

GECW4010: Senior Seminar Project

**Analysis of the Popularity of Kichiku Videos in
China – in the Perspective of Youth Subculture
Progress Report for June & July**

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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 records from video data (2009.7-2019.5, data captured on 2019.7.13) by applying exploiting *Request* package in *Python*. Data is filtered and saved in *MySQL* database. From the Bilibili, the biggest Kichiku website in China, we expected to comprehend the Kichiku's trend of transformation in popularity, content, public reference 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 relatively higher rating of “popularity”. Secondly, keywords that each item was tagged as, serving as a rough summary of the contents 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 span (around 10 years) will be analyzed.

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

Correlations with source: Most Kichiku videos are re-created from other video clips, whose meanings are usually different or even opposite to their origins.

Styles or Features: repeats of text, sound and images are used repeatedly; Danmaku comments from viewers are important constituents of video content;

Implications: 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 entertaining and aesthetic value, which helps the youth to release pressure.

Subculture/Culture Study: To clarify the research object Kichiku, we look into the history of Kichiku in China, including its origin, evolution and status. Firstly, we defined the detailed definition of Kichiku. Combining case study on selected videos based on self-defined rules and frequency analysis, qualitative conclusions including viewer and maker portraits, “styles” of Kichiku, its spread and more importantly the reasons behind features will be given. Moreover, the characteristics and underlying causes are dynamic and so this transition is necessary to be explained. Past literatures over cultural research and past subculture cases will be investigated and examined to provide theoretical support.

Referring to *Introducing Cultural Research*, the general guidelines for dealing with features of Kichiku shall comprise 4 aspects, including cultural geography, culture in historic evolution, correlation between culture and political factors and cultural psychology. Furthermore, the research methodologies could be classified into 2 categories. First one is investigating its audience groups, including their nations, educational backgrounds, family condition, political tendency, behaviors and whatever factors will make them easy to accept Kichiku. The other one will focus on external environment, including politics, social status, geographical factors and whatever provide

prerequisites for subculture to grow.

Appendix:

Kichiku Video: A video type that has repeating comical visual/sound effects fitting its background music beats by rearranging and tuning existing video clips.

Danmaku Comment: *Danmaku* is the romanization of an Japanese word 「弹幕」 which means barrage. Danmaku comment is a novel type of video comment. The commenters can release their comments with the video playing. Anyone who progress the video will see the comments sliding over the screen synchronously, exactly at the relative moment released.

Rules to Evaluate “Popularity”:

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

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

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

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)

Representative Kichiku Videos:

(Sample link: <https://www.bilibili.com/video/av + Video No.>)

Video Title	Video No. (BILIBILI)	Upload Date
最终鬼畜蓝蓝路	106	2012-10-05
我的洗发液	2023391	2015-02-20
赵本山：我就是念诗之王！	1939080	2018-02-21
梁逸峰你朗诵这么屌你家里人知道吗？	902007	2014-01-07
朱广权：我一首 rap 就是一期节目！	19536380	2018-02-13
跟着雷总摇起来！Are you OK！	2271112	2015-04-30
Donald Trump And Barack Obama Singing Barbie Girl By Aqua - Maestro Ziikos	50962281	2017-01-17
金坷垃 美日非 K 歌金曲 CD	816	2009-11-20
我是 papi 酱	4033926	2016-03-06
挖掘机技术哪家强？	1572046	2014-09-30
浑身难受 Gentleman	897567	2014-01-03
【逸峰&大力】飘向远方·南北差异	23861221	2018-05-24
【神医 RAP】我还治不死你？	12012048	2017-07-08
【马云】穷开心	10377004	2017-05-07