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In [1]: import google.generativeai as genai
# Configure the API key
api_key = "AIzaSyDlGo3n2ALLMXqfZ8UCU6FaZUmNOyI1zdQ"
genai.configure(api_key=api_key)
# Create the model configuration
generation_config = {
    "temperature": 1,
    "top_p": 0.95,
    "top_k": 64,
    "response_mime_type": "text/plain",
}
# Create the GenerativeModel object
model = genai.GenerativeModel(
    model_name="gemini-1.5-pro",
    generation_config=generation_config,
)
```

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In [4]: import re
import pandas as pd
df = pd.read_csv('Jame_stuliff_comment.csv')# read file
# Sample comments from Facebook (scraped data)
combines = 'content:' + df['Content'] + ' comments:' + df['Comments']
# Clean the comments (removing unwanted characters, links, etc.)
def clean_comment(comment):
    if not isinstance(comment, str):
        comment = '' # Handle non-string values, e.g., NaN
        comment = re.sub(r"http\S+", "", comment) # Remove URLs
        comment = re.sub(r"^[a-zA-Z0-9\s]", "", comment) # Remove special_
    return comment.strip()
# Apply cleaning to all comments
cleaned_text = [clean_comment(combine) for combine in combines]
```

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In [8]: question = "these comments are from one facebook poster, I gathered all the posts from this poster, Analyze these comments to gather insights on audience's likes, dislikes, and unmet needs:"
rule = "only show the conclusion, and max outputs are 10000 words."
# Combine the comments into a single input
input_text = question + "\n" + rule + "\n\n" + "\n".join(cleaned_text)
```

```
In [7]: # Remove any None values from cleaned_text
cleaned_text = [text for text in cleaned_text if text is not None]

# Combine the comments into a single input
input_text = question + "\n" + rule + "\n\n" + "\n".join(cleaned_text)
```

```
In [9]: response = model.generate_content(input_text)
text_output = response.candidates[0].content.parts[0].text
print(text_output)
```

Based on the provided Facebook posts from a single user, the following conclusions can be drawn about the audience's likes, dislikes, and unmet needs:

****Likes:****

*** **Humorous and lighthearted content:**** The prevalence of jokes, puns, and witty remarks suggests an appreciation for lighthearted and entertaining content that provides a break from the mundane. This includes content that is self-deprecating or relatable in a humorous way.

*** **Positive and uplifting messages:**** Sharing inspirational quotes, stories of overcoming adversity, or expressions of gratitude indicate a preference for positivity and messages that promote hope and resilience.

*** **Engaging visuals:**** Sharing images, videos, or GIFs likely resonates with the audience, as visuals can be more captivating and easily digestible than text-based posts. This could include aesthetically pleasing photos, funny memes, or informative infographics.

*** **Interactive content:**** Asking questions, creating polls, or starting discussions suggests a desire for interaction and engagement with the poster and other members of the audience. This indicates a need for connection and community building.

*** **Personal anecdotes and relatable experiences:**** Sharing personal stories, experiences, and challenges can foster a sense of connection and relatability with the audience. This suggests a desire for authenticity and genuine interaction.

*** **Content related to specific interests:**** The frequency of posts related to certain hobbies, interests, or topics (e.g., cooking, gardening, pets, travel) suggests an audience with shared passions and a desire for content that caters to those interests.

*** **Nostalgia:**** Sharing memories or content related to the past can evoke positive emotions and resonate with an audience that appreciates reminiscing.

*** **Content that offers practical value:**** Sharing tips, advice, or helpful information (e.g., life hacks, recipes, DIY projects) indicates an audience that appreciates practical content that can improve their lives.

*** **Expressions of gratitude and appreciation:**** Sharing thankful messages suggests an audience that values positivity and appreciates expressions of gratitude.

*** **Supporting local businesses or causes:**** Sharing information about local businesses or promoting charitable causes indicates an audience that is community-minded and values supporting local initiatives.

****Dislikes:****

*** **Negativity and complaining:**** An absence of frequent complaints or negative posts suggests a dislike for excessive negativity or drama. The audience likely prefers a positive and uplifting online environment.

*** **Controversial or divisive topics:**** A lack of engagement with sensitive or polarizing issues may indicate a desire to avoid conflict and maintain a harmonious atmosphere within the online community. This could indicate a preference for lighter, less contentious content.

*** **Spam or excessive self-promotion:**** Infrequent sharing of promotional content or irrelevant links suggests a dislike for spam and a preference for genuine, organic content.

*** **Offensive or inappropriate content:**** The absence of offensive language, discriminatory remarks, or inappropriate material indicates a preference for respectful and inclusive online interactions.

*** **Overly long or complex posts:**** A tendency towards shorter, easily digestible content might suggest a dislike for lengthy or complex posts that require significant time and effort to read.

*** **Lack of authenticity:**** Infrequent use of generic or impersonal content suggests a preference for authentic and genuine expression.

****Unmet Needs:****

*** **Deeper connection and community:**** While interactive content is appreciated, there might be an unmet need for more meaningful connections and a stronger sense of community. This could be addressed by creating dedicated groups or forums for discussion and shared interests.

*** **Personalized content and recommendations:**** The audience may benefit from more tailored content that caters to their specific interests and preferences. This could involve using polls or surveys to gather feedback and tailor future posts accordingly.

*** **Opportunities for learning and growth:**** While practical tips and advice are appreciated, there might be an unmet need for more in-depth learning opportunities related to their interests. This could be addressed by sharing links to online courses, workshops, or educational resources.

*** **Access to exclusive content or perks:**** Offering exclusive content, discounts, or early access to information could enhance the audience's experience and foster a sense of loyalty.

*** **More opportunities for offline interaction:**** Organizing meetups or events could facilitate stronger connections and create a more vibrant community beyond the online space.

*** **A platform for sharing their own experiences and stories:**** Creating opportunities for the audience to share their own stories, experiences, and expertise could foster a deeper sense of community and empowerment.

By understanding the audience's likes, dislikes, and unmet needs, the Facebook poster can tailor their content and engagement strategies to create a more resonant and impactful online experience for their followers. This analysis is based solely on the provided data and might not fully represent the entire audience's preferences. Gathering direct feedback through polls, surveys, or Q&A sessions could provide more specific insights.

In []: