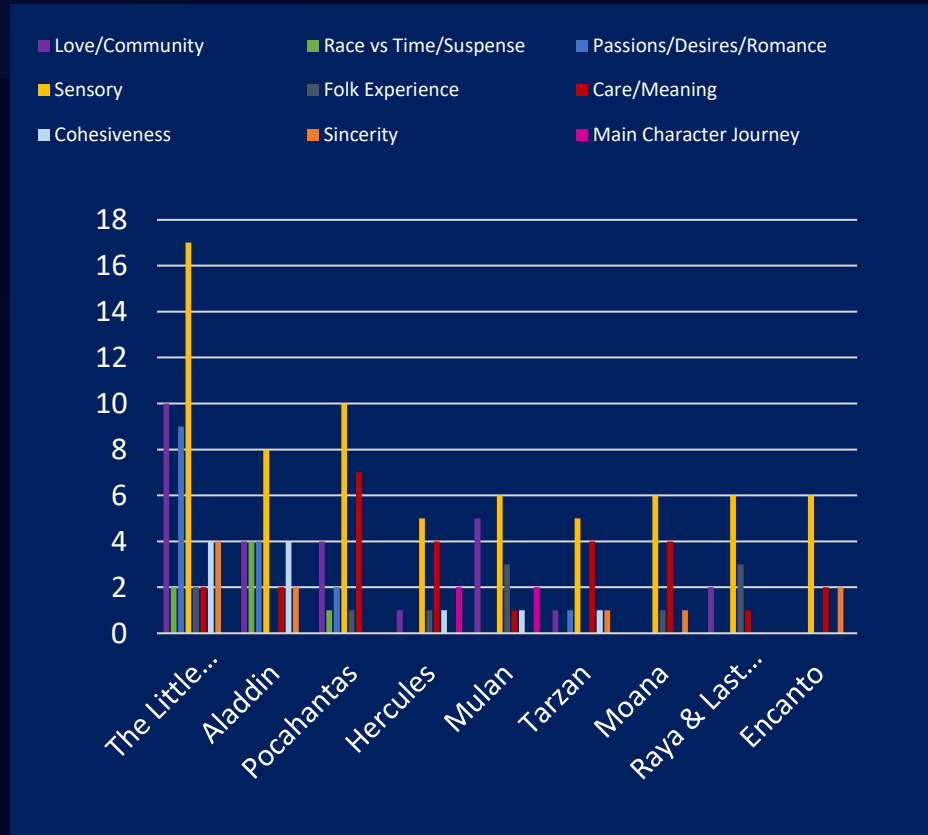# ANALYZING THE MAGIC OF A DISNEY CLASSIC!

This analysis aims to show the creative aspects that are most present in successful and magical animated movies!

The study analyzed reviews by the top10 reviewers on IMDB for each animated movie, and anytime an aspect was talked about as the main reason to the see the movie, the aspect was tallied. The resulting aspect totals show the overall reason that movie go-ers want to see a particular movie, and also shed light on the core aspects that make up successful animated movies and classic stories!

Legend: ■ Love/Community ■ Race vs Time/Suspense ■ Passions/Desires/Romance ■ Sensory ■ Folk Experience ■ Care/Meaning ■ Cohesiveness ■ Sincerity ■ Main Character Journey

Results

Total Aspects Highlighted vs. Box Office Performance

Box Office $ (Adj.)

Total Aspects Highlighted..

	Box Office $
The Little Mermaid	272,029,358
Aladdin	468,484,997
Pocahantas	280,937,375
Hercules	186,743,254
Mulan	223,782,391
Tarzan	310,561,433
Moana	259,647,488
Raya and the Last Dragon	61,072,010
Encanto	107,242,426

Total Aspects Highlighted vs. Box Office Performance	Love/Community	Race vs Time/Suspense	Passions/Desir..	Sensory	Folk Experience	Care/Meaning	Cohesiveness	Sincerity	Main Character Journey	Total Aspects Highl.
The Little Mermaid	5.00	2.00	6.00	6.00	1.00	2.00	3.00	2.00	0.00	27.00
Aladdin	4.00	4.00	4.00	8.00	0.00	2.00	4.00	2.00	0.00	28.00
Pocahantas	4.00	1.00	2.00	9.00	1.00	8.00	0.00	0.00	0.00	25.00
Hercules	1.00	0.00	0.00	5.00	1.00	4.00	1.00	0.00	2.00	14.00
Mulan	5.00	0.00	0.00	6.00	3.00	1.00	1.00	0.00	2.00	18.00
Tarzan	1.00	0.00	1.00	5.00	0.00	4.00	1.00	1.00	0.00	13.00
Moana	0.00	0.00	0.00	5.00	1.00	4.00	0.00	1.00	0.00	11.00
Raya and the Last Dragon	2.00	0.00	0.00	6.00	3.00	1.00	0.00	0.00	0.00	12.00
Encanto	0.00	0.00	0.00	6.00	0.00	2.00	0.00	2.00	0.00	10.00

Love/Community:

This aspect is tagged whenever a reviewer mentions the character gaining a significant connection or an expansion of community. This can be felt in a relationship with a family member, a romantic partner, or a any other person. Love is present when the supporting character gains a deeper understanding of the main characters true self and when this action results positively in a better relationship and a stronger bond.

Race vs. Time/Suspense

This aspect is tagged whenever the reviewer mentions suspense or the character having to complete an important task in a certain amount of time. This aspect keeps the viewer on the edge of their seats and makes the story exciting to watch.

Passions/Desires/Romance

This aspect is tagged whenever the reviewer mentions the character deeply wanting something. Desire is often the reason a character will embark on a journey, and this aspect allows the viewer to invested in the character's story. Romantic desire is included here for the passion displayed that has less to do with personal understanding.

Sensory

This aspect is tagged anytime the reviewer mentions a sensory experience. This includes aspects such as visuals, color, and music. Sensory experiences help to better explain the story. They can be helpful and delightful for viewers and are often the main reason that viewers watch a motion picture.

Folk Experience

This aspect is tagged anytime the reviewer mentions an accurate cultural or ancestral reference that is displayed throughout the movie. Folk aspects add depth, learning and context to the character's story.

Care/Meaning

This aspect is mentioned anytime the reviewer mentions a lesson or a message that we get from the story. Meaning adds value beyond the story itself and is why viewers feel the story serves a purpose.

Cohesiveness

This aspect is mentioned anytime the reviewer mentions that the story makes sense or that the elements move and fit well together.

Sincerity

This aspect is mentioned anytime the reviewer mentions the authenticity of the characters or story. This aspects adds believability to the characters and to the story overall.

Main Character Journey

This aspect is mentioned anytime the reviewer mentions a positive resulting change that the main character displays after undergoing an experience. This is something viewers can relate to and embody when dealing with challenges of similar relative magnitudes.

The Little Mermaid: **Sensory:** Sensory was the strongest mentioned aspect of the Little Mermaid, with reviewers highlighting the beautiful musical numbers/voices and the humor and soothing/sereneness of the underwater world.
Passions/Desires/Romance: Desire was the second strongest mentioned aspect of the Little Mermaid with most reviewers highlighting that they felt and understood Ariel's strong desire to be human and experience shore life.

Aladdin : **Sensory:** Sensory was the strongest mentioned aspect of Aladdin. Reviewers highlighted the beauty of the Whole New World scenes and catchiness of the Genie musical numbers.
Love/Race vs.Time /Passion: The second strongest mentioned aspect was a tie. Reviewers highlighted the love story of Jasmine, the thrilling and roller coaster ride of the tale, and Aladdin's desires (the three wishes) as reasons to watch the movie.

Pocahontas: **Sensory:** Sensory was the strongest mentioned aspect of Pocahontas. Reviewers highlighted the "stunning" animation of the "Colours of the Wind" and landscape.
Care: The second strongest mentioned aspect was care. Reviewers mentioned the story's strong message of coexisting peacefully with the earth and other communities as reasons to watch the movie.

Hercules: **Sensory:** Sensory was the strongest mentioned aspect of Hercules. Reviewers enjoyed the script's comedy and wittiness. They also praised its musical score, describing it as vocal, jazzy, and gospel.
Care: The second strongest mentioned aspect was care. Reviewers mentioned the message of showcasing a strong witty female lead and what is means to be a true hero as reasons to watch the movie.

Mulan: **Sensory:** Sensory was the strongest mentioned aspect of Mulan. Reviewers mentioned the movies animation describing it as lively and fresh.
Love: The second strongest mentioned aspect was love/community. Reviewers enjoyed watching Mulan gain respect withing her family and save the Chinese community.

Tarzan: **Sensory:** Sensory was the strongest mentioned aspect of Tarzan. Reviewers highlighted the movie's colorful and canvas like jungle scenes, and said the animation was exciting.
Care: The second strongest mentioned aspect was care. Reviewers mentioned the message of living without prejudice as reasons to watch the movie.

Moana: **Sensory:** Sensory was the strongest mentioned aspect of Moana. Reviewers highlighted the movie's bioluminescent visual beauty and described it as breathtaking.
Care: The second strongest mentioned aspect was care. Reviewers appreciated the story's sense of discovery and it's depiction of a female main character that is not afraid to go beyond the norm.

Raya: **Sensory:** Sensory was the strongest mentioned aspect of Moana. Reviewers highlighted the movie's stunning and atmospheric visuals that had richness, color depth and lighting.
Folk: The second strongest mentioned aspect was folk. Reviewers highlighted the South East Asian influences as a reason to see the movie.

Encanto: **Sensory:** Sensory was the strongest mentioned aspect of Encanto. Reviewers highlighted the movie's stunning and vibrant colors.
Care: The second strongest mentioned aspect was care. Reviewers highlighted the story's message that they viewed as acknowledging the reality that love may not be present in your family even though you might want to believe that it is

Conclusion:

As animators, it makes sense that sensory was the top mentioned aspect of these movies. Each movie offered unique visual combinations and musical elements that reviewers can go to when they want to feel more of that aspect.

One of the strongest results to mention, in addition, is that many of the earlier, and higher grossing movies, had more aspect comments in general from the 10 reviewers. These movies seem to be heavy or moderately heavy in almost all the aspects, making it a great value for the movie watchers!

Love and Care being the second most frequent aspects mentioned also makes sense as Disney markets itself on heartfelt stories with good massages. The expansion of community was seen in many ways through Ariel's underwater family, Aladdin's love for Jasmine, and Mulan's story of her community's expectations. Care is also shown in many ways through powerful messages of anti-prejudice, peaceful coexistence, heroism, and challenging societal norms.

Process Overview:

The goal of this project was to understand what reviewers most get out of animated movies, and in addition, how often those valued aspect show up in the movies that Disney has produced over time.

Methodology Overall:

To determine this, a sample of 9 movies were chosen to study. From these movies, the top 10 liked reviews were used. The idea behind this method is that reviewers are going to speak positively about the aspects that make them recommend the studied movie as an animation to see, and since these are the most supported viewpoints based on likes, this is the best reflection of what reviewers on IMDB think is valuable about the movie.

Choosing the Aspects:

I used The Little Mermaid as the starter sample to determine was the aspects to note would be. I went through the top comments and highlighted what reviewers were enthusiastic about and then defined what was mentioned. I came up with 9 main aspects valued and used this to annotate the rest of the movie reviews.

Tagging the Aspects in Reviews:

Each time the reviewer has a comment that could be associated with one of the defined aspects, the comment was tagged and a tally was added to that aspect's total. Once the annotation for that movies was complete, the aspect tallies were totaled to get the resulting data shown.

Below is an example of an aspect tagging:

Limitations: The largest limitation was data and time. The most bias reducing method would have been to access every IMBD comment for that movie. However, this process would have been very long and therefore the method mentioned was chosen to deal with those constraints.

Possible Bias:

Only the top 10 imdb reviews were used, and only reviews from the imdb site.

The defining process of the aspects may not include all valuable aspects possible.

The annotation process was an unreviewed qualitative research process.