

Anime Rating Analysis CSCE 5310 Project Proposal

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1. Introduction

For a long time, anime has been a genre that has been mostly followed by a very small and specific group of fans. However, there has been a massive surge in the popularity of anime all over the world. The demand for anime has increased significantly in recent years, growing by 118% in just the last two years alone. In December 2021, anime's overall global demand share was 7.11%, up from 4.2% in January 2020 according to Data from consulting firm Parrot Analytics. This means that anime now ranks as one of the most popular content genres worldwide. This is largely thanks to the release of hit anime series such as My Hero Academia, Demon Slayer, Jujutsu Kaisen, Spy × Family and anime movies such as Kimi No Na Wa (Your Name), Demon Slayer the Movie: Mugen Train, A Silent Voice. Now there is an insatiable demand for anime all over the world, and it has become one of the most profitable genres out there.

2. Motivation

I personally have been an avid fan of anime since I was a kid. I find that anime is unlike any other genre out there, due to its one-of-a-kind art styles, intriguing storylines, and vast array of themes that can go from lighthearted and comedic to suspenseful and action-packed. When I started watching anime, it was simply for entertainment purposes. However, as I continued watching different types of anime, it became a form of comfort for me - an escape from reality. Now, I eagerly wait for new episodes to be released every week and look forward to new anime seasons, and a major source of finding new anime for me has always been MyAnimeList (MAL).

MAL is the world's most active online anime and manga social network where fans discuss anime/manga and rate them. Users can rate anime on a scale from 1-10, with the ratings often dependent on different factors such as genre, anime studios, number of episodes etc. The main motive of this project is to analyze the factors that play a major role in the rating of an anime and to find a correlation between the rating and the different factors.

3. Objectives and Significance

With the rising popularity of anime, many well-known streaming services such as Netflix, Amazon Prime Video, and Hulu have started carrying a larger selection of anime titles. Anime streaming services such as Crunchyroll have also begun to experiment with lesser-known anime in an effort to attract more viewers. This has led to a drastic increase in the number of ratings for anime shows and movies on MAL, as more and more viewers are tuning in. The purpose of this project is to explore how this influx of anime viewership has affected the number of ratings for anime shows and movies on MAL.

4. Literature Survey

Although there have not been many extensive studies done on different anime's ratings and popularity, in this paper [1] an analysis of 396 recommendation request threads from the online forum at Anime News Network was conducted in order to identify and understand relevant information features for anime recommendations. These features include work, theme, genre, audience, mood, and art-work/visual style. The findings of the analysis can be used to help recommend appropriate anime titles to users based on their specific preferences and this paper[2] provides us with a general introduction to how anime has entered the global market, as well as how it is seen as an aspect of culture. The growth and acceptance of anime globally, challenges of anime and empirical study conducted to increase understanding of cultural perceptions of anime and to identify the factors bearing on its popularity are all touched on in this article.

5. Expected outcome

This analysis will give us an in-depth understanding of how certain variables such as the popularity, genre, release time etc., will impact ratings and will help us answer various questions such as "What are the most popular genres?", "What are the top-rated animes?", "What is the trend of user ratings?", and "How many users on average are providing ratings to different animes?"

6. GitHub

Link to the GitHub URL: Proposal

References

- [1] H. Cho, M. L. Schmalz, S. A. Keating, and J. H. Lee. Analyzing anime users' online forum queries for recommendation using content analysis. *Journal of Documentation*, 2018.
- [2] J. Simon. Japanese anime: Factors leading to acceptance or rejection.