

Audience and Sentiment Analysis

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10 QUESTIONS S1 • E8

Ex-Drug Cop Explains What Going Undercover is Like

512,297 views

8.4K 581 SHARE SAVE ...

Introduction and Summary

Introduction

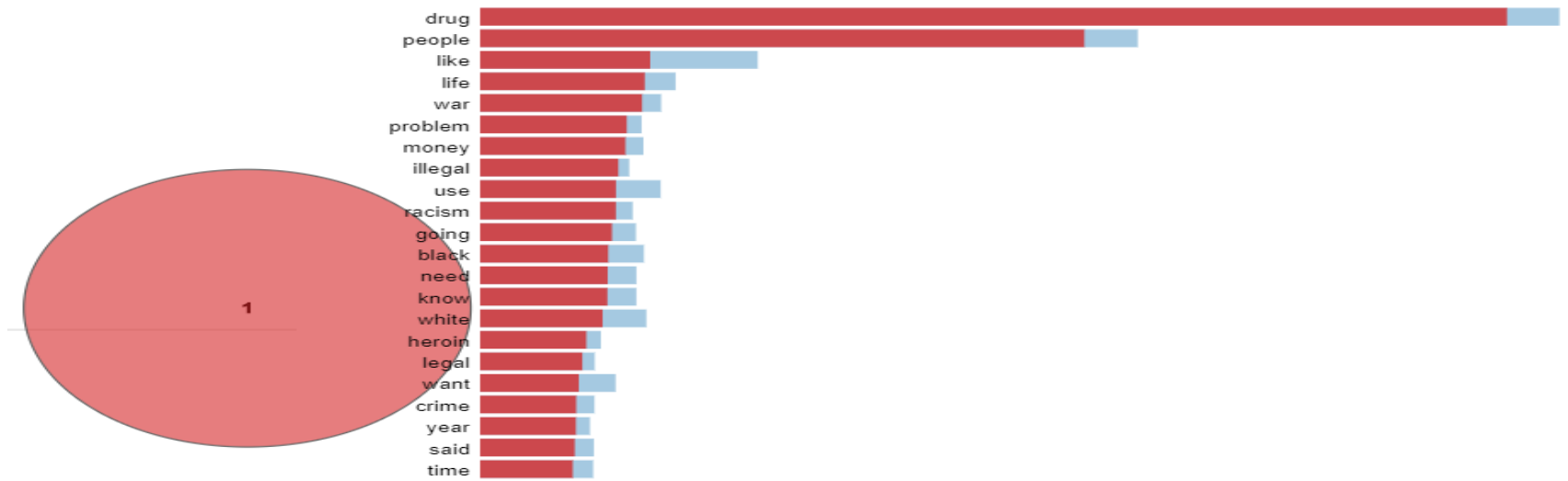
- This is a study to understand who are the audiences and how much do they like the video content and VICE as a company
- The data used are the comments scraped from YouTube for the video [Ex-Drug Cop Explains What Going Undercover is Like](#)

Summary

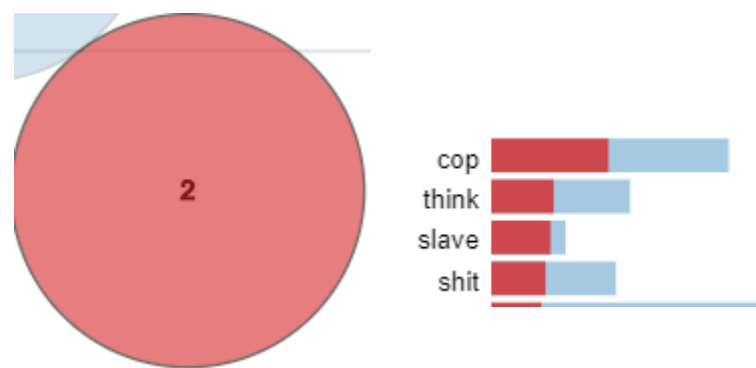
- There are three types of audience for this video: 1) columnists 2) radicals 3) fans
- The video presented the subject matter effectively
- People are generally positive toward the content, but less so for Vice

Audience analysis

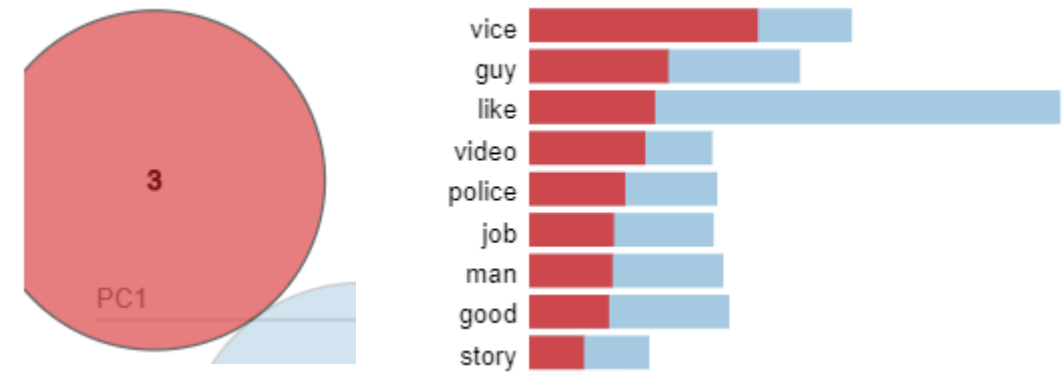
Group 1: columnists—
people who cared about
the subject matter, spoke
about their opinions, and
sought out solutions



Group 2: radicals—people who hold
extreme opinions to the content, and
reacted aggressively



Group 3: fans—people who mostly
commented about VICE, either positive or
negative

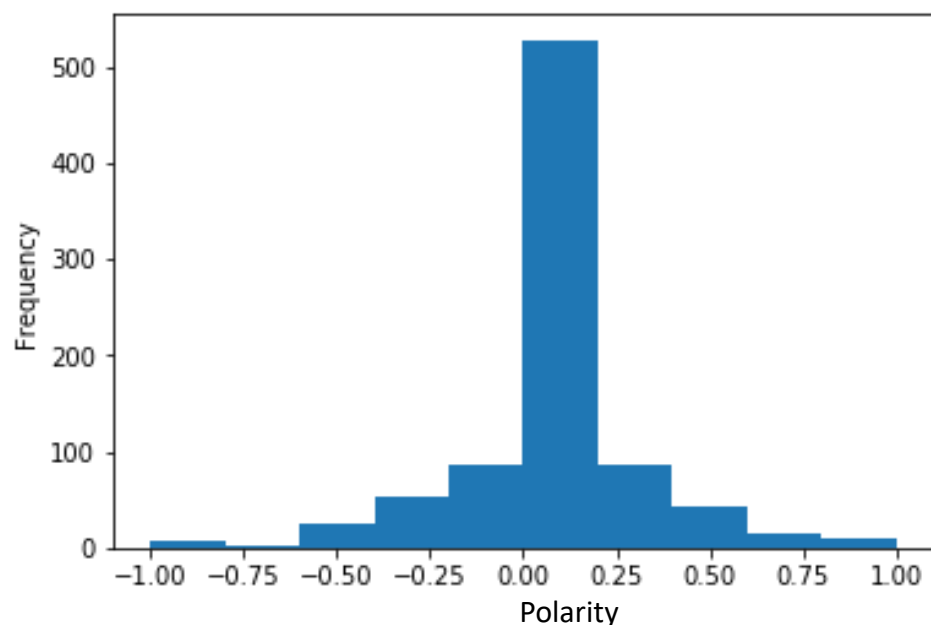


Comments analysis



- drug/people/cop: the video presented the subject matter effectively that led to people comment specifically on this topic
- VICE: people are aware this is a product from VICE, which could indicate VICE's unique branding is well-known among the audiences

Sentiment analysis for the video



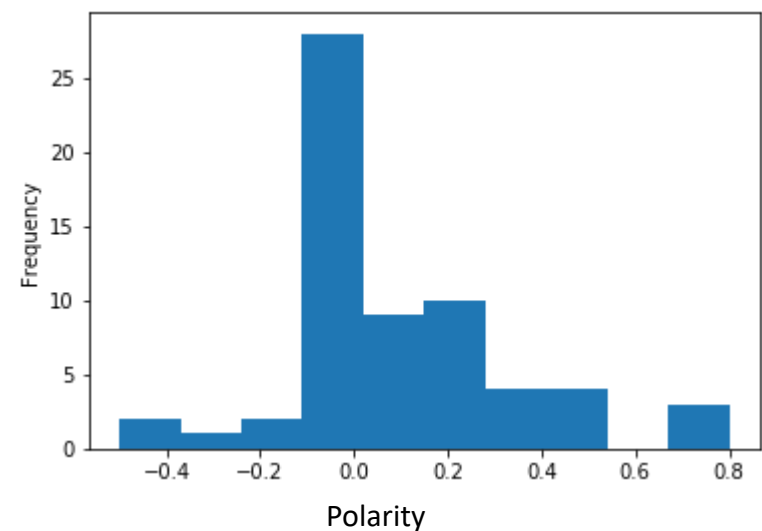
Polarity: -1 means negative sentiment; 1 means positive

- People are generally positive toward the content
- Although one might think Vice is presenting contentious issues according to some comments, but overall the sentiment is positive

Example of polarity for each comment

	polarity
This really seems like a guy who deserves an hour or more to tell his story and make his points. I saw that the video was over and thought "well shit . . ."	0.166667
Wow a cop that gets it! It'll never happen though, the prison complex, the DEA, judges, lawyers, and cops make too much money to ever legalize drugs. I could list statistics all day, or you could go to the DEA's own website to see how much we waste on this silly, unwinnable war on drugs. The land of the free has about 3 million folks in prison, and most have something to do with drugs. What's more important is I don't have the right to tell anyone what to put in their own body, nor does anyone else. Especially when it's politicians, not doctors who make these asinine policies.	0.200824
The war on drugs is a war on people who consume drugs. The US just patented a drug which is just low amounts of cbd, ethanol, filler and sugar and moved it to schedule 5 which would be hilarious if it didnt make me physically ill. Its all just been about money and power with a helping of racism thrown in.	0.000000
A war on drugs sounds amazing, thousands of soldiers on acid throwing grenades at each other and crashing chinooks.	0.237500

Sentiment analysis about VICE



Polarity: -1 means negative sentiment; 1 means positive

- 63 comments out of 855 mentioned about “VICE
- The sentiment is less positive comparing to the overall sentiment
- The fact that VICE got mentioned indicates people are aware of this brand and the content related to its branding

Example of polarity for comments about VICE

	polarity
Vice is a cancerous fucking mole on the news landscape. \n\nI remember the 90's when vice was honest and groundbreaking. Who's weak ass son took over?	-0.125000
Yo vice is back 👍👍	0.000000
Is vice back? the channel is shit now and zero content on YouTube . But this is the second thing I've watch in a week online that I've enjoyed. So keep it up	0.075000
Scrolls down. Sees channel: VICE. Flags and leaves.	-0.155556
this is vice	0.000000

Recommendations



Video contents

- VICE is great at presenting interesting subject matters and should continue doing so
- VICE should direct traffic to its news and articles that are related to the content of the video to increase visits to the websites



VICE branding

- VICE should think about which customer segment online drives the most traffic, columnists, radicals, or fans, and spend more effort to capture their attention
- VICE should be aware that people link video contents with VICE's brand, which could break VICE if the subject matter is perceived to be too extreme to a larger amount of audiences

Appendix

- Audience analysis: Latent Dirichlet Allocation (LDA) from gensim
- Comments analysis: wordcloud from wordcloud
- Sentiment analysis: textblob from textblob
- Github for analysis: https://github.com/samuelpao415/VICEMedia_study
- Github for data scraping: <https://github.com/samuelpao415/youtube-comment-downloader>