

Final Report:

Clash of Titans - State of Play vs Xbox Games Showcase

1. Introduction

This project aims to analyze the engagement and sentiment of the public about the State of Play and Xbox Games Showcase events. The analysis includes data distribution, main topics discussed, and engagement patterns over time.

Objectives of the Study

- Analyze user engagement (likes, comments, and reposts) related to the events.
- Evaluate the sentiments expressed in the comments (positive, negative, neutral).
- Identify the main topics and keywords discussed.
- Examine the temporal distribution of comments and engagement.

2. Data Sources and Tools

- Twitter: TWCommentExport Extension
- Reddit: PRAW library
- YouTube: WEBHARVY app
- Facebook: ESUIT Extension
- Instagram: ESUIT Extension

Tools and Languages

- Python
- VS Code, Tableau, Excel
- Python libraries: Pandas, NLTK, tex2emotion, tqdm, collections, PRAW
- Sentiments categorized as positive, negative, and neutral; And also it's emotions.

3. Data Analysis

Engagement Analysis

- Summed likes, comments, and reposts for total score per comment.
- Compared total scores between events.

Temporal Analysis

- Most commented hours
- Most commented times of the day
- Most commented days and most popular topics

Sentiment Analysis

- Breakdown of comments into positive, negative, and neutral categories.

Keyword and Topic Analysis

- Identification of most common keywords and topics discussed, and the sentiments toward them.

4. Results and Discussion

Key Insights and Discoveries

1. Engagement Speed: Xbox's content achieved higher engagement faster.
2. Popularity: Xbox's event was more popular, with higher views in a shorter time.
3. Astrobot's Impact: Astrobot drove high engagement, indicating strong user interest.
4. Event-driven Engagement: PlayStation's comment spikes coincided with specific events.
5. Variability in Xbox Engagement: Xbox's engagement varied, depending on ongoing updates.
6. Division of Opinions at State of Play: State of Play had a significant division of opinions.
7. Positive Reception of Xbox Games Showcase: Xbox received more positive comments.
8. Platform Comparison: YouTube and Reddit were the most active platforms.
9. Disproportionate Engagement: Verified users received a significant portion of engagement.
10. Time of Day Engagement: High engagement in the morning and night.

5. Conclusion and Recommendations

Summary

- Xbox's content achieved higher engagement and more positive sentiment.
- PlayStation had more event-driven engagement and a division of opinions.

6. Contact Information

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