Data 620 Web Analytics - Final Project Proposal

**Analysis of Presidential Inauguration Speeches**

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**Introduction and Hypotheses**

The 2020 presidential election has been claimed to be the most important election as the nation has been facing significant challenges in health care, economy and political stability. As Joe Biden takes the oath of office as the 46th president of the United States, experts say that his inaugural speech had a “folksy tone, direct message and phrase that will be remembered: ‘uncivil war’”.

For the final project, we will perform a sentiment analysis of presidential inauguration addresses throughout American history, we hypothesize that:

1. Key words should correspond to the political theme of the era
2. High positivity scores should reflect the prosperity, culture and good economy of the time period.
3. Different political parties should reveal distinct political insights.

**Data Sources**

We will obtain the text of inaugural addresses through the UVA Miller Center’s collections of presidential speeches. The UVA Miller Center provides the transcripts of major speeches of all US presidents, including the inaugural addresses.

<https://millercenter.org/the-presidency/presidential-speeches>

**Team member responsibilities**

There are only two team members for this project, so most of the work will be done through combined effort and collaboration between Tony and Lin.

**Guideline of approach**

Data Acquisition

Data Preparation

Sentiment Analysis

Conclusion

**Concerns**

1. Using the proper tools and analysis to answer the questions
2. Collaborating with each other to finish the project before deadline