

THE CONCLUSION

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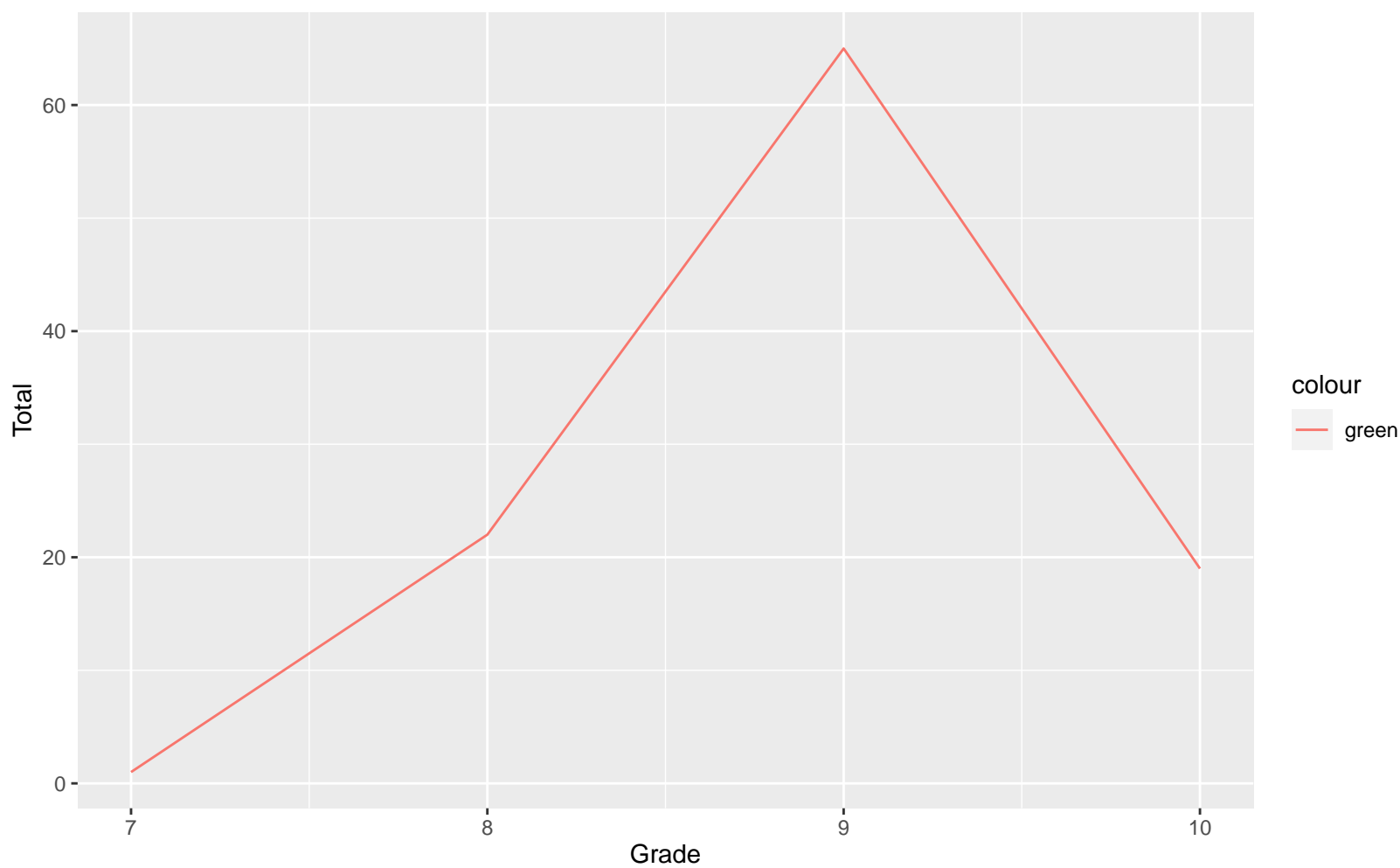
From the plots, we can notice that game critics are generally pleased with Animal Crossing: New Horizon, the latest sequel to the well-known franchise, Animal Crossing. Most of them voted 9 for the game. Therefore, I think that they took a liking to the new features and enhanced graphics of this new release. Still, we must consider the odds that these critics might be paid to help to advertise the game itself. Thus, we should take into account the users' side of opinion, too.

From the users' plot, you can see an extreme of 0s or 10s. For those voted for 10, I think that we can safely assume that the game itself does bear features that could satisfy them. If we have the age statistics for these commenters, we will be able to draw more info from these data and make the next advertisement more focused on these groups of people to maximise the effect.

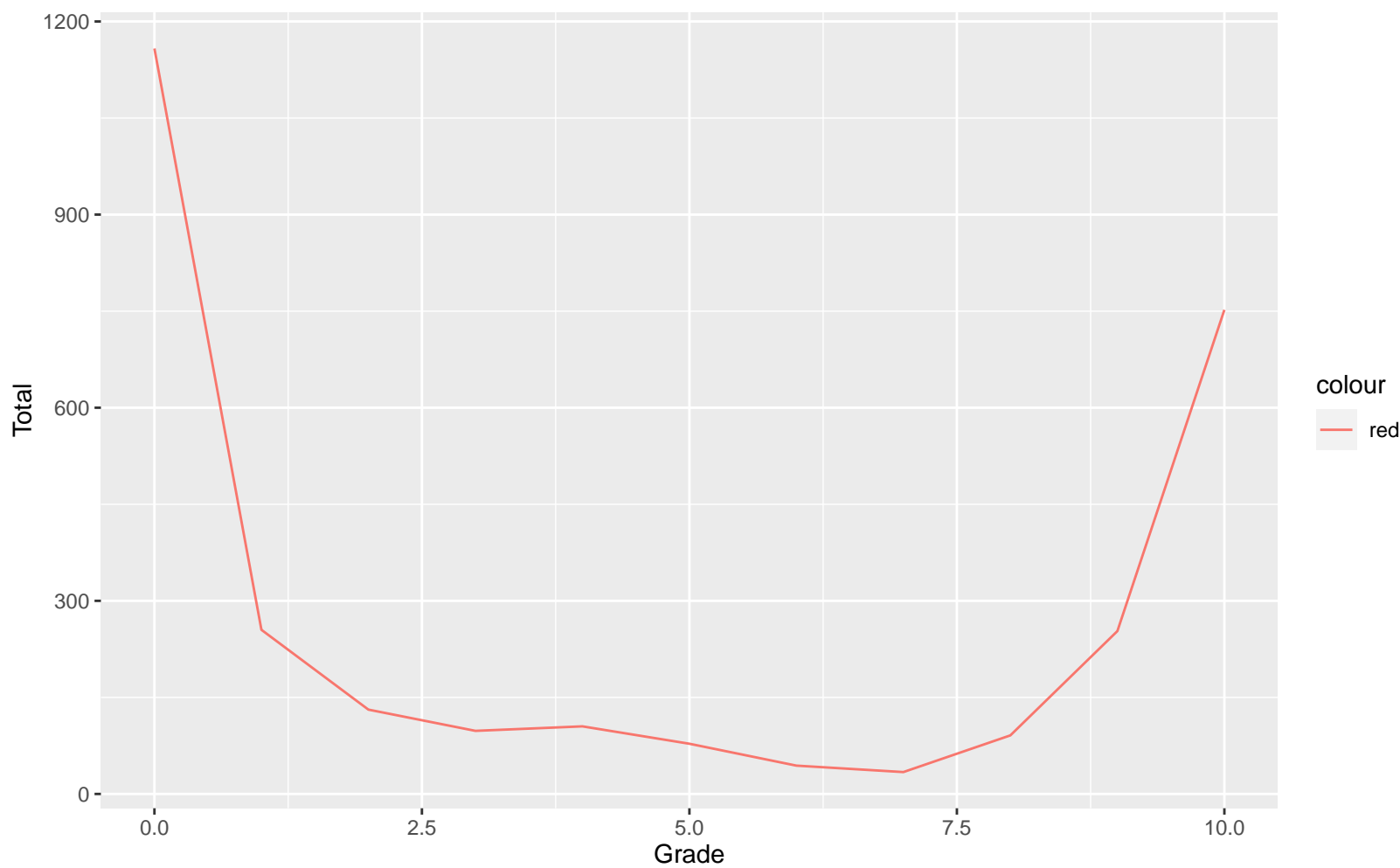
However, we cannot just look at the nice numbers. If we look at the plot, obviously, the voice of dissatisfaction is noticeably greater than their counterpart. From their comments, I noticed that the word "family" is used a lot of times. To clarify, the game can basically support a player only, even though it's considered a family game. In order to play with another account, the users have to buy a new console, which means extra cost for an already costly game. Therefore, a lot of the users are not pleased when they find out that this can is not as family-friendly as it was advertised to be. This "false" advertisement was what triggered a lot of the users, and therefore making the reviews negative.

To sum it up, users nowadays are not as subtle as they were. They will voice out their dissatisfaction online and boycott the products in the future. Therefore, advertisements have to be accurate to prevent the negative sentiments from driving away potential customers in the future.

Critic Review



User Review



Total Review

