**Intro and callouts**

**INTRO:**

This project visualizes text data from Airbnb to create a narrative about neighbourhood identity and how this identity differs across neighbourhoods and between AirBnB hosts and guests.

The themes being exploring are:

-Price (Affordable, Luxury)

-Interior (Cozy, Modern)

-Identity (Diverse, Hipster, Historic)

-Neighbourhood amenities (Bars, Parks)

-Pace (Quiet, Busy)

We are using these clusters of words to see how hosts in different neighbourhoods market themselves, whether their guests agree with their descriptions and to identity patterns that support or defy neighbourhood stereotypes.

**CALLOUTS:**

Affordable

* Guests are mentioning “affordable” more than hosts in the city
* Hosts in Manhattan are mentioning “affordable” more than hosts in other boroughs (are they overcompensating???)

Luxury

* Guests are mentioning luxury in Brooklyn almost as much as Manhattan
* Top 3 most luxurious neighbourhoods in NYC according to guests? Queens!
* Manhattanites think they’re more luxurious than they are…

Modern/Cozy

* Hosts in Manhattan market their spaces as overwhelmingly modern over cozy, and hosts in the Bronx do the opposite.

Hipster

* Long island is the most hipster borough!!

Historic

* Manhattan and its’ immediately adjacent boroughs’ coasts have monopolized the word “historic”

Diverse

* The South Bronx, takes pride in its diversity

Bar

* Guests just aren’t talking about bars a whole lot… except in Little Neck, Queens… but Eric confirms that Little Neck is NOT bumpin’ (data issues??)

Park

* New Yorkers from Totenville Staten Island promote their neighbourhood parks but guests don’t seem to care. Not a single guest mentioned “park”

Quiet

* Quiet comes in patches in NYC as opposed to clusters of neighbourhoods that talk about “quiet” at similar frequencies.

Busy

* Guests are talking about business more than hosts. Maybe New Yorkers are used to the hustle