



# **Social Listening: Voice of Otakus**

**TEAM LEAH**

Jay, Pash, Razel, Sef, Mikee

# Background

Production of anime series is a **key investment** made by production and entertainment studios.

Due to cost, time, and effort required in producing an anime, production decisions must be guided by sound and rational bases to ensure the sustainability of the investment.



# To answer questions like

Do we continue  
this plot arc?

A



Do we have to  
change animation  
studios?

B

Is it worthwhile to further  
invest in the anime and  
add another season?

C



**How can production studios  
use audience perception to  
guide their production  
decisions moving forward?**



25

anime series

15.6K

unique reviews

## Data Scraping

1

Anime Name  
Season  
Finished/Ongoing  
Helpful Count  
Review Date  
Review Content

## Cleaning

2

Lower case  
No numbers  
No special chars  
No stop words  
No non-English words

## Analysis

3

Sentiment polarity  
Term Importance  
Topic modeling

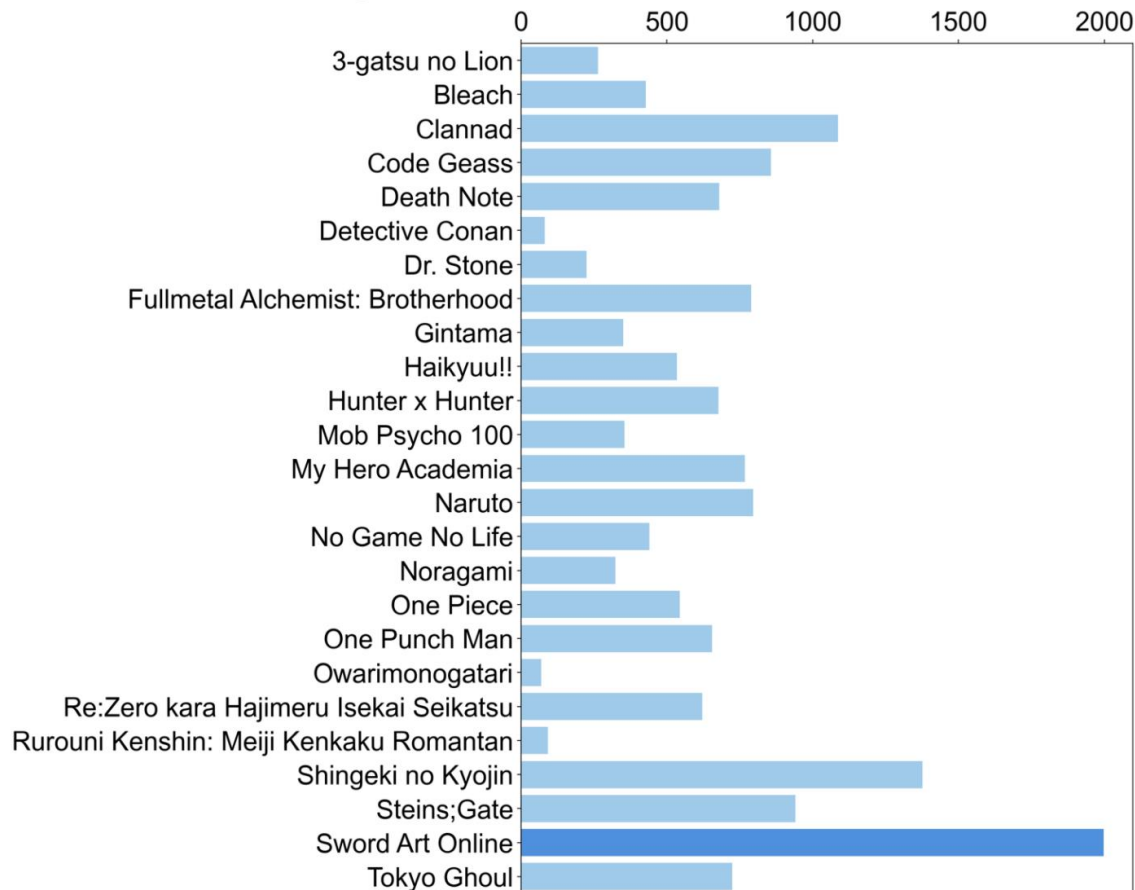
## Insights

4

Results

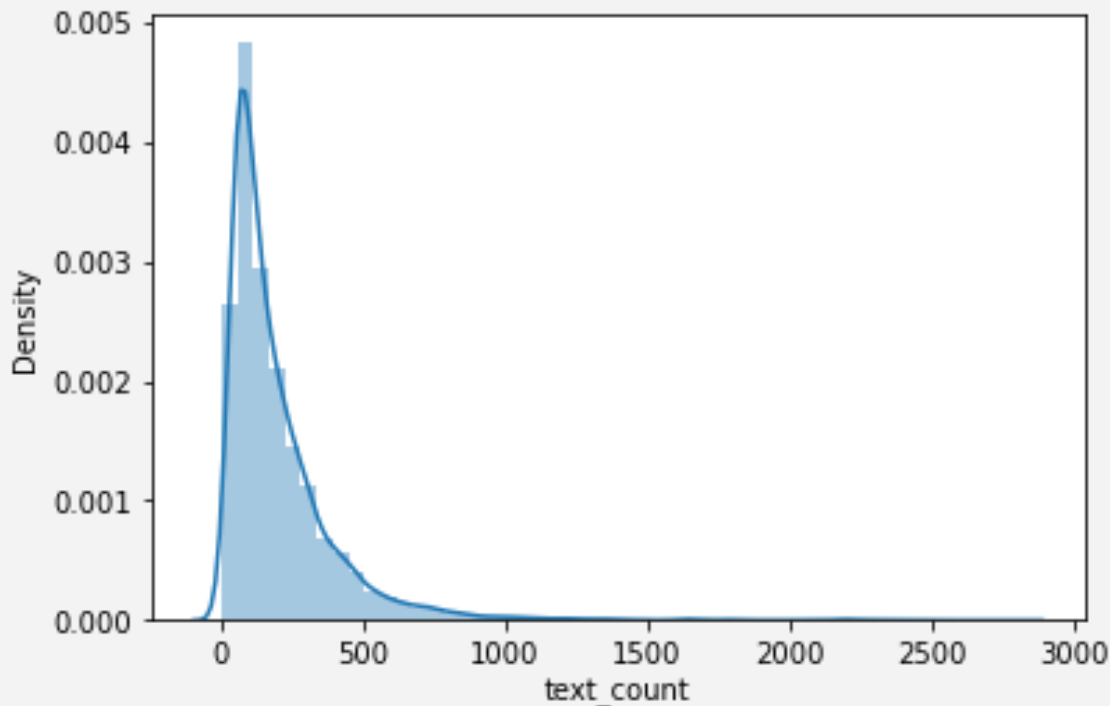
# Sword Art Online has garnered 1,998 reviews.

This is followed by  
Shingeki no Kyojin at  
1,376 reviews. Both  
these shows have 5  
seasons each.

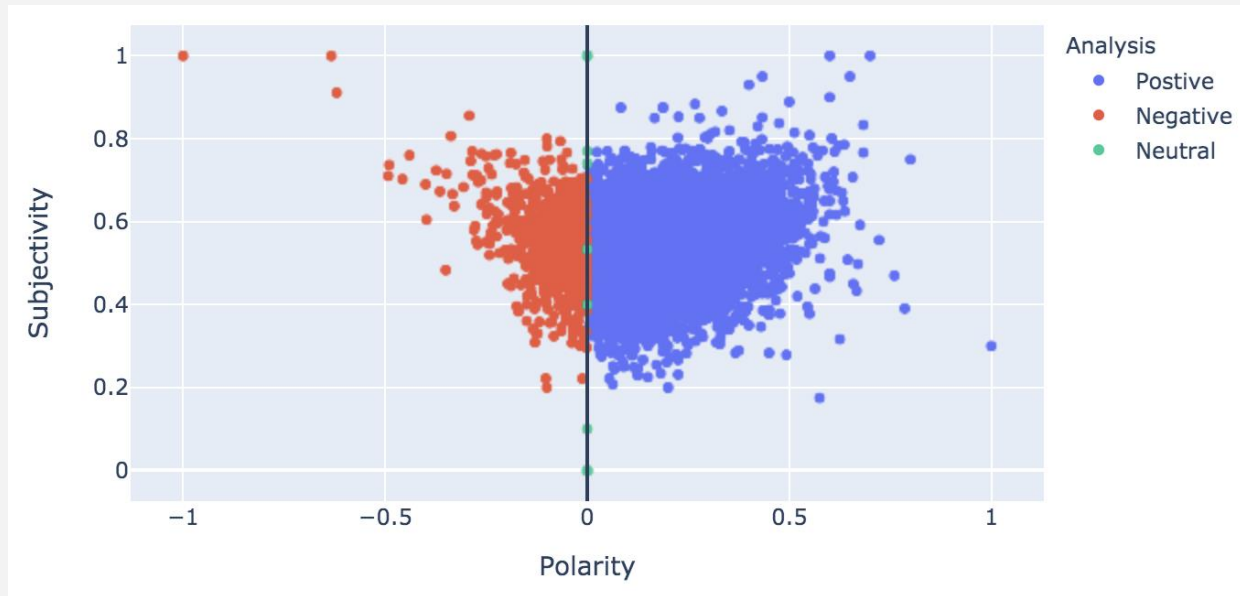


**Reviews from  
the site have an  
average of  
202 words.**

Users are passionate  
about anime and  
willing to give their  
opinion with the  
longest review having  
2,791 words!



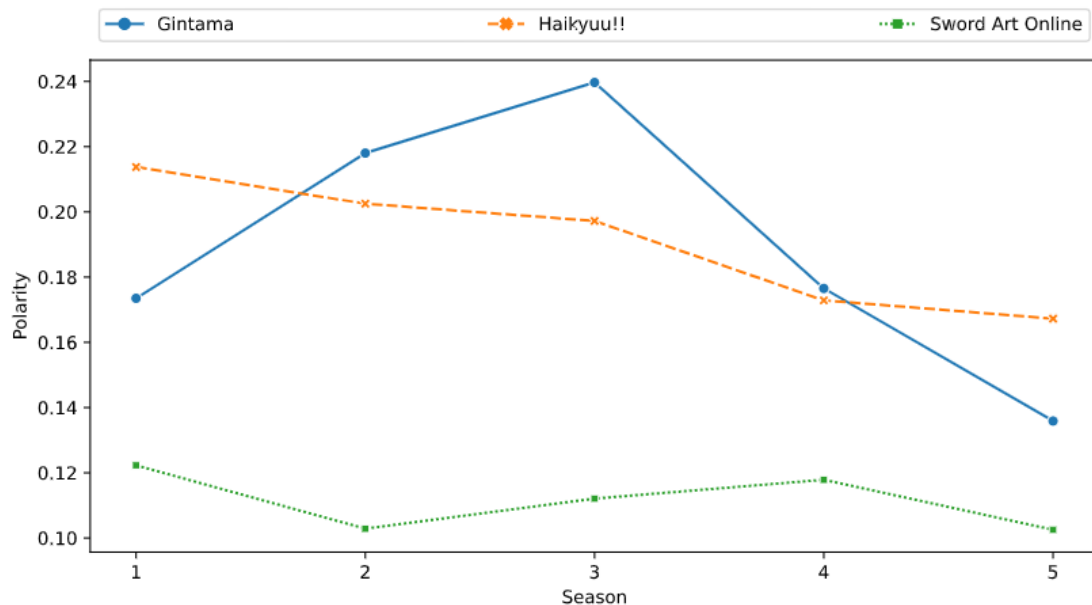
Majority of the users give praise to the shows they love while providing **objective** comments.



**93%** of the reviews are Positive.

Only **25%** of those have a subjectivity score of 0.6 and above.

## Now let's look at the sentiment over time

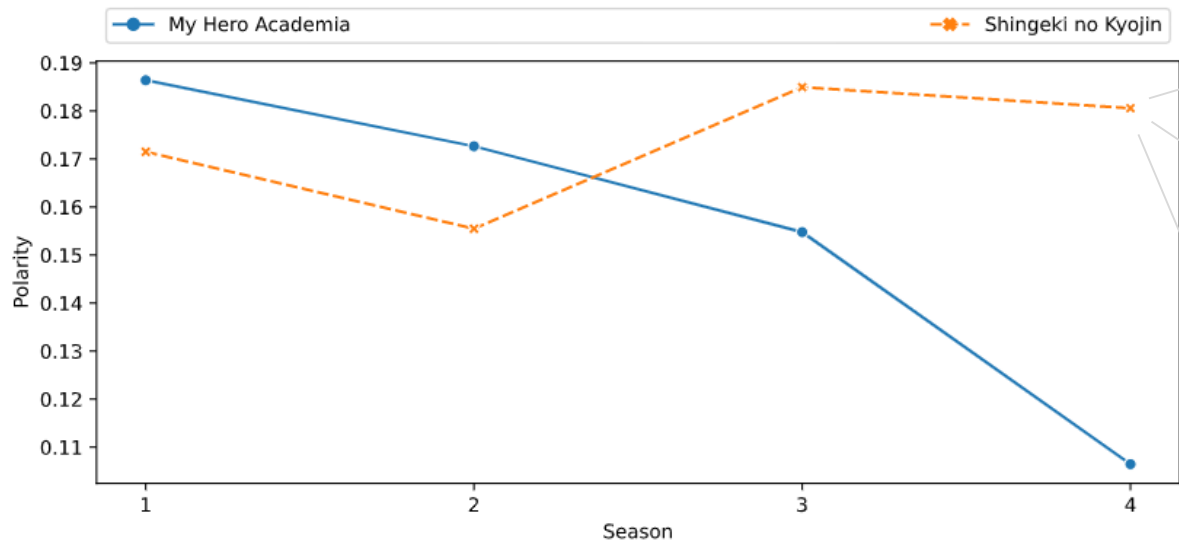


Most of the anime with multiple seasons tend to receive more negative reviews after its first season based on the sentiments of the viewers.

May indicate a need for more evaluation when ordering new seasons for long-running series



# Things are looking **good** for Shingeki no Kyojin

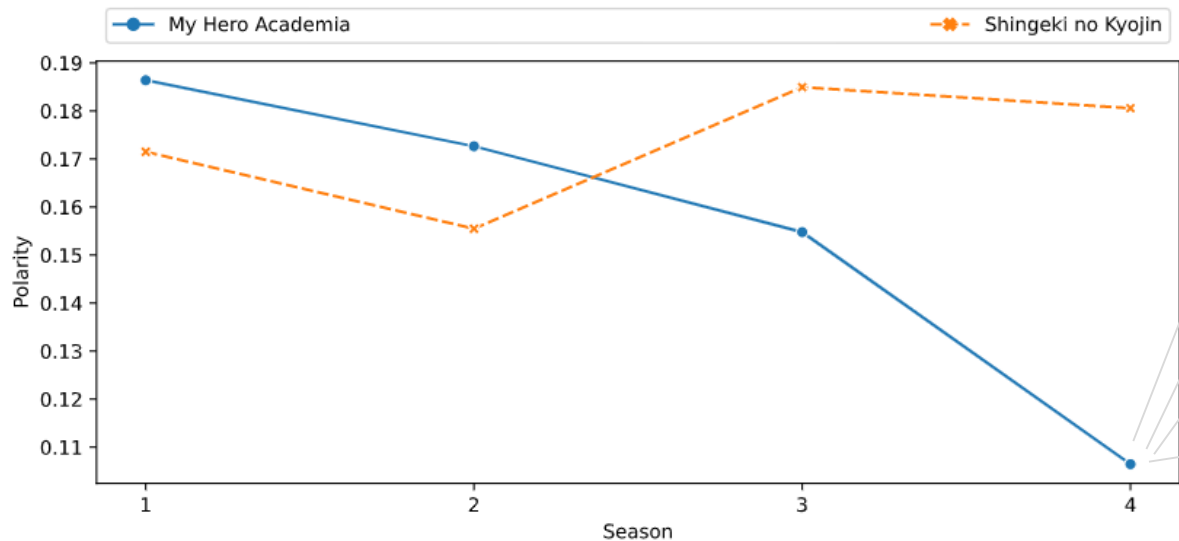


“And for me, every season leading up to this one has met these high standards and been great.”

“Characters 11/10. Rating this just a 10 is a shame, since **characters** are what makes this anime great. “

“Oh lawd, and then we were blessed with Season 3 Part 2. How perfect and utterly flawless those 10 **episodes** were.”

# My Hero Academia is in a **bad** spot



“Major **arcs** were bad and boring...”

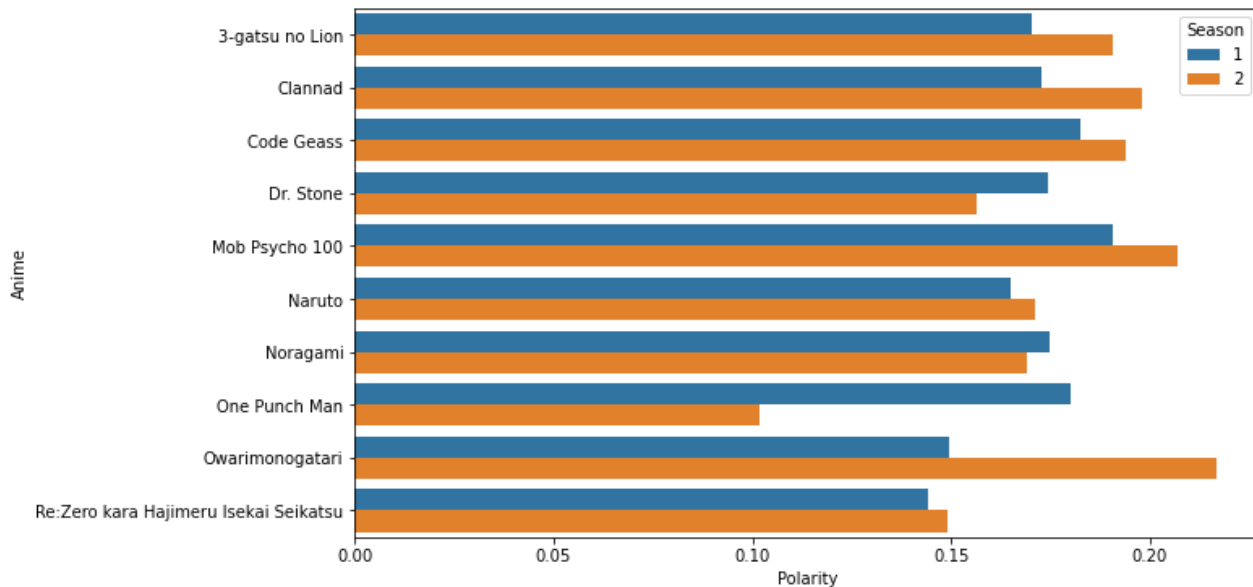
“It pains me how much My Hero Academies **animation** is declining.”

“The season doesn’t live up to the previous seasons and it shows as some scenes either **lack** substance or its rushed.”

That said, there were too many "empty" episodes, where the **plot** didnt move along at all.



# How's the **sentiment over time** of Animes with at least 2 seasons?



Ongoing Anime: *Dr. Stone*, *Re:Zero*

**Owarimonogatari** 2nd season has exceeded the initial impressions of its first season by **67 %**!

**One punch man** seemed to disappoint the fans on its second installment by **44 %**!

# Initial Findings

- Main topics that showed up were "**anime**", "**season**", "**like**", "**show**" and "**story**".
- Most of the anime with multiple seasons **tend to receive more negative reviews after its first season** based on the sentiments of the viewers.
  - May indicate a need for **more evaluation when ordering new seasons** for long-running series



# Initial Findings

- Most of the negative reviews revolve around the shows' characters. This is because anime fans **invest more on relations with characters, which leads to heavier consumption** of watching animes.



# Recommendations

- Consider **other sources** of audience sentiment and opinion such as discussion forums, reddit, twitter, tumblr, etc
- Incorporate review **comments per episode** and not just per season of the anime series
- Evaluate entities in reviews such as character names to identify **fan-favorites** and hated characters



**THANK YOU!**



