

GECW4010 Progress Report

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Data Collection: Based on webpage data appearing in different subtype of Kichiku videos in Bilibili, we have collected all valid 165270 from video data (2009.7-2019.5, data captured on 2019.7.13) by applying Request package in python. Data is filtered and saved in MySQL database. From the Bilibili, the biggest Kichiku website in China, we expect to see the trend of the changes of Kichiku videos, like popularity, content, public preference etc.

Overview of Obtained Data:

Time Span	Video Title	Video ID	Author Name	Author ID	Video Type	Upload Date	Description
Duration	Views	Comments	Danmaku	Favorite	Coin	Likes	Keywords

Data analysis: Firstly, the “popularity” of each video is evaluated by the formula shown in the appendix, which is based on the data obtained. Case study will be carried out for items with the highest rate of “popularity”. Secondly, keywords that each item was tagged as, serving as a rough summary of the contend and technique of each video, will be investigated via frequency analysis where “popularity” will be used as the weight. Major keywords of items uploaded in each seasonal time frame (3 month) are selected based on their “popularity”, and the dynamic of their “popularity” throughout the whole time frame (around 10 years) will be analyzed.

Case Study: Case study has only been conducted on some Kichiku videos with high “popularity”.

Correlations with original source: Kichiku is re-creation of original source, where both meanings are usually different or even opposite.

Styles or Features: repeats of text, sound and images are used repeatedly; danmaku from viewers are as important as the production of Kichiku from makers; fulfilled with popular culture, including text, sound and images.

Implication: Kichiku could serve as a way for both viewer and producers to convey their views on events, through re-creation and danmaku; for certain groups of youth sharing the common interests, Kichiku function as a online salon where they could get the sense of identity; moreover, high-quality Kichiku videos are of great entertainment and aesthetic, which helps the youth to release pressure.

Subculture/Culture Study: To clarify the research object Kichiku, we will look into the history of Kichiku in China, including its origin, evolution and status. Background information will explain the detailed definitions for Kichiku. Combining case study on selected groups through self-defined rules and frequency analysis, qualitative conclusions will be given, which include viewer and maker portraits, “styles” of Kichiku, its spread and more importantly the reasons. Moreover, the characteristics and underlying causes will be dynamic. We think the features of Kichiku may have changed over time and accordingly the causes are needed for the transition. For contributions to the theory, past literatures related to cultural research and subculture cases will be taken as reference.

Referring to Introducing Cultural Research, the general guidelines for dealing with features of Kichiku will be divided into 4 aspects, which are cultural geography, culture in historic evolution, correlation between culture and political factors and cultural psychology. Furthermore, the research methodology cold be classified into 2 principles. First one is investigating its audience groups, including their nations, educational backgrounds, family condition, political tendency, behaviors and whatever will make them easy to accept Kichiku. The other one will be researched on external environment, including mainly politics, social status, geographical factors and whatever provide prerequisites for subculture to grow. In subcultural study, social class analysis is commonly applied.

Appendix:

Rules to Evaluate “Popularity”:

$$\text{Popularity} = C_{view} * \text{ViewCount} * R_A + (C_{share} * \text{Share} + C_{coin} * \text{Coin}) * R_B + C_{favorite} * \text{Favorite}$$

$$R_A = 1, R_B = \min\left(1, \frac{C_{share} * \text{Share} + C_{favorite} * \text{Favorite} + C_{coin} * \text{Coin}}{C_{view} * \text{ViewCount} + C_{share} * \text{Share} + C_{coin} * \text{Coin}}\right),$$

$$C_{share} = 3, C_{view} = 0.025, C_{favorite} = 1, C_{coin} = 1$$

Data collection, preprocess code and collected data in xlsx form: <https://github.com/JulianJuaner/GECW4010-Kichiku>

Reference for popularity evaluation: <https://www.bilibili.com/video/av41893018> (start from 0:33)