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DS 4002

Simone Biles and Jonathan Owens Sentiment Analysis - A Case Study

Simone Biles has earned the title of the GOAT, a.k.a., the Greatest of All Time, with regard to gymnastics. She first made a name for herself at the 2016 Olympics in Rio de Janeiro, Brazil on the Team USA women's gymnastics team. She is the most decorated gymnast of all time, and now has five moves named after her [1]. Biles is married to Jonathan Owens, a football player on the Green Bay Packers. He entered the NFL as an undrafted player, but was eventually invited to play on the Texans practice team, leading to his NFL career [2].

Owens caused controversy in December of 2023 after making an appearance on the podcast The Pivot, alongside Biles, to talk about their careers and their relationship. Owens made comments claiming that he was the "catch" at the beginning of their relationship, and stated that he, "always say[s] the men are the catch" [3]. Owens also said that when he met Biles he, "didn't know who she was at the time" [3].

These comments caused swift backlash. Many voiced their opinions about the episode on social media, claiming that Owens' comments were "disgusting" [3]. Owens' statements angered many since Biles is highly decorated in her sport and Owens is not as acclaimed in the NFL. Some fans of Biles accused Owens of misogyny [4]. Due to this expression of opinions as well as opinion of Biles already being overwhelmingly positive, it might be expected that the sentiment of Biles' Instagram comments will be more positive than that of Owens' comments.

The Deliverable:

In this assignment, you will use the provided datasets (clean_jo.csv and clean_sb.csv) to conduct a sentiment analysis comparing Biles' and Owens' Instagram comments. The VADER package in Python will be employed to complete the analysis, as it is specifically tailored to analyzing sentiments expressed in social media. You will submit a github repository link to Canvas that contains the code for your sentiment analysis, the datasets used, any relevant references used, and a one page written summary of your results and takeaways from the project.

References:

[1]"Get to Know Olympic Gymnast Simone Biles Ahead of the 2024 Summer Games," *NBC Insider Official Site*, Jan. 03, 2024. Available: <https://www.nbc.com/nbc-insider/olympic-gymnast-simone-biles-husband-medals-achievements>. [Accessed: May 08, 2024]

[2]"Jonathan Owens Stats, News and Video - DB," *NFL.com*. Available: <https://www.nfl.com/players/jonathan-owens/>. [Accessed: May 08, 2024]

[3]"Simone Biles reacts to backlash over husband Jonathan Owens saying he didn't know her before they dated," *TODAY.com*, Dec. 24, 2023. Available: <https://www.today.com/popculture/jonathan-owens-simone-biles-how-they-met-rcna130830>. [Accessed: May 08, 2024]

[4]R. S. S. P. Culture and E. Reporter, "Simone Biles fans are not backing down," *Newsweek*, Dec. 28, 2023. Available: <https://www.newsweek.com/simone-biles-jonathan-owens-nfl-pivot-podcast-instagram-1856094>. [Accessed: May 08, 2024]