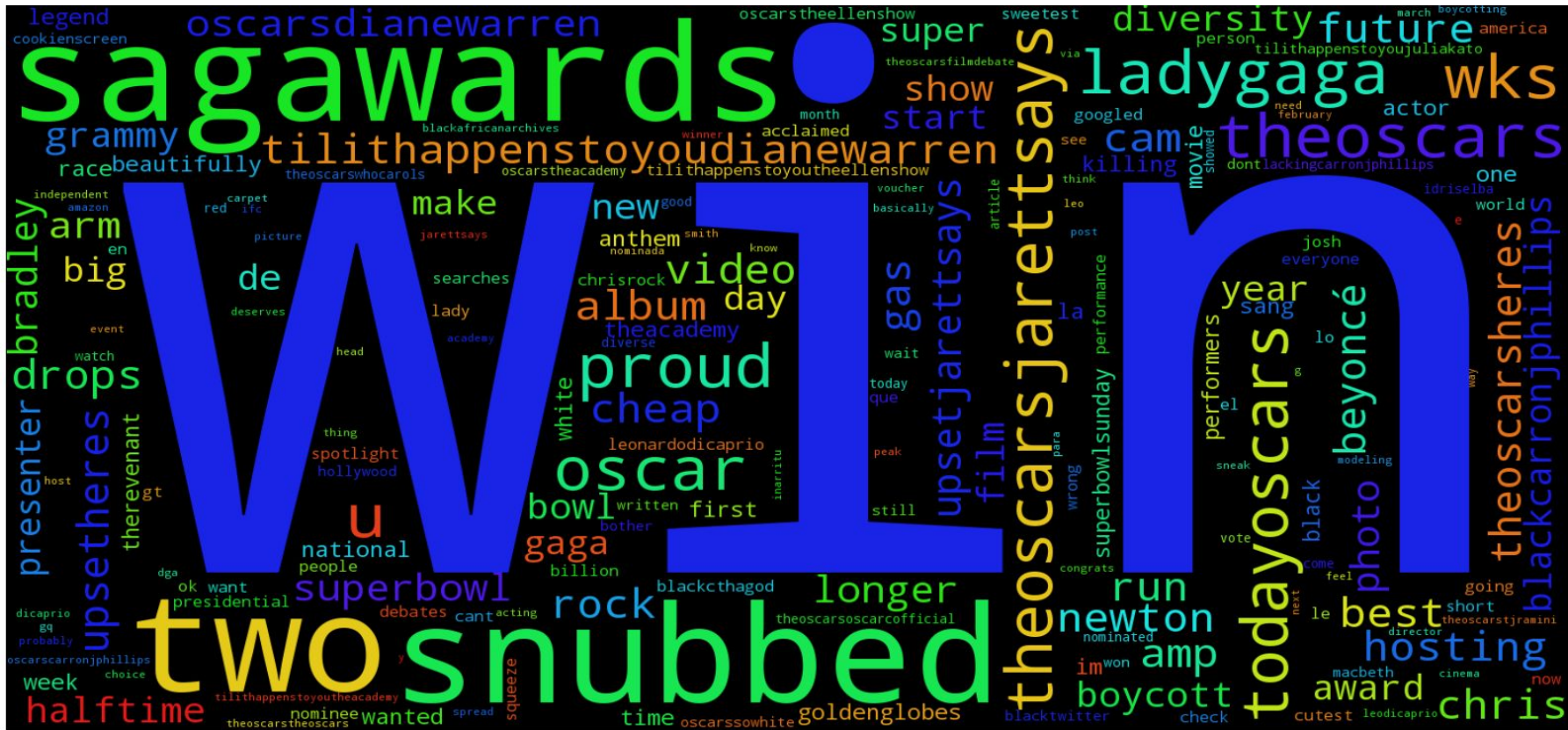
Data Mining The Oscars on Twitter

Yun Zhou, Weiyan Shi, Mingyung Kim,
Jiang Zhu, Alanna Iverson & Dylan Daniels

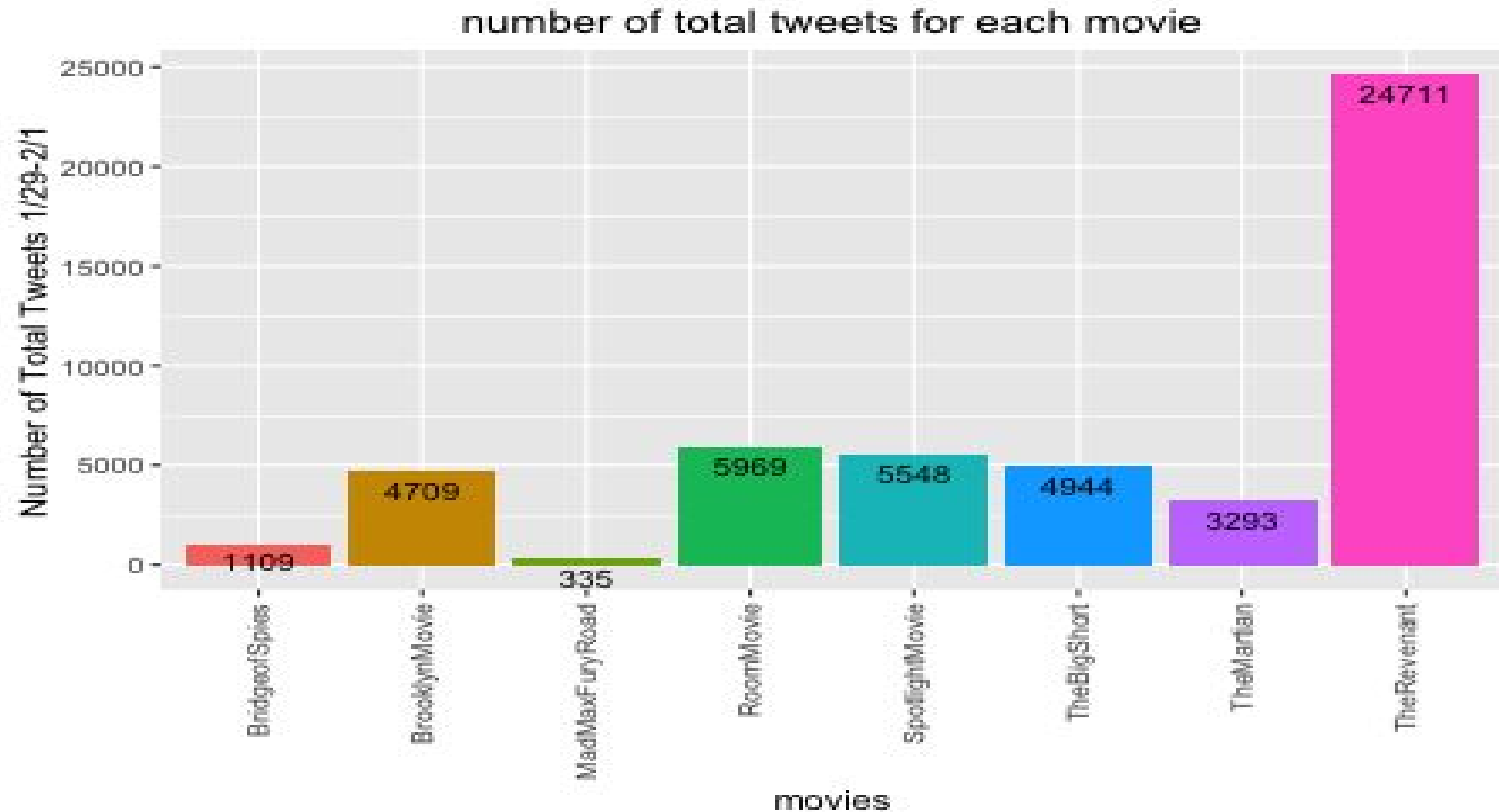
Presentation for STAT222 at UC Berkeley, Spring 2016



What are people saying about the Oscars?



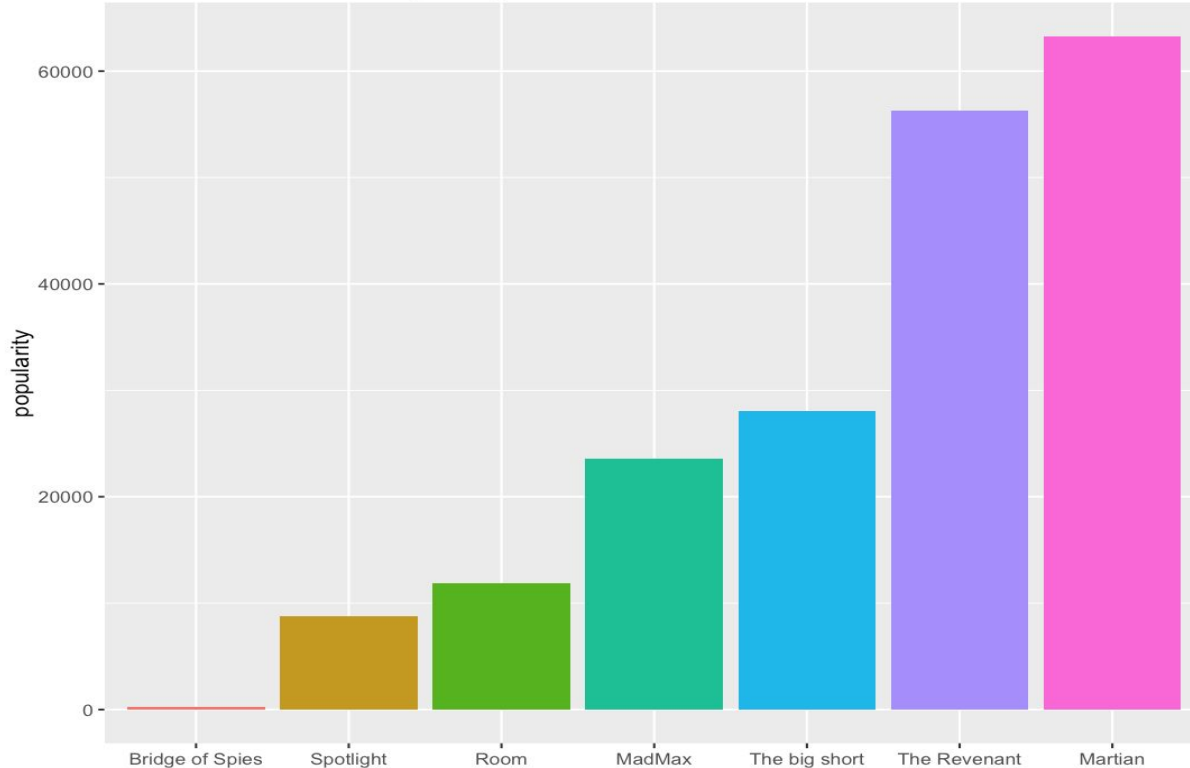
Most-Mentioned Movies on Twitter



Statistics about each movie's official twitter account

Popularity = (Followers Count) * (Likes per tweet)

Popularity for each movie's twitter account



01/28/2016 - 02/03/2016

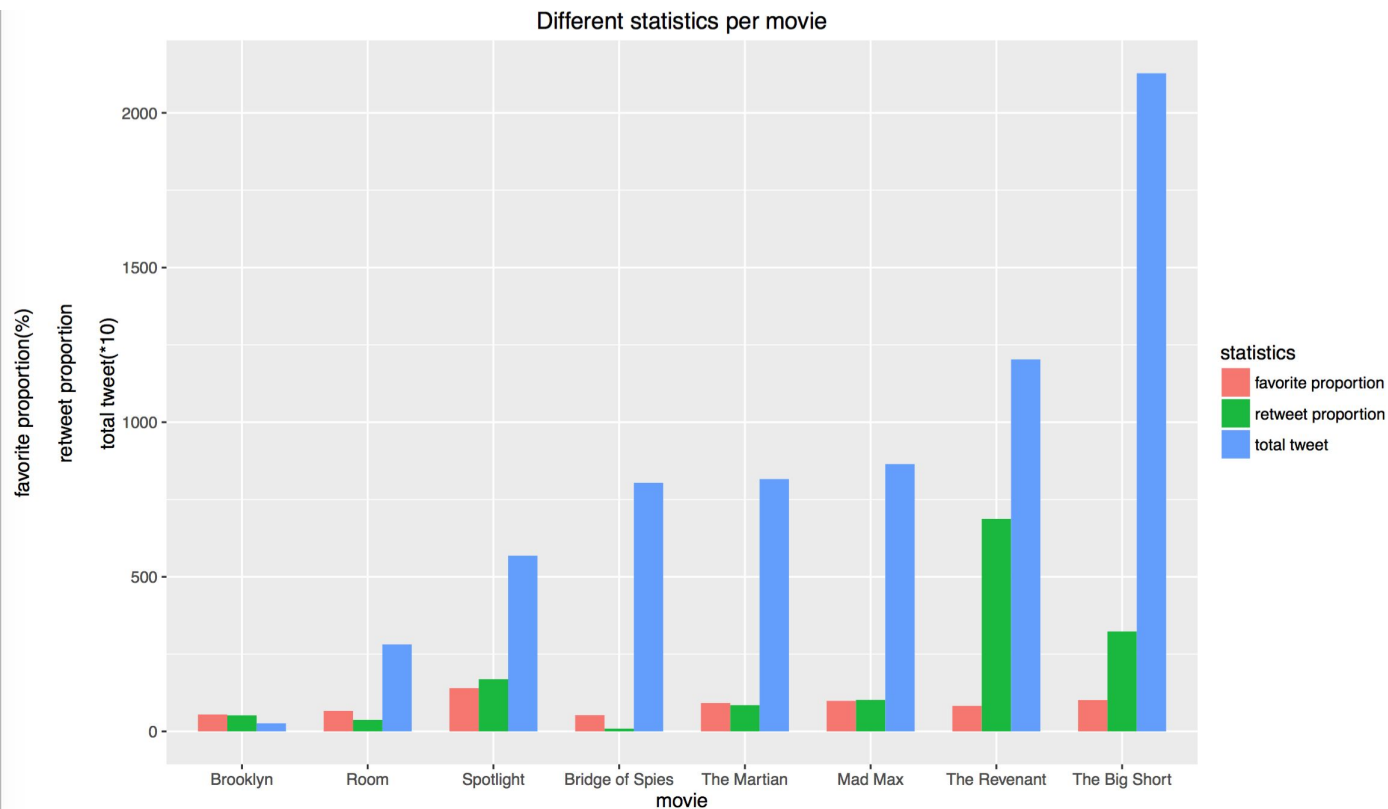
Most popular movies based on their twitter accounts:

- 1.The Martian
- 2.The Revenant

Brooklyn doesn't have a twitter account, so the data is missing.

Different statistics per movie

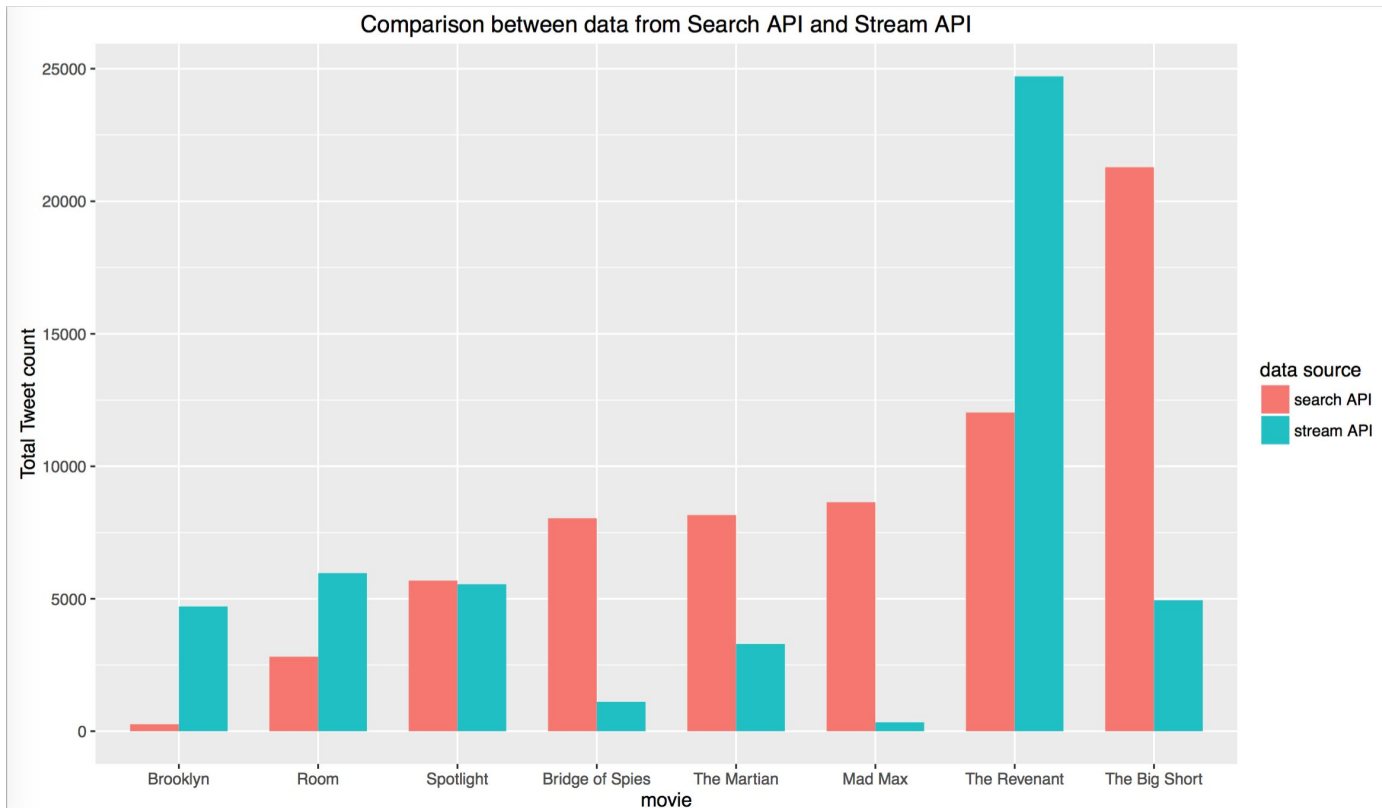
01/28/2016 - 02/03/2016



Most popular movies based on different statistics about each movie:

- 1.The Revenant
- 2.The Big Short

Comparison between Stream API and Search API



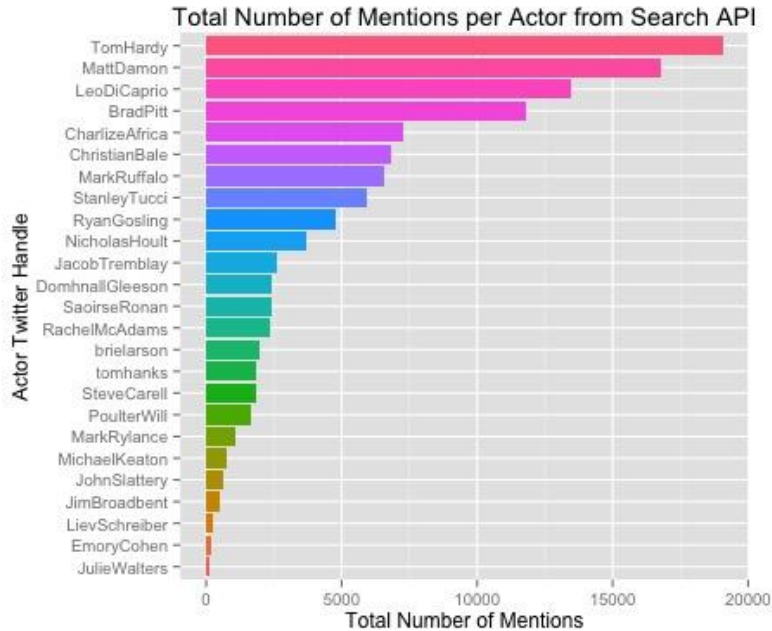
01/28/2016 - 02/03/2016

There is some difference between data from the Stream API and Search API.

Most popular movies based on total twitter count from Search API:

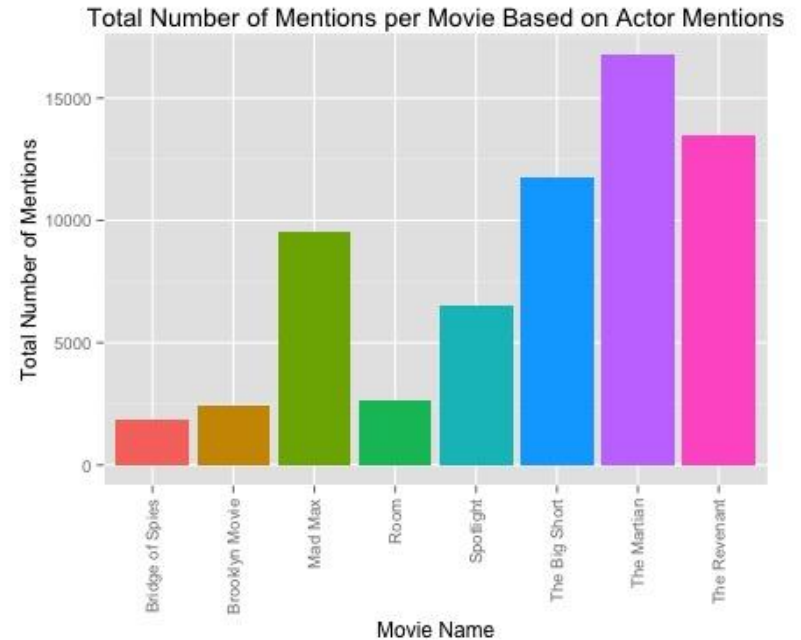
- 1.The Revenant
- 2.The Big Short

Total Actor Mentions Grouped by Actor and Movie



Most popular actors: 1. Tom Hardy 2. Matt Damon

3. Leo DiCaprio

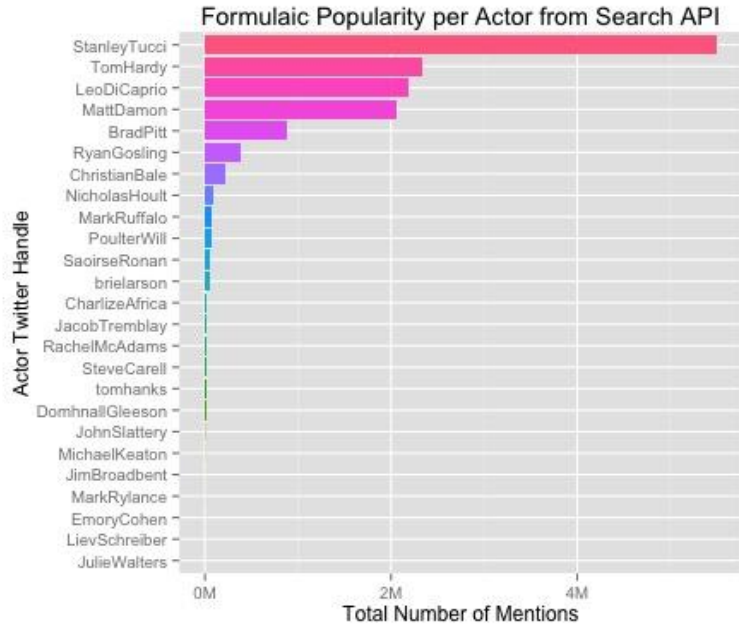


Most popular movies based on the actors in them:

1. The Martian (Matt Damon) 2. The Revenant (Leo DiCaprio)

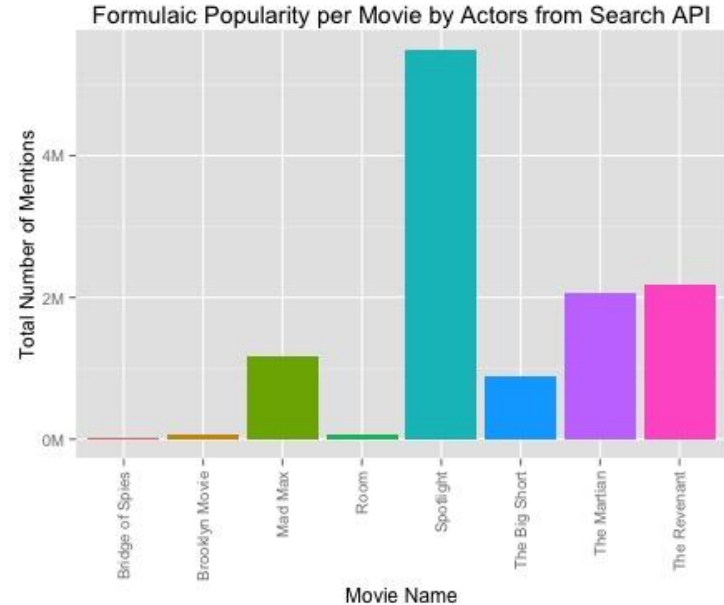
Total Popularity of Grouped by Actors and Movie

Total Popularity = Total Mentions + Retweets/4 + Favorites/16



Most popular actors: 1. Stanley Tucci 2. Tom Hardy

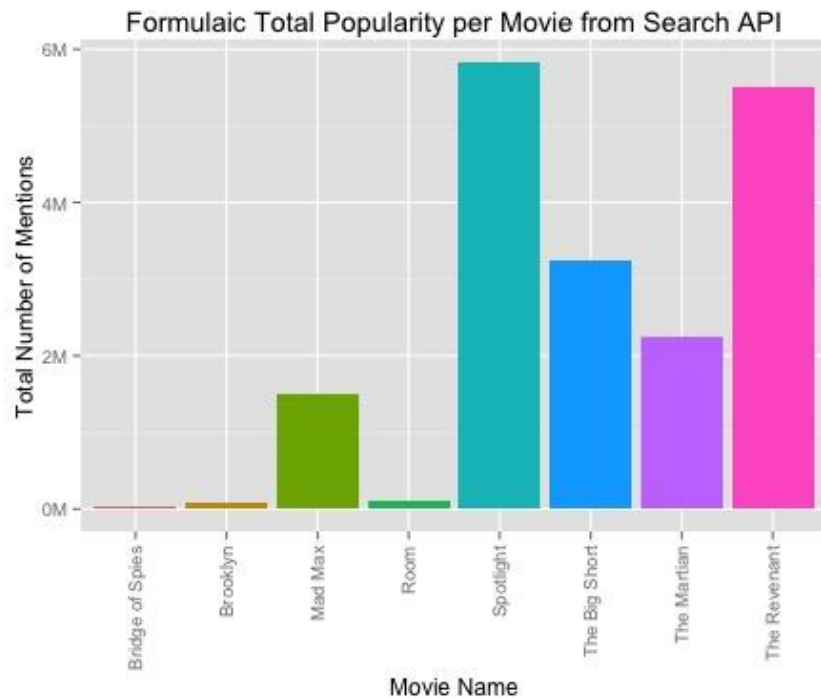
3. Leo DiCaprio



Most popular movies based on the actors in them:

1. Spotlight (Stanley Tucci) 2. The Revenant (Leo DiCaprio)

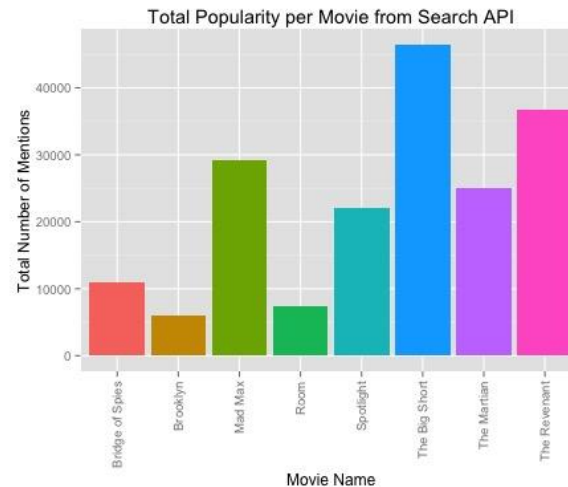
Total Movie Popularity vs. Mentions per Movie



Most popular movies by movie mentions+actor popularity:

1. **Spotlight**

2. **The Revenant**






Most popular movies by movie name mentions only:

1. **The Big Short**

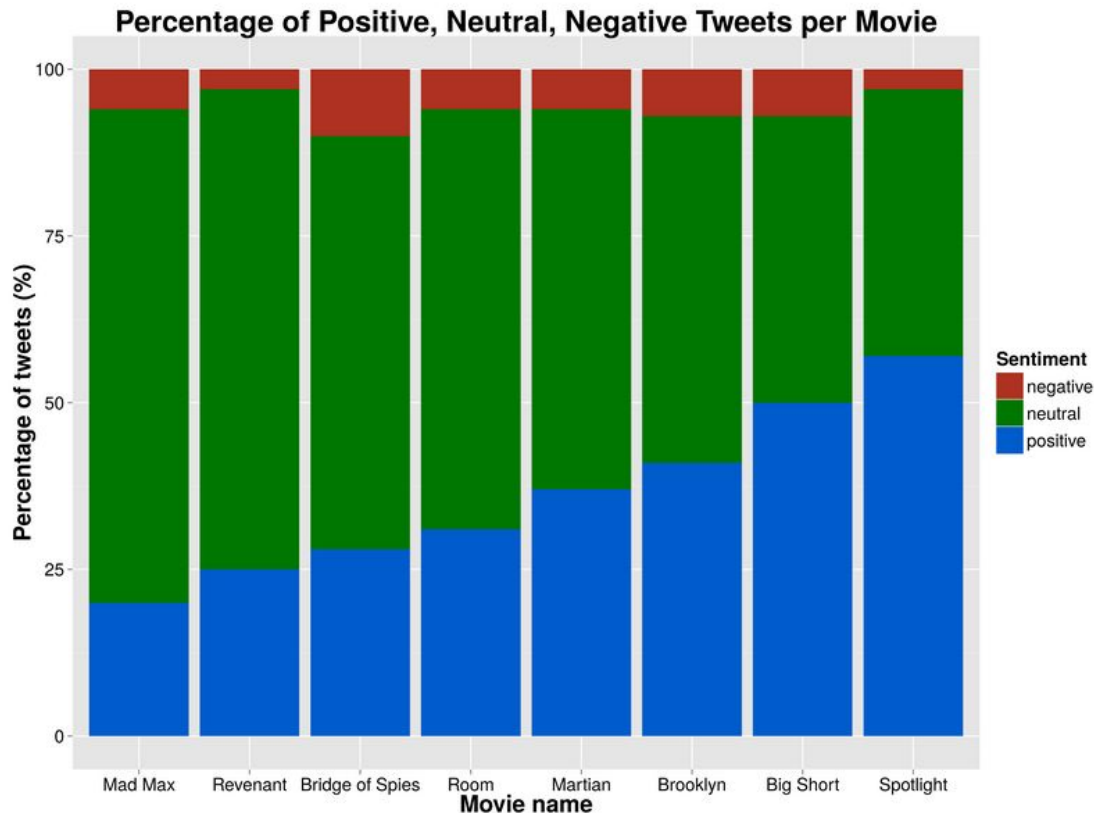
2. **The Revenant**

Sentiment Analysis: Tweet sentiment and the Oscars

Tweet Sentiment	
 Elenya @ElenyaMusic Saw Spotlight last night and it was fantastic. It's such an important story performed by an incredible cast. #spotlight #movie #cinema	Positive
 Don Roberto @Robertoprofilis So just watched The Spotlight. Not bad but not totally sure if it's worth for the best picture. #SpotlightMovie #Spotlight #Oscars	Neutral
 LaLa @mystifiedLaLa Spotlight movie was sooo boring..	Negative



Sentiment Analysis: Positive/neutral/negative tweets

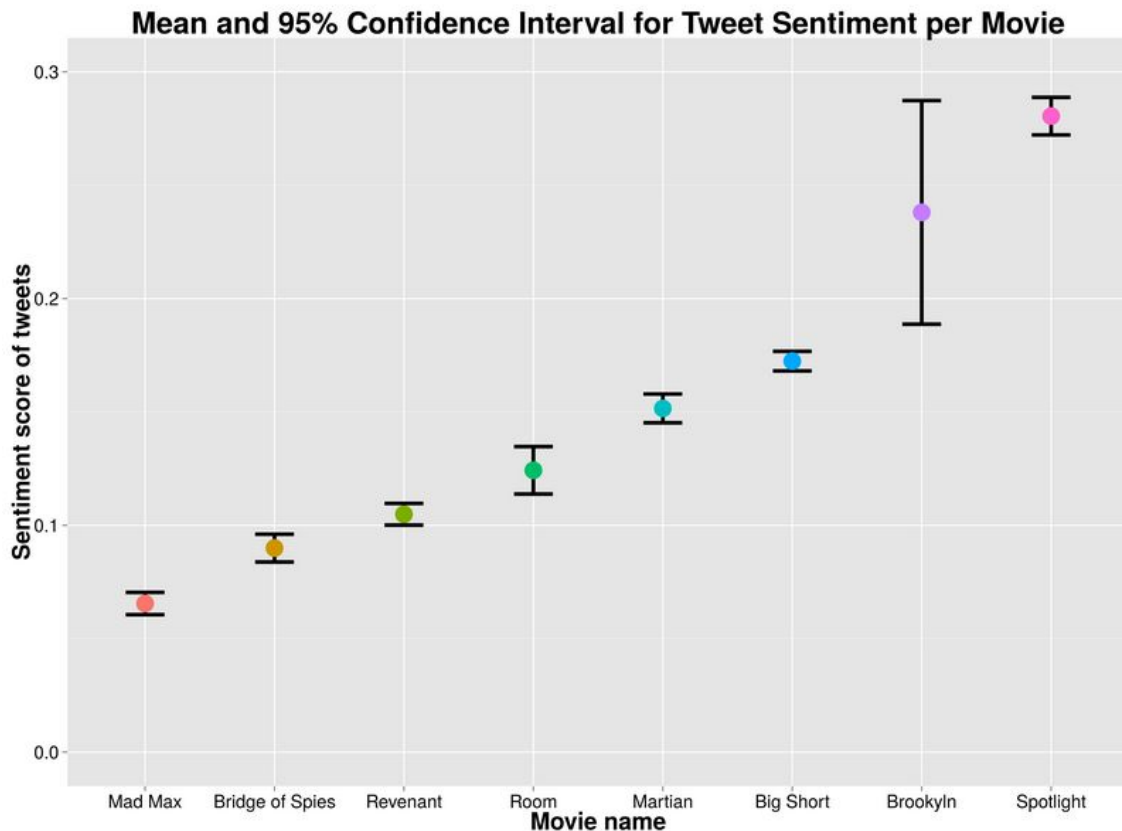


Footnote: We measured the sentiment of tweets with the python package, TextBlob. Sentiment scores are on a scale of -1 to 1.

The movies with the highest percentage of positive tweets:

1. Spotlight
2. The Big Short
3. The Brooklyn

Sentiment Analysis: Distribution of tweet sentiment



Footnote: We measured the sentiment of tweets with the python package, TextBlob. Sentiment scores are on a scale of -1 to 1.

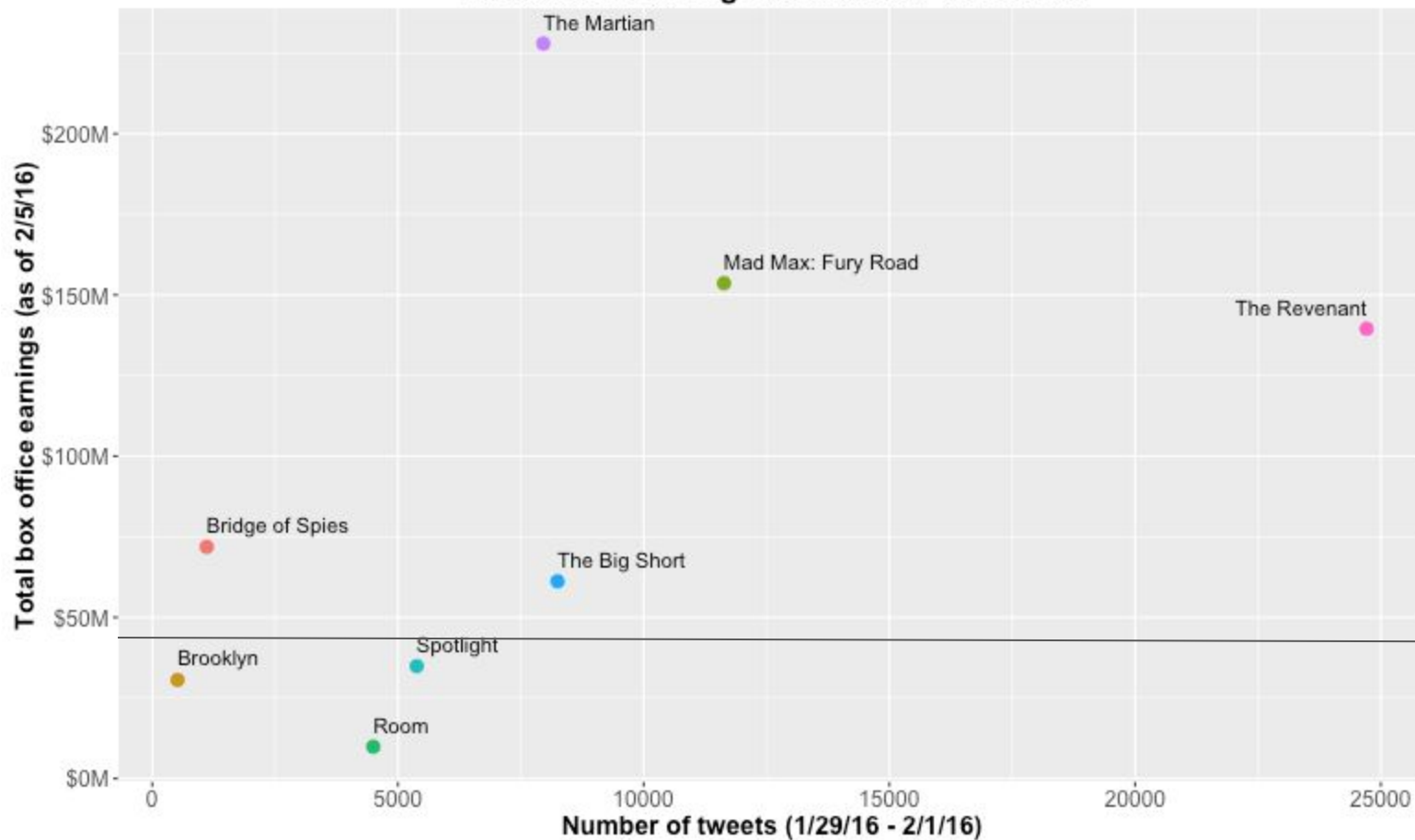
The movies with the highest means and 95% CI's for tweet sentiment scores:

1. The Spotlight

2. The Brooklyn

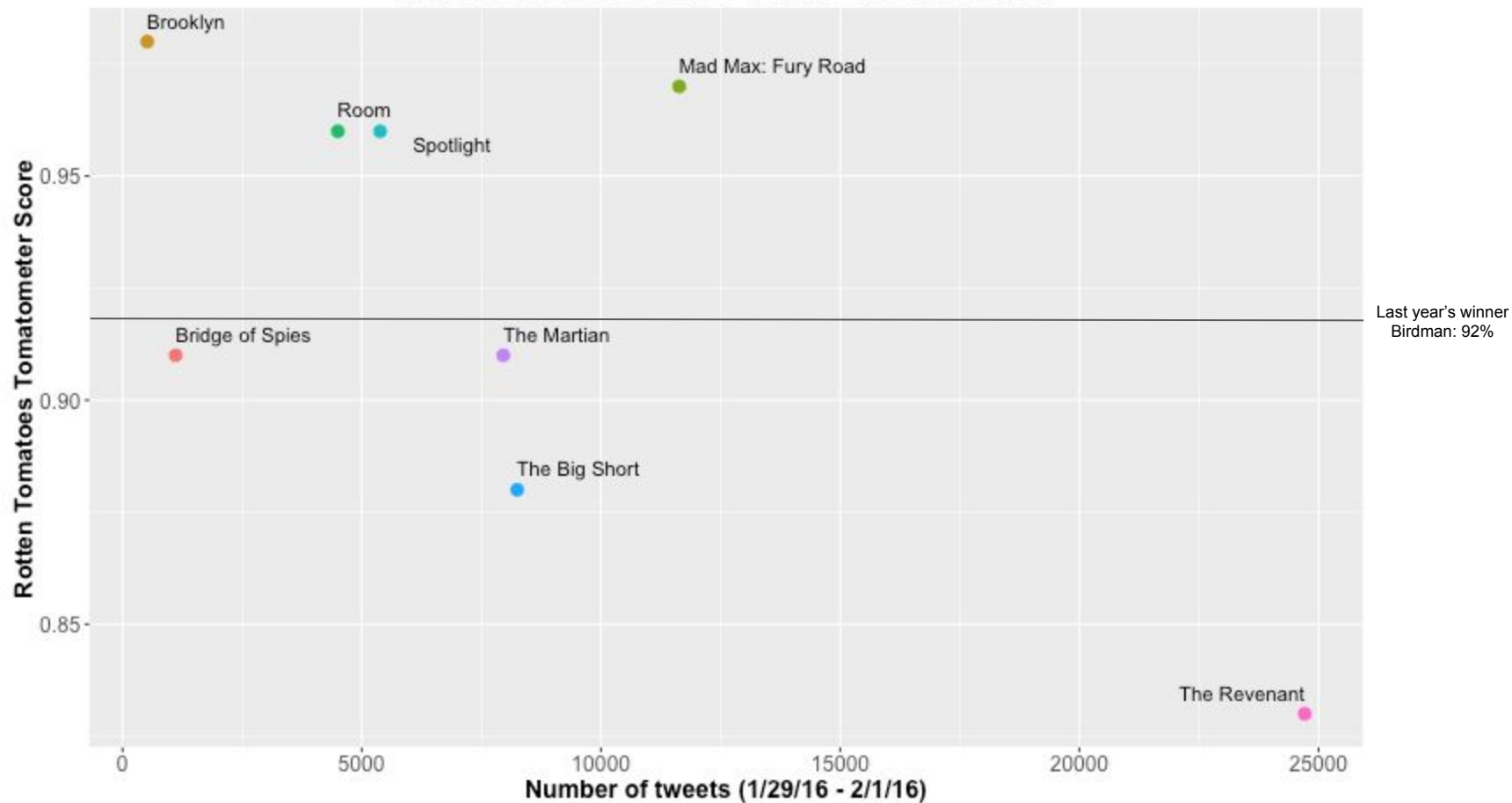
3. The Big Short

Box Office Earnings vs. Number of Tweets

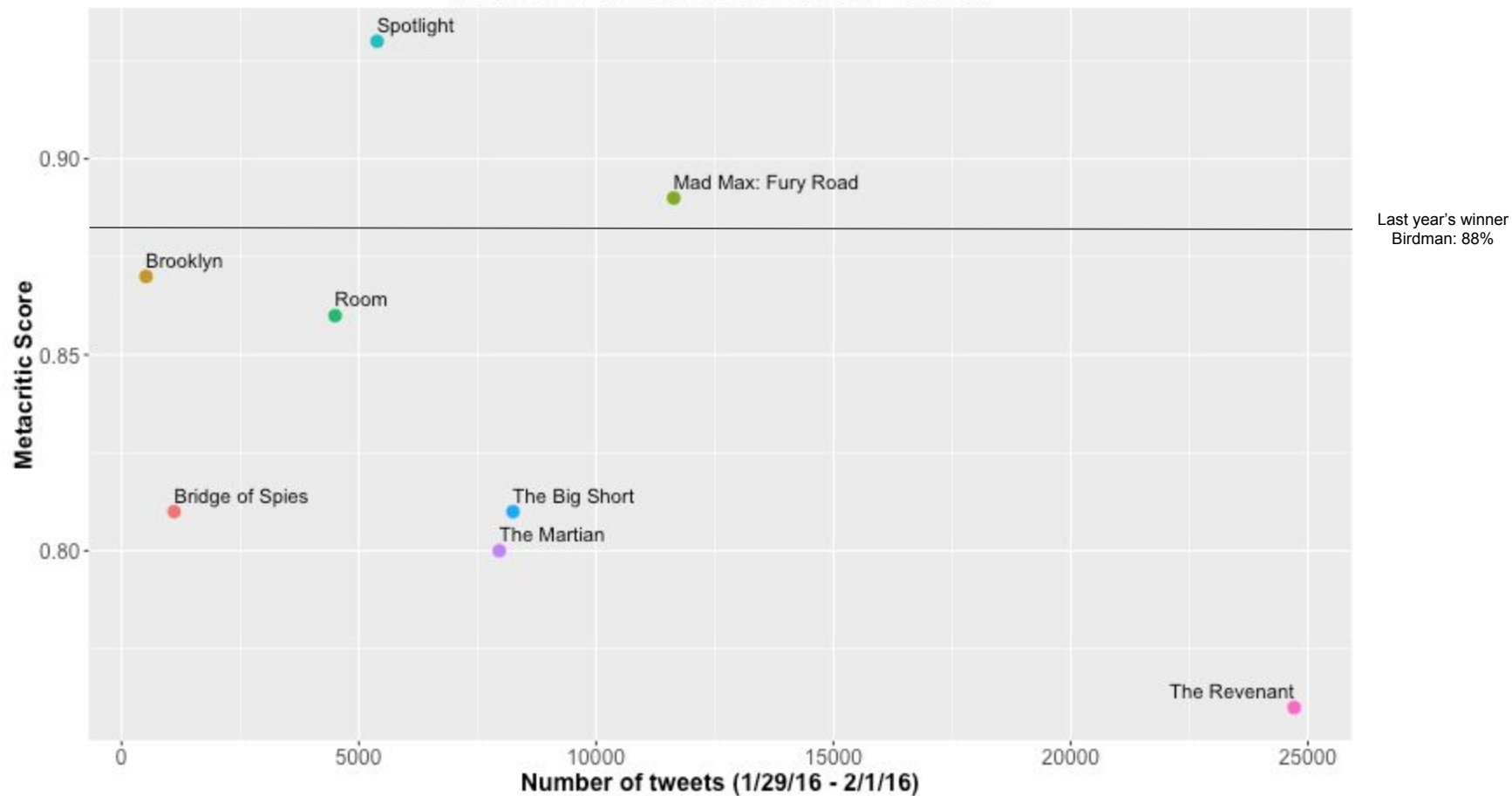


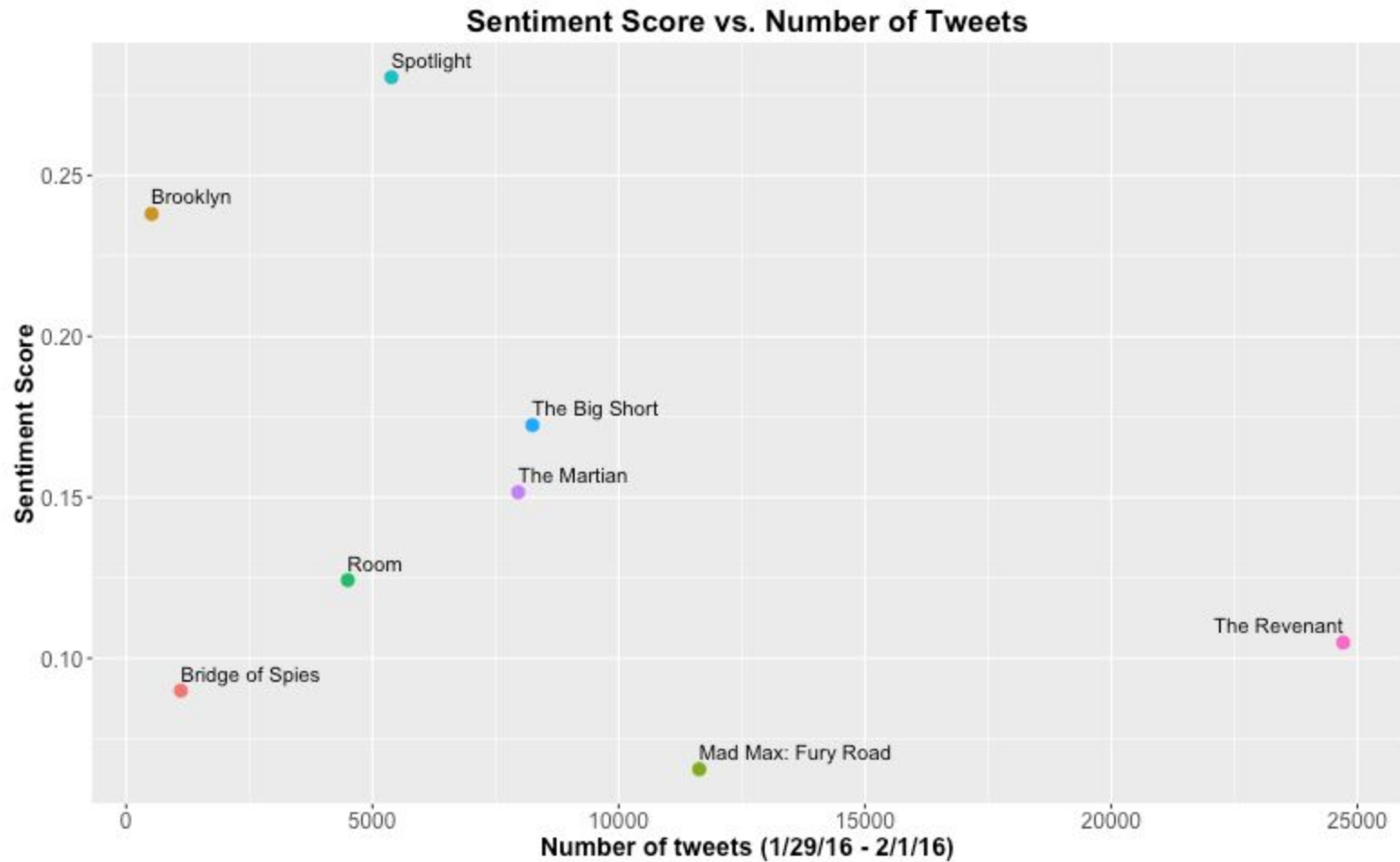
Last year's winner
Birdman: \$42M

Rotten Tomatoes Score vs. Number of Tweets



Metacritic Score vs. Number of Tweets

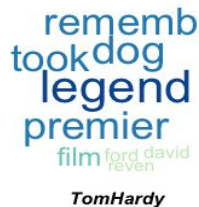




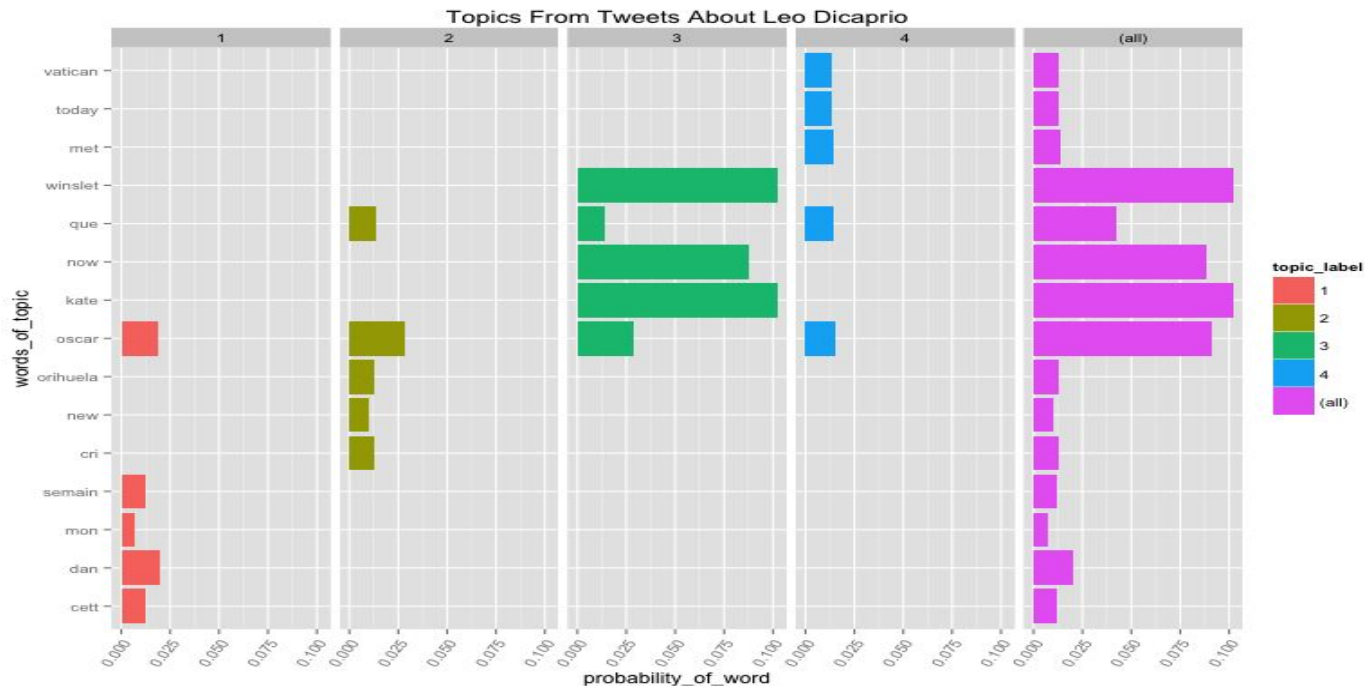
Footnote: Sentiment scores are on a scale of -1 to 1. The plot only shows a portion of the full y-axis.

Topic Modeling: Larent Dirichelet Allocation (LDA)

Topics From Tweets About Different Actors



Topics About Leo Dicaprio



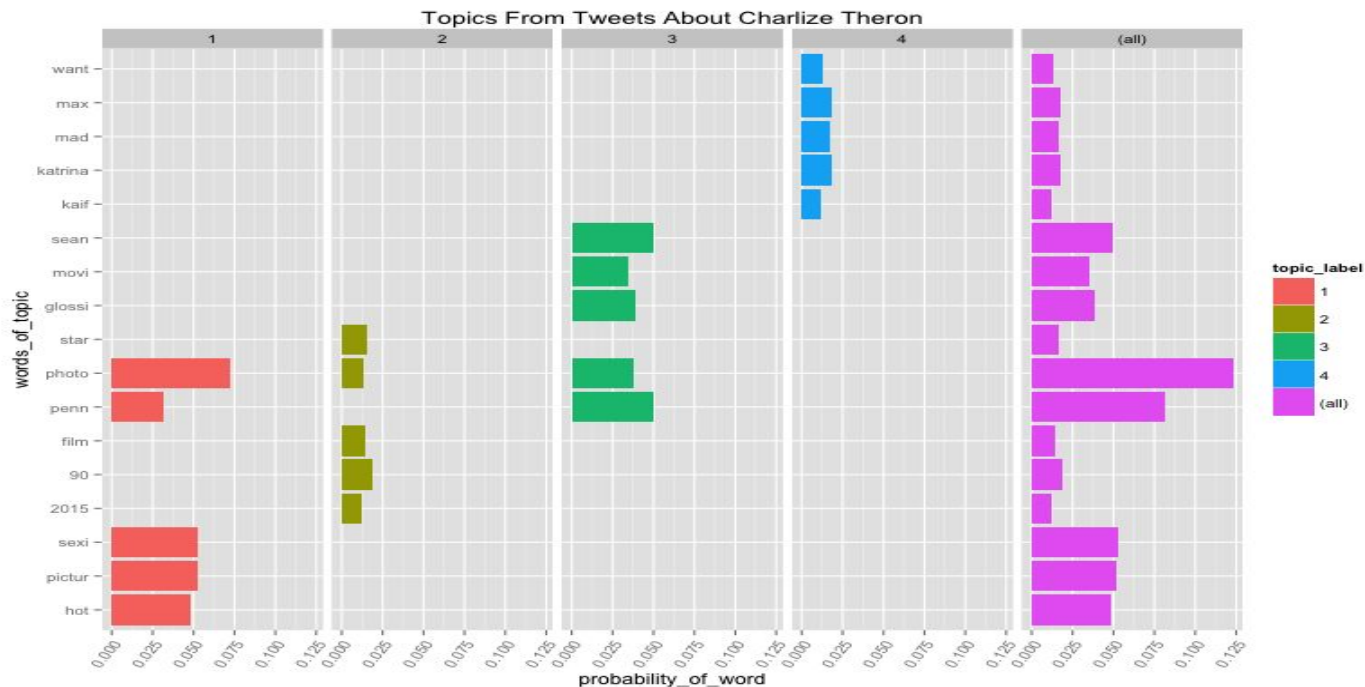
Topic1: Oscar,
semain (week),
Dan

Topic2: Oscar,
new, cries,

Topic3: Kate,
Winslet, now,
Oscar

Topic4: today,
met, vatican,
Oscar

Topics About Charlize Theron



Topic1: photo,
picture, hot,
sexy

Topic2: star,
photo, film, 90,
2015

Topic3: sean,
movie, glossy,
photo, penn

Topic4: want,
mad, max,
katrina

Conclusion

Dataset	“Prediction”
Popularity of tweets from/about actors (Alanna)	Spotlight
Sentiment analysis (Mingyung)	Spotlight
Popularity of movies on twitter (Jiang)	Revenant
Critical reception (Dylan)	Spotlight or Brooklyn
Popularity of movies’ account on twitter (Weiyang)	Revenant
Topic Modelling (Yun)	Revenant