



LOCKER ROOM BINGE



MAIN FOCUS:

- Portrayal of women in anime
- Data that is necessary to identify the portrayal of women in anime

OBJECTIVE:

- Understanding precisely the methods through which images of women are constructed in anime



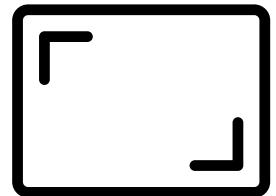
RELEVANCE

WHY IS THIS IMPORTANT?

! HYPERSEXUALIZATION OF
WOMEN IN ANIME

! IMPACT OF ANIME ON THE
YOUTH

DATA



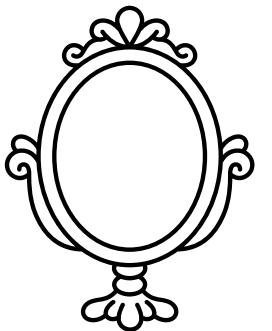
**RAW DATA: 10 MOST POPULAR ANIME
AMONG 4 MAIN DEMOGRAPHICS VS 40
MOST POPULAR ANIME**



**SPEECH: HOW DO FEMALE CHARACTERS
SPEAK?**



SPEECH: WHAT DO THEY SAY?



**APPEARANCE: HOW DO FEMALE
CHARACTERS LOOK IN RELATION TO
THEIR MALE COUNTERPARTS?**



DATA SOURCES AND TOOLS

01

MYANIMELIST.COM

02

CRUNCHYROLL,
FUNIMATION

03

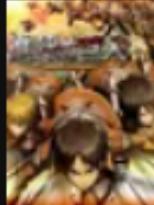
STREAMING SERVICES
SUCH AS NETFLIX, PRIME
VIDEO, HULU, ETC.

Top Anime

[Top](#) > [Anime](#) > [Top Anime](#) > [Most Popular](#)
[All Anime](#) [Top Airing](#) [Top Upcoming](#) [Top TV Series](#) [Top Movies](#) [Top OVAs](#) [Top ONAs](#) [Top Specials](#) [Most Popular](#)

Top Anime by Popularity

Updated twice a day. (How do we rank shows?)

Rank	Title
1	 Shingeki no Kyojin ⓘ TV (25 eps) Apr 2013 - Sep 2013 3,945,529 members
2	 Death Note ⓘ TV (37 eps) Oct 2006 - Jun 2007 3,901,291 members
3	 Fullmetal Alchemist: Brotherhood ⓘ TV (64 eps) Apr 2009 - Jul 2010 3,345,251 members
4	 One Punch Man ⓘ TV (12 eps) Oct 2015 - Dec 2015 3,218,353 members
5	 Sword Art Online ⓘ TV (25 eps) Jul 2012 - Dec 2012 3,072,782 members
	 K-On! ⓘ

DEMOGRAPHICS

01

JOSEI

02

SHOUJO

03

SEINEN

04

SHOUNEN

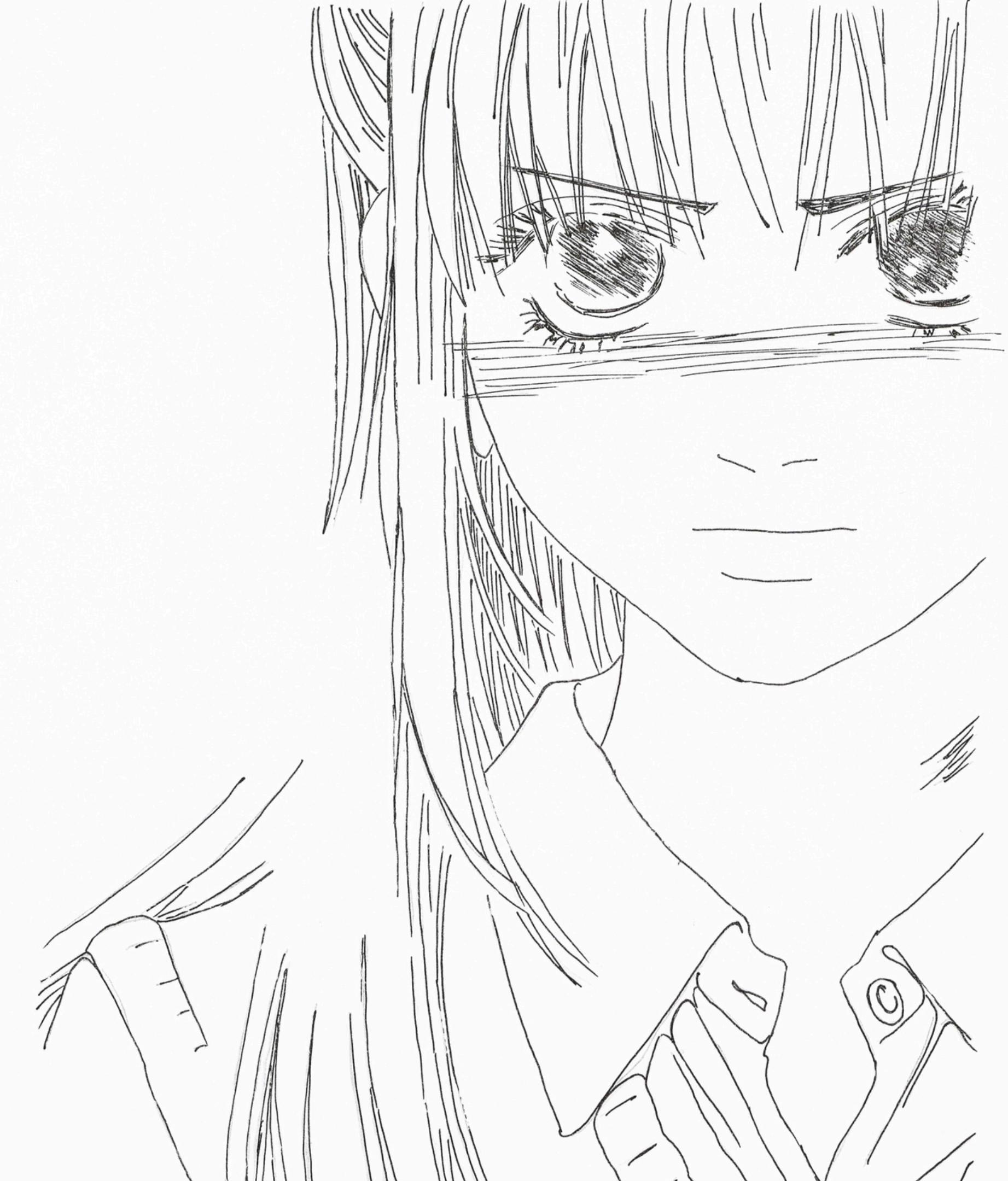
Demographics

> Josei (153)

> Shoujo (489)

> Seinen (1,013)

> Shounen (1,957)



EXECUTION: VISUALS

Distant Viewing 01

Using custom-algorithms to extract and quantify features from video frames, such as colors or shapes.

Shot Boundary Detection 02

Identifying the points at which one shot ends and another begins to compare between male and female characters.

EXECUTION: VISUALS



03 Face Detection and Recognition

Analyzing characters' presence and interactions within each anime

04 Analysis of Shot Types

Analyzing shot types looks at how different framing techniques (close-ups, long shots, two-shots, etc.) are used throughout the different anime.

05 Computational Aggregation and Analysis

Drawing conclusions from statistical analysis to compare the frequency of different shot types, the presence of characters

EXECUTION: FEEDBACK



Crowd Sourcing

Questioning real viewers about how they feel about carefully curated scenes from different anime.

01

Speech to Text Conversion



EXECUTION: SPEECH

Converting audio from shows into text using IBM Watson Speech to Text and separate dialogue from non-verbal elements like applause.

02

Emotion Recognition

Using NLP techniques - NRC Emotion Lexicon to associate words to emotions. Next, train a machine learning model on this labeled dataset where dialogues are tagged with emotions.

03

Analysis

Drawing conclusions from statistical analysis to compare the frequency of different shot types and the presence of characters

POTENTIAL APPLICATION

A “Litmus indicator” based on quantifiable factors that can help Manga and Anime companies promote a healthy and realistic image of women.

POTENTIAL DRAWBACKS

- Lack of interest as the companies, in fact, profit off of the detrimental representation of women
- Dangerous application that would overdrive the quantifiable indicators so as to make more profit



THANK YOU!