

Lost You Forever and *Mysterious Lotus Casebook*: Analyzing Online Public
Sentiment of IP Novel Adaptations in Chinese TV Series

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Abstract

This report analyzes the comment data of two popular Chinese TV series, *Lost You Forever* 长相思 and *Mysterious Lotus Casebook* 莲花楼, on Weibo and Douban platforms. The aim is to explore the reasons for the popularity of online novel adaptations in China and examine the audience's comments and opinions. By studying the reception of these adaptations, this research provides insights for online writers and TV series producers to better understand audience preferences and create novels and TV series that cater to their tastes. Additionally, it offers valuable insights for IP adaptations, shedding light on the relationship between the original works and their adaptations.

Keywords: IP adaptations, *Lost You Forever*, *Mysterious Lotus Casebook*, Weibo, Douban, public opinions.

Introduction

With the popularity of online novels, more and more online novels have been adapted into movies, TV series and other works. These adaptations have been widely welcomed on Chinese platforms. Adaptations of online novels have unique advantages. On the one hand, online novels have accumulated a large number of fans on the Internet. These fans have deep emotions for the original works, and the launch of adapted dramas can meet the expectations of these fans; on the other hand, online novels Adapted dramas have a large amount of material, which can provide rich story clues and character settings for film and television dramas, and can also attract more audiences.

Selection of Research Objects

This study selected two representative TV series, *Lost You Forever* and *Mysterious Lotus Casebook*, which are both adapted from popular online novels. These two TV series were widely praised in the novel stage and have a certain number of fans of the original works. They also have well-known star actors and high-profile production teams, ensuring the popularity and popularity of the TV series. Furthermore, these dramas have received high ratings and generated significant discussions on both Weibo and Douban platforms. The availability of a substantial number of samples greatly facilitates our analysis. Additionally, these two dramas have diverse themes, allowing for comprehensive analysis and comparison from different perspectives. Therefore, we have selected these two television dramas to comprehensively understand the popularity and audience reception of online novel adaptations in China.

Selection of Platforms and Reasons

We have chosen Weibo and Douban for several reasons. Weibo is a popular social media platform in China known for its real-time discussions and trending topics. It provides a vast amount of user-generated content and serves as a significant source of public opinion. Douban, on the other hand, is a prominent online platform for film and television reviews, known for its active community of users who engage in in-depth discussions and provide detailed ratings and reviews.

By utilizing both Weibo and Douban, we can gather a comprehensive understanding of the audience reception and evaluations of the chosen television dramas. Weibo's real-time discussions and trending topics allow us to capture

immediate reactions and ongoing conversations, while Douban's dedicated community provides more nuanced and in-depth reviews. This multi-platform approach ensures a more thorough analysis and a broader perspective on the popularity and reception of the selected television dramas.

Research Significance

This study holds significance for several reasons:

1. It provides insights into the popularity and reception of online novel adaptations in the form of television dramas, which is a prominent trend in the Chinese entertainment industry.
2. By examining the ratings, discussions, and user-generated content on Weibo and Douban, the study offers a comprehensive understanding of audience reactions and evaluations.
3. The analysis of these two television dramas allows for a comparison of different themes and perspectives, contributing to a broader understanding of the genre and its impact on viewers.
4. The findings can assist industry professionals, researchers, and content creators in making informed decisions regarding the adaptation and production of online novels into television dramas.

Research Questions

1. What are the factors contributing to the popularity of online novel adaptations in China, as observed through the reception of *Lost You Forever* and *Mysterious Lotus Casebook* on Weibo and Douban platforms?
2. How do audiences on Weibo and Douban platforms express their comments and opinions regarding the adaptations of these online novels into TV series?
3. What insights can be gained from the audience's feedback to guide online writers and TV series producers in creating content that resonates with the audience's preferences?
4. How does the reception of the adaptations on Weibo and Douban platforms inform our understanding of the relationship between the original works and their adaptations in the context of IP adaptations?

Research Significance

This research holds significant importance for various stakeholders in the field of online novel adaptations and TV series production in China. The following points highlight its significance:

1. Understanding Audience Preferences: By analyzing audience reception and comments, this research provides valuable insights into audience preferences for online novel adaptations. It guides content creators in understanding the needs and tastes of the audience, enabling them to create more engaging adaptations.
2. Guiding Content Creation: The findings serve as a reference for online writers and TV series producers, helping them understand audience comments and opinions. This guidance enhances the creation of compelling novels and TV series.
3. Enhancing IP Adaptations: This research deepens the understanding of the relationship between original works and their adaptations. It provides insights into how faithful adaptations are received by the audience, leading to improvements in future IP adaptations.

Research Methods and Workflow

The research workflow involved web scraping data on posts and user information, followed by data analysis using Python for frequency analysis and sentiment analysis. Tableau was employed for visualizing user data, and reference data from various platforms was considered. Comparative analysis was conducted to identify differences in online discourse, and a research result website was established to present the findings effectively.

1. Web Scraping:

In April, we dedicated a substantial amount of time to using Python for web scraping. We collected posts and user data (including gender, IP addresses, etc.) related to the two television dramas during their airing period. The data obtained from web scraping was stored in CSV format for further analysis.

2. Data Analysis:

In May, we utilized Python for data analysis tasks. Firstly, we conducted frequency analysis to identify high-frequency vocabulary in the collected data. We then generated word cloud visualizations to perform sentiment analysis and gain insights into the overall sentiment surrounding the television dramas. Additionally, we leveraged Tableau to visualize and analyze the user data, enabling us to gain a better understanding of user demographics, posting patterns, and engagement levels.

3. Reference to Other Platforms:

To obtain a comprehensive perspective, we also referred to data from other platforms such as Bilibili, Zhihu, and Xiaohongshu. By comparing and contrasting the data results of the two television dramas from different platforms, we aimed to identify any disparities in online public opinions and discussions.

4. Comparative Analysis and Community Differences:

We compared and analyzed data from platforms such as Weibo, Douban, and others to identify differences in user communities, including their preferences, sentiment, and engagement levels. Through this analysis, we aimed to gain insights into the variations in online discourse among different user groups and communities.

5. Research Result Website:

Finally, we developed a website to showcase the research findings, providing an accessible and interactive platform for presenting the results of our study.

Data and Analysis

Data Analysis of Weibo

1. Frequency Analysis of Words and Sentiment Analysis



Lost You Forever



Mysterious Lotus Casebook

The word cloud of the Weibo posts for the drama *Lost You Forever* reveals that Yang Zi, who plays the female lead Xiao Yao, has the highest proportion, indicating that the drama revolves around the love story between Xiao Yao and the three male leads. From the graph, it is evident that the Weibo discussions related to the drama primarily focus on the actors, characters, and the original novel. Several couples within the drama generate a high level of

In the case of the discussion about *Mysterious Lotus Casebook*, the protagonist Li Lianhua is the central focus. However, it is worth noting that the character "Fu Yunshen" receives considerable attention, despite not being a part of *Mysterious Lotus Casebook*. Fu Yunshen is the protagonist of another modern idol drama *South Wind Knows*, which is set to release after *Mysterious Lotus Casebook* and also stars Cheng Yi. This indicates that Cheng Yi's fans and the production team may be leveraging the popularity of *Mysterious Lotus Casebook* to promote the new drama.

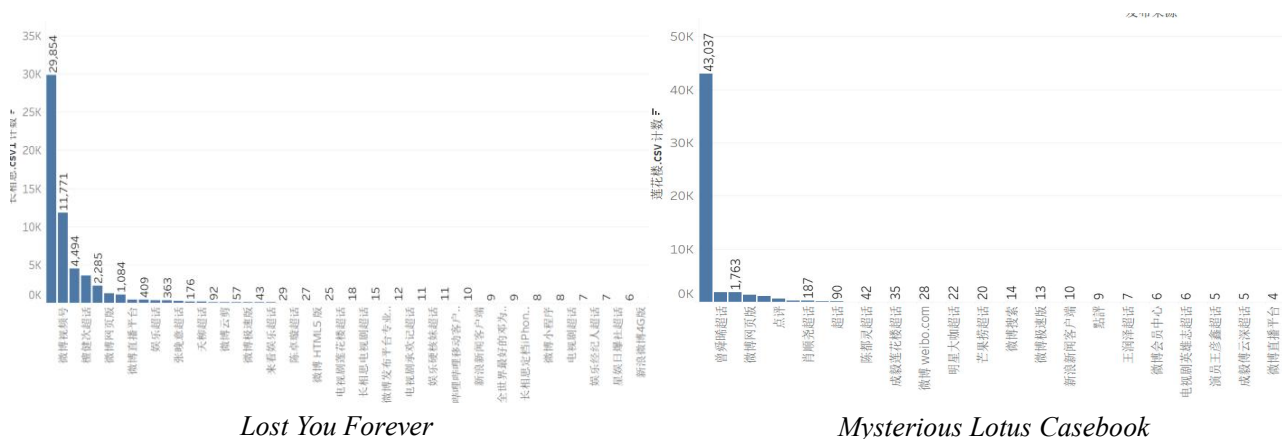
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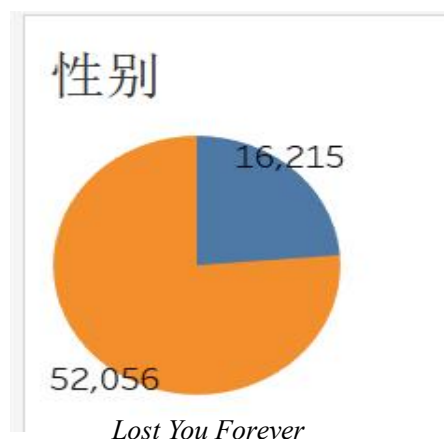
3. Source of Posts



We also conducted an analysis of the sources of these Weibo posts and found that, in the case of the drama *Lost You Forever*, the majority of posts originated from the "Yang Zi Official Fan Club". The next prominent sources were Weibo Video Account and the official Super Topic of the drama, suggesting the significant role played by short video clips in the marketing of the series. However, there were also Weibo posts from other unrelated super topics, such as Chen Zhuoxuan's fan club, Ding Chengxin's fan club, and Xiao Zhan's fan club. This could be attributed to interactions between different fan groups.

The statistical graph depicting the sources of Weibo posts for the drama *Mysterious Lotus Casebook* shows a significant number of posts from the "Cheng Yi Official Fan Club" Weibo account, followed by the fan clubs of supporting actors, indicating the notable contribution of the lead actor to the popularity of the series.

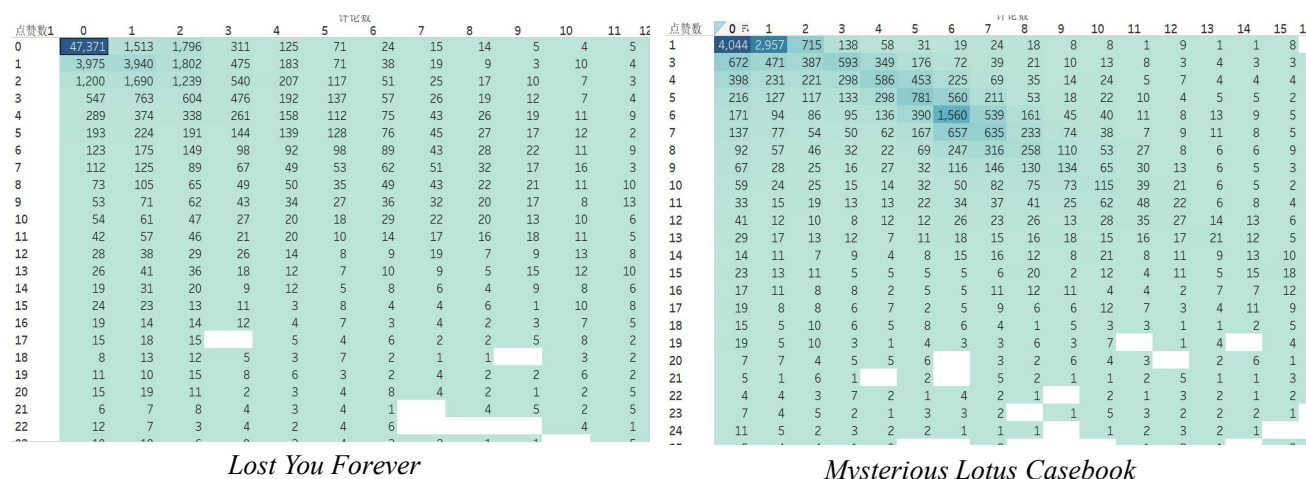
4. Gender



We also conducted a gender analysis of the posters on Weibo and found that a common characteristic of both dramas is the dominance of female viewers in the discussions. This could be related to the fan base of the original novels and reflects the primary audience for modern web novel adaptations.

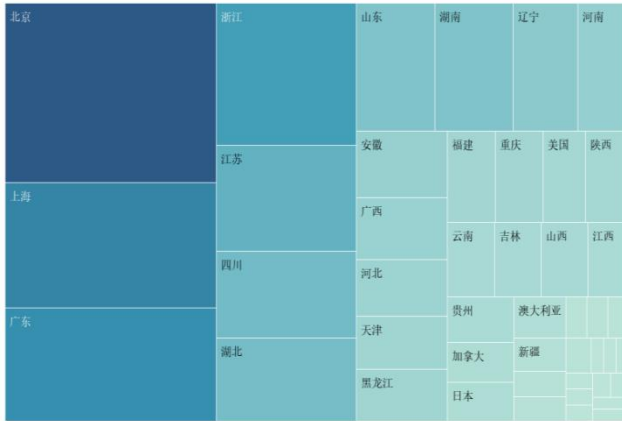
It is easy to understand why female viewers, who are the primary consumers of IP adaptations and television dramas, are attracted to *Lost You Forever*, a classical idol romance drama. However, *Mysterious Lotus Casebook* is a costume drama without prominent couples and features male protagonists. Despite this, it has a substantial female audience, exceeding the number of male viewers. This indicates that modern female viewers have diverse preferences beyond just romance and marriage themes.

5. Analysis of Post Interactions



We conducted a statistical analysis of the number of posts with the same number of likes and comments. The graph shows a positive correlation between the number of likes and comments on posts. The number of Weibo posts for *Lost You Forever* decreases uniformly in both dimensions. However, in another graph related to *Mysterious Lotus*

2. Distribution of Reviewers' IP Addresses



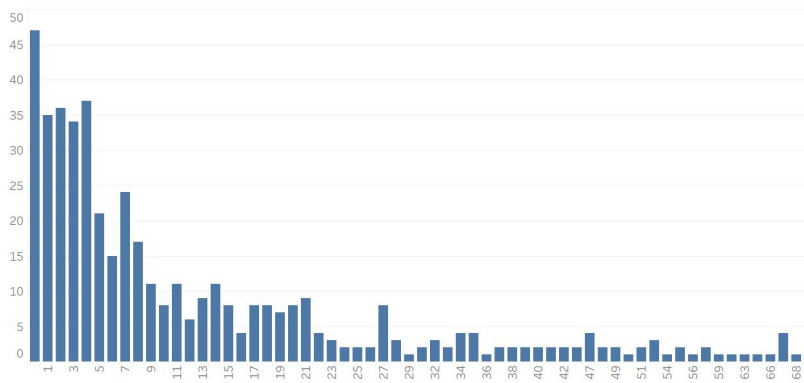
Lost You Forever



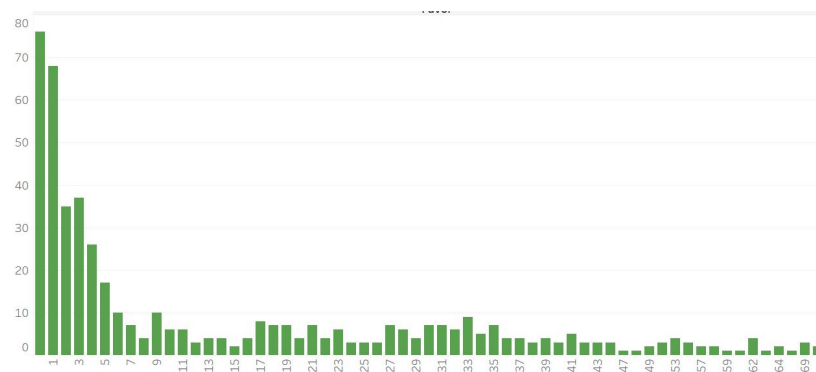
Mysterious Lotus Casebook

We analyzed the IP addresses of Douban users who posted reviews and found that the majority of reviewers for both dramas were from Beijing, Shanghai, Guangdong, and Jiangsu regions. This may reflect the influence of regional culture on the evaluation of the dramas.

3. Analysis of Review Interactions



Lost You Forever



Mysterious Lotus Casebook

A common observation for both dramas is that there is a higher number of reviews with zero likes and relatively fewer reviews with high likes. In the case of *Lost You Forever*, there were also a significant number of reviews with low likes. However, in the case of *Mysterious Lotus Casebook*, there was hardly any transition between reviews with zero likes and those with high likes.

Findings and Conclusion

1. Douban users tend to engage in in-depth discussions about the plot and acting, while Weibo users show greater focus on celebrities and actors.
2. The star effect significantly influences the popularity of dramas but may also overshadow the strengths and weaknesses of the dramas themselves.
3. Modern female viewers' preferences are becoming more diversified, extending beyond traditional romance themes.
4. The marketing strategy of *Lost You Forever* has been successful, but it mainly caters to the existing female audience for historical idol dramas, lacking in-depth content.
5. A comprehensive analysis is required to address the potential data manipulation issue in the Douban data for *Mysterious Lotus Casebook*.
6. Platforms primarily dominated by male users, such as Zhihu, can provide insights into whether a TV drama has truly captured nationwide attention. As these platforms are typically not the focus of marketing efforts, their data can more accurately reflect the natural popularity of a drama.
7. For an IP-adapted drama to receive widespread popularity, multiple factors need to work together. Firstly, the original novel's theme and plot must be captivating. Secondly, the adaptation should remain faithful to the original spirit. Additionally, the popularity and acting skills of the actors, meticulous production by the backstage team, and effective promotion are all essential. Although high data may be influenced by the star effect, fan data manipulation, and marketing strategies, an outstanding drama will ultimately showcase impressive data performance.

Challenges, Limitations and Future Enhancement

During this research process, we encountered several challenges and issues:

1. Due to the relatively complex data collection process, we utilized Colab for data scraping. However, we frequently experienced connection interruptions, resulting in the loss of collected data. Therefore, we could only capture and save review data within a short timeframe.
2. Due to time constraints, we only selected public opinions during the airing period of these two dramas. However, feedback on films and TV series often exhibits a lag, and a more objective evaluation may emerge from casual viewers after the drama concludes.
3. Different communities may have varying value orientations towards these two dramas. However, we only selected Weibo and Douban platforms for our research. In the future, we plan to introduce data from more platforms or communities for comparative analysis.
4. Weibo contains a significant amount of false content and exaggerated promotions, such as fan data manipulation. We cannot guarantee the authenticity and validity of all reviews. Therefore, we will strive to improve in this area, investing more time and effort to filter out ineffective data.