



G A M E Φ H R Φ N E S

Sydney Akers
Allison Yan Cao

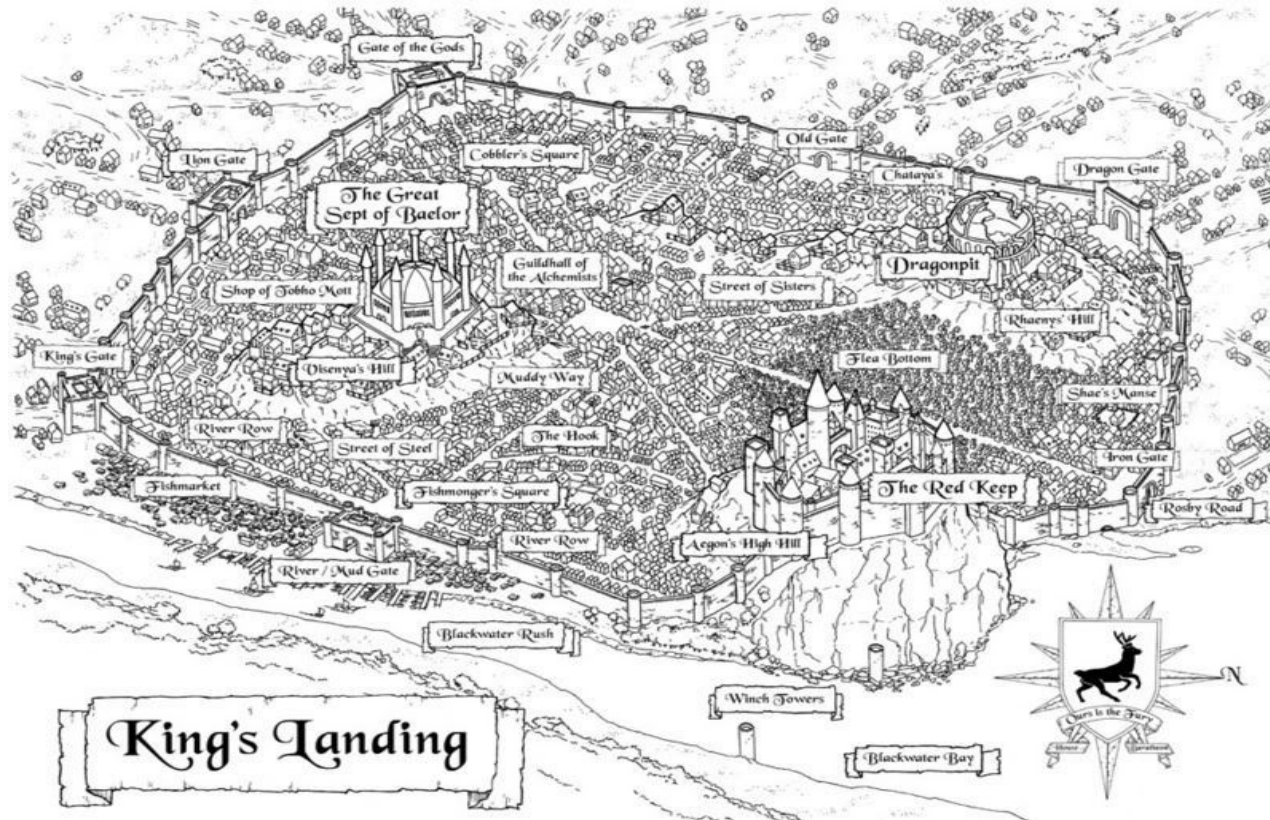
Jun Xing
Kailin Hu

Background & Purpose

- Wanted to see how audience reacts to the popular TV show, Game of Thrones
- We can get an idea of what improves ratings & viewership
- Also get an idea of themes and trends in the show



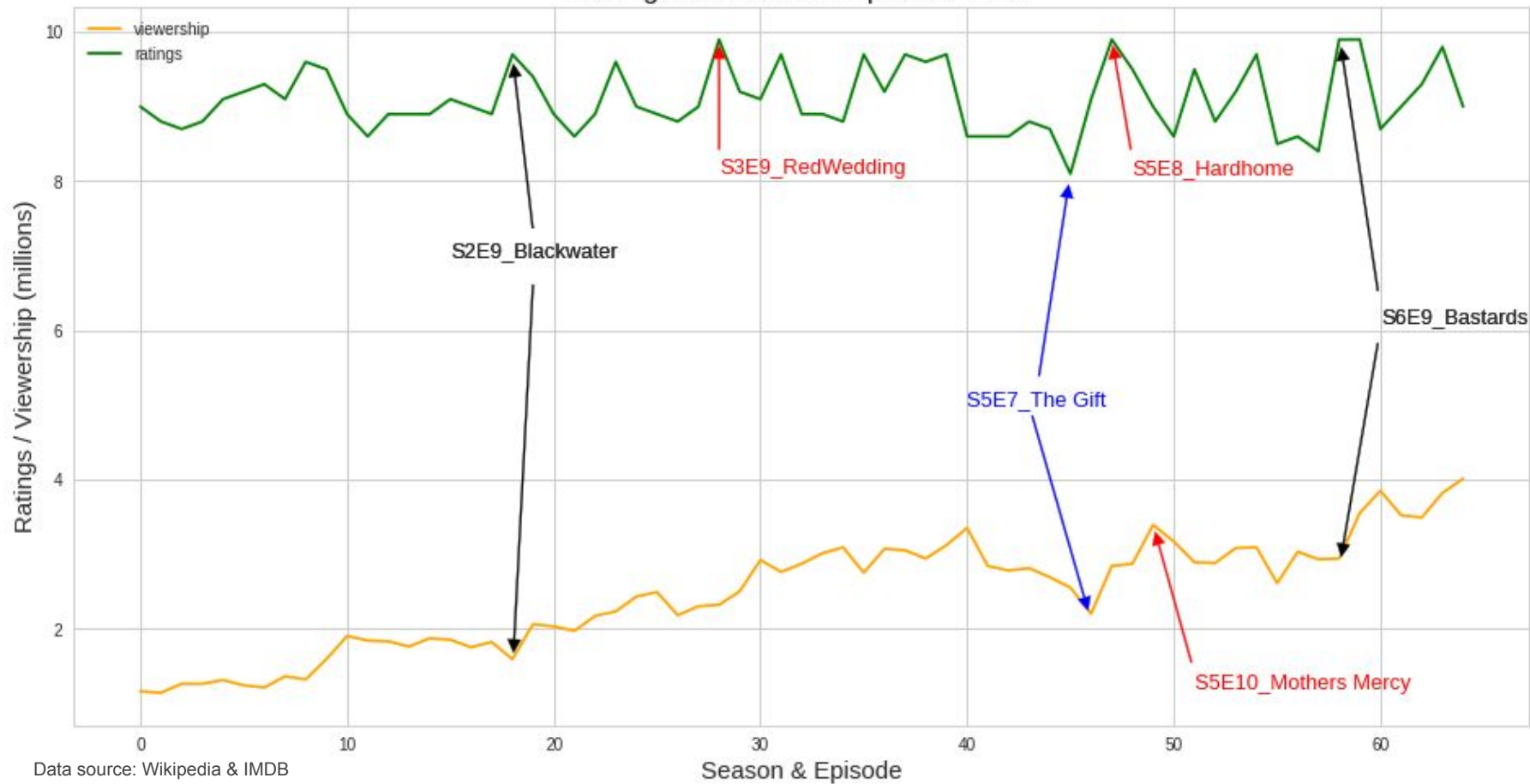
Finding 1: Major Storylines



Finding 1: Making of

- Wanted to explore the impacts of major storylines on viewership and ratings
- Spot the peaks and dips on the chart, and explore the reasoning behind them
- Data retrieved from Wikipedia and IMDB
- Aggregate number of viewers and maximum rating per episode
- Episode numbers as x-axis and both viewership and rating as y-axes
- Detrend the viewership line for better visualization

Ratings and Viewership Over Time



Data source: Wikipedia & IMDB



Controversials:

Blackwater:



Rating: One of the BEST in the series - "GoT delivers a thrilling tour de force in 'Blackwater,' an epic hour of blockbuster television full of spectacular battle sequences and equally powerful drama."

Viewership: Big drop due to Memorial Day Holiday.

Battle of the Bastards:



Rating: One of the BEST in the series - "'Battle of the Bastards' delivered one of the greatest battle sequences in the show's history, and some savagely satisfying vengeance as well."

Viewership: Drop due to competition with 2016 NBA Finals.

Source:

Blackwater: [https://en.wikipedia.org/wiki/Blackwater_\(Game_of_Thrones\)](https://en.wikipedia.org/wiki/Blackwater_(Game_of_Thrones))

Battle of the Bastards: https://en.wikipedia.org/wiki/Battle_of_the_Bastards



Peaks:

Red Wedding:



Rating: One of the BEST in the series - "The most unforgettable episode of Game of Thrones thus far, 'The Rains of Castamere' (or as it shall forever be known, 'The Red Wedding') packs a dramatic wallop that feels as exquisitely shocking as it does ultimately inevitable."

Viewership: Ranked as the highest-rated broadcast of the week.

Hardhome:



Rating: **THE BEST** - "Following several episodes of setup, 'Hardhome' blends a sharp script with spectacular blockbuster action to offer viewers a powerful, game-changing payoff."

Viewership: Ranked as the highest-rated broadcast of the week.

Source:

The Red Wedding: https://en.wikipedia.org/wiki/The_Rains_of_Castamere

Hardhome: <https://en.wikipedia.org/wiki/Hardhome>

Mother's Mercy:



Rating: Critical acclaim - "wraps up a particularly dark Game of Thrones season with a finale that delivers strong character work and a handful of appropriately bleak cliffhangers."

Viewership: Ranked as the highest-rated broadcast of the week.



Dips:

The Gift:



Rating: Critical acclaim - "'The Gift' is a jam-packed installment that delivers long-awaited plot turns in a satisfying manner, even though it continues a disturbing theme from the previous episode."

Viewership: Biggest drop - backlash from the rape scene in "Unbowed, Unbent, Unbroken".

Finding 1 – Extra eventful episodes can be major driver to higher ratings & viewership

Viewership: Higher volume for eventful episodes, except conflicts with popular social events like federal holidays and sports events, etc. Also episodes having antisocial or moral issues tend to have big drop in viewership.

Ratings: Episodes with most dramatic storylines and battles tend to have higher ratings and critical reviews.



After seeing that controversial events and plot direction affected viewers' and critics' reception of the series, we decided to delve into fans' opinions of both the major houses and individual characters.



Finding 2: Moral Ambiguity



BARATHEON
OURS IS THE FURY



TARGARYEN
FIRE AND BLOOD



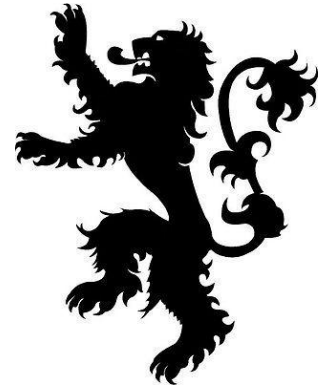
STARK
WINTER IS COMING



LANNISTER
HEAR ME ROAR

Finding 2: Making Of

- Wanted to find out which house is the most “innocent” house in terms of betrayals and check how the moral aspect influence audience’s reception
- Compare both betrayal counts and ratios for each house
- Create a bar graph on Tableau and combine the perpetrators and victims on house level
- Create a line for who betrayed more and who betrayed less
- Include the result from favorite house survey
- Betrayal Data from a fan blog on Venngage
- Favorite House Survey data from Ranker



Finding 2: Making Of

- Wanted to explore fans' favorite villains and heroes and the betrayals in which they were involved
- Expected high degree of moral ambiguity
- Originally looked at both betrayals suffered and betrayals inflicted, but betrayals suffered didn't offer much of a comparison
- Betrayals data from Venngage
- Viewer survey conducted by Rotten Tomatoes with over 1000 fans

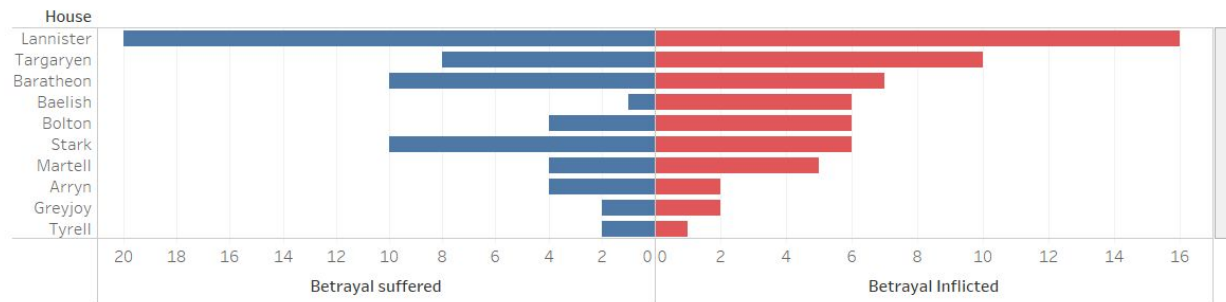


Finding 2:

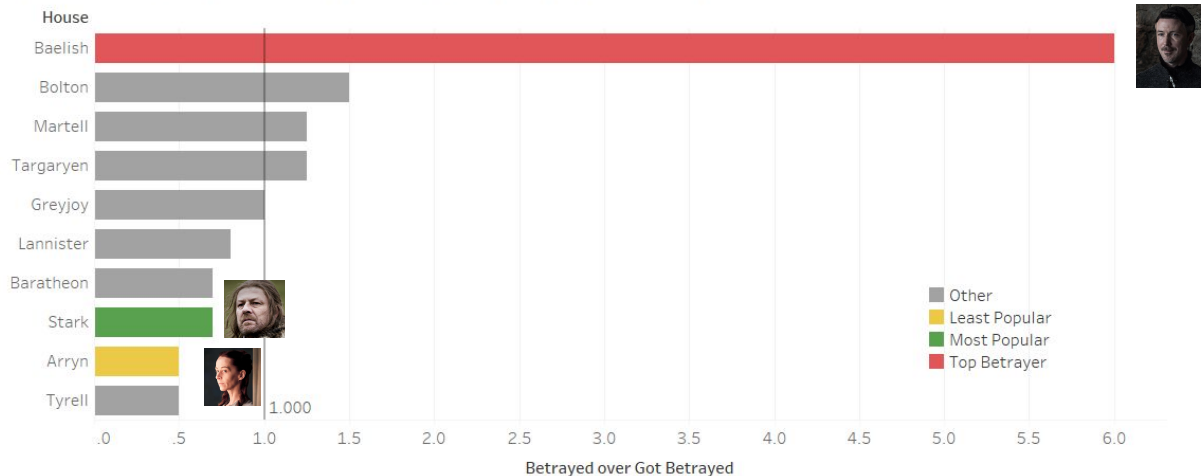
There is a high degree of moral ambiguity among the houses. . .

Even House Stark is also not that innocent. It is not a TV show about being a good guy.

House Lannister is the house that most involved in betrayal events.



There is a high level of moral ambiguity among the houses

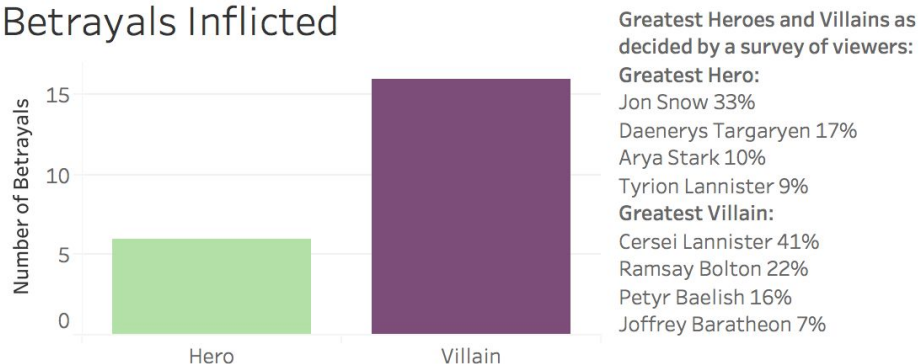


Finding 2:

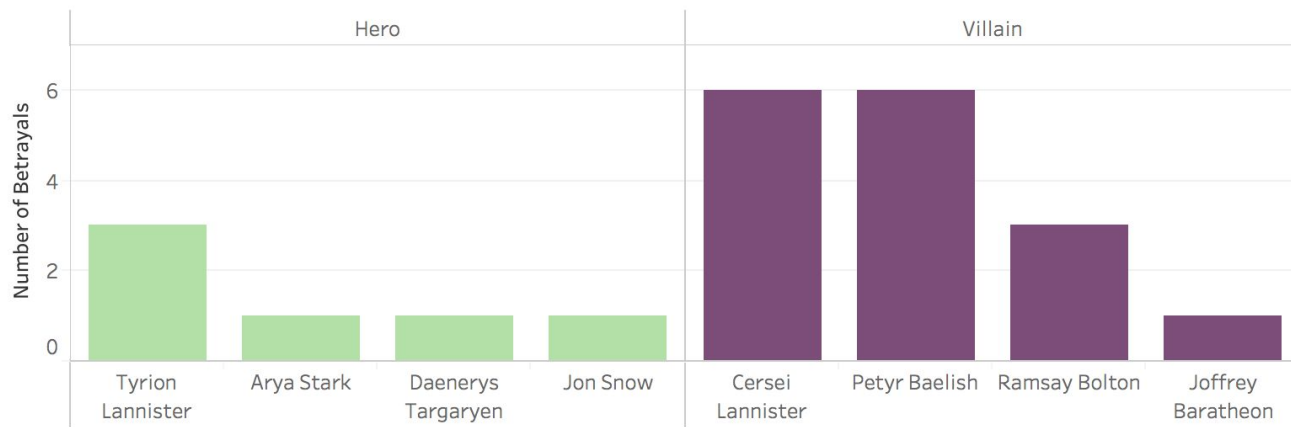
...but clearer
moral distinctions
between heroes
and villains

Game of Thrones Not Actually Morally Gray at Character Level

Betrayals Inflicted



"The series is famous for its moral ambiguity, for illustrating that purity can have terrible consequences and that ruthless pragmatism is sometimes the best way to get ahead" (Beauchamp, 2015). However, we see a traditional breakdown where the villains perpetrate significantly more betrayals than the heroes.



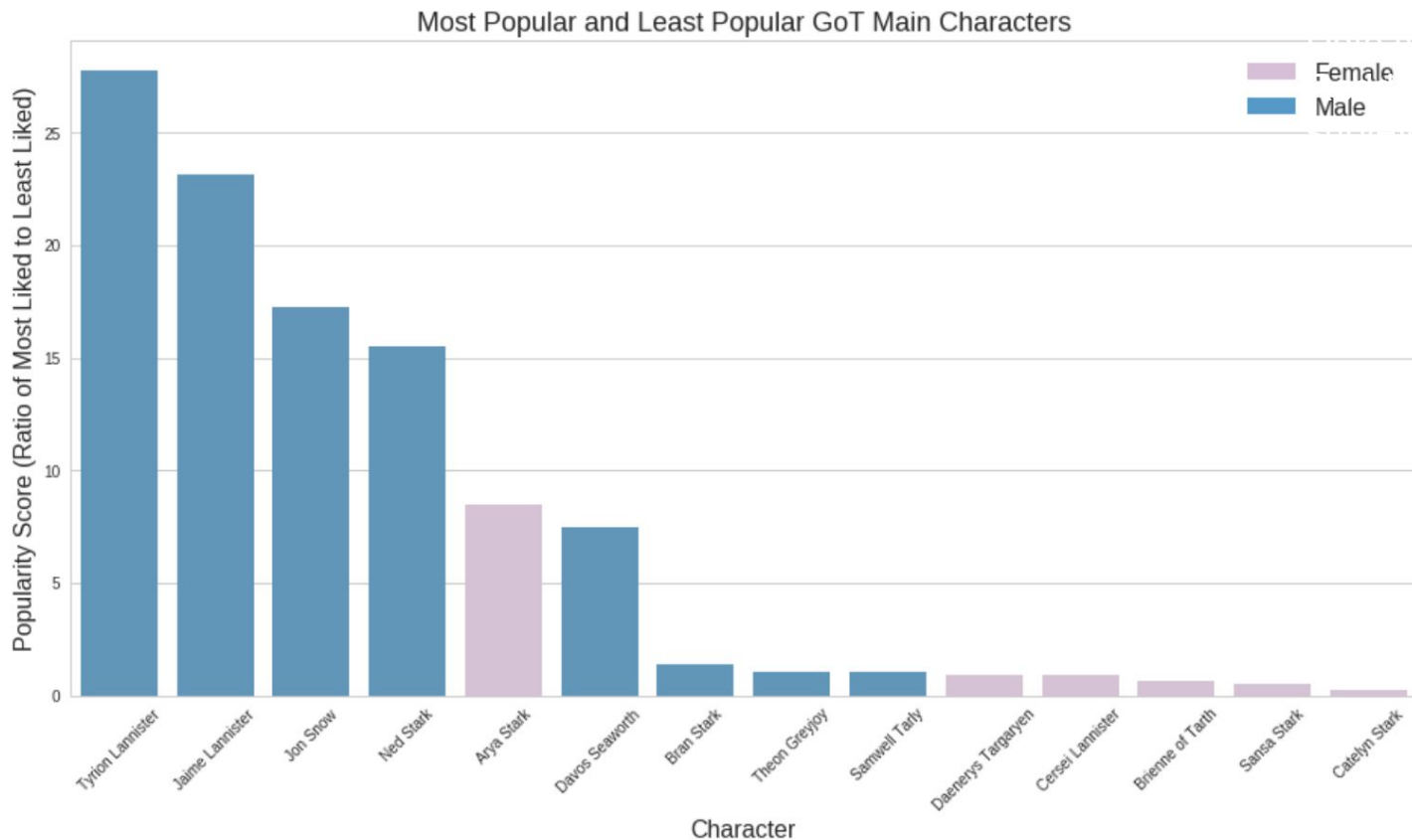
Finding 3: Differences in Gender Perception



Finding 3: Making Of

- Survey data from Reddit (2017)
- Data was already aggregated by character
- Created new column: 'favorite' votes/'least favorite' votes to get popularity ratio for each character
- Sorted dataframe by ratio and plotted with seaborn
- Added legend and color encoding

Finding 3



Finding 3 Cont'd

- Besides Arya, all the female leads have very low popularity ratios
- The betrayals finding shows that male leads actually commit more betrayals, yet they are much more liked than their female counterparts
- Possible gender discrimination

Future features/ enhancements

- The surprising gender bias finding led to the question of viewership gender breakdown, which we can incorporate into our finding 3
- Feedback?

Thank You