

Chapter 1

introduction

1.1 overview

In recent years, with the popularization of social platforms and the development of big data technology, audiences' evaluation of films and TV shows is no longer limited to traditional media, but is quickly spread and widely expressed through online platforms, forming a diversified public opinion ecology. As a carrier of cultural exchange, the acceptance of movies around the world is increasingly attracting attention. Since its release, the Chinese animated film "Nezha 2" has been a great success in the domestic market, but the response in many overseas countries has shown obvious differences. This "export difference" of cultural products has triggered a discussion on the relationship between cross-cultural communication and audience emotional acceptance.

As a branch of natural language processing (NLP), sentiment analysis can automatically identify emotional tendencies from a large number of review texts and extract the audience's emotional response to movies, providing a powerful tool for understanding the views of audiences in different countries. This study intends to combine Python, machine learning and sentiment analysis methods to conduct a comparative analysis of audience reviews of "Nezha 2" in different countries from a data science perspective, explore the impact of cultural factors on film acceptance, and provide a reference for Chinese films to better go overseas.

1.2 Background

Although Chinese films have performed strongly in the domestic market, their acceptance in overseas markets is often uncertain, especially when the film relies heavily on local cultural elements. The difference in acceptance is more significant. "Nezha 2" combines strong traditional Chinese mythology with modern narrative methods, and has received positive feedback in some Asian countries, but in some parts of the West, negative comments such as "difficult to understand", "chaotic rhythm" and "incompatible values" have appeared.

At present, research on this phenomenon mainly focuses on content analysis and communication strategy, but lacks systematic and data-based analysis of real audience emotional reactions. In particular, comments on global

platforms (such as IMDb, Douban, and Rotten Tomatoes) often contain a lot of user feelings and cultural judgments but have not been fully utilized. Therefore, it is necessary to use sentiment analysis technology to establish an international audience reaction portrait based on real comment data, so as to identify the global audience's acceptance preferences and cultural conflicts for Chinese cultural films.

1.3 problem statement

At present, the research on the differences in the evaluation of Chinese films in different countries mainly stays at the qualitative level, lacking a unified and quantifiable comparison framework. Existing sentiment analysis research is mostly focused on the native language and market, lacking cross-language and cross-cultural text analysis.

Nezha 2 was released in many countries around the world, and there are a large number of platform reviews, which is a good sample for analyzing audience emotions, cognitive differences, and cultural acceptance. However, there is currently no systematic application of sentiment analysis methods to the global comparative study of reviews of the film.

This study aims to fill this gap and explore whether the audience's emotional responses to Nezha 2 show obvious differences in different cultural contexts and whether these emotional differences are related to cultural dimensions.

1.4 research questions

This study intends to focus on the following issues:

- i. How do audiences from different countries differ in their overall emotional evaluation of "Nezha 2" on social platforms
- ii. Do the positive and negative sentiments in audience comments show any temporal or topical patterns
- iii. What are the keywords and cultural factors that influence the emotional attitudes of audiences in different countries

1.5 Research objectives

This study aims to use sentiment analysis technology to systematically analyze the emotional reactions of global audiences to Nezha 2, identify the structure and source of emotional differences, and ultimately provide data

support and strategic reference for the international dissemination of cultural films.

1.6 Research goals

Specific objectives of this study include:

- i. Collect and organize reviews of Nezha 2 from multiple countries on platforms such as IMDb and Douban;
- ii. Use sentiment analysis models (such as VADER, BERT, etc.) to classify the sentiment of comments (positive, negative, neutral);
- iii. Extract high-frequency keywords and emotional topics from comments from various countries and analyze their relevance;
- iv. Combine emotional tendencies with cultural background to explore cultural influences in different countries;
- v. Form an emotional-cultural difference analysis framework to provide a basis for optimizing the overseas dissemination of Chinese films.

1.7 Research scope

This study has the following limitations and boundaries:

Data source: This study only selects comments published on public platforms (IMDb, Douban, Rotten Tomatoes) as analysis data, involving mainstream comment languages such as English and Chinese;

Analysis Method: This study uses sentiment analysis models (VADER, TextBlob, BERT, etc.) and LDA topic modeling methods, and does not involve video or unstructured data;

Time range: To ensure the timeliness of the data and the popularity of reviews, the data for this study will be collected mainly within six months after the release of Nezha 2;

Country selection: Representative countries (such as China, the United States, Malaysia, France, etc.) are selected for cross-national comparative analysis.

1.8 expected research contribution

- ✧ Provide a theoretical framework for studying the differences in global film reviews based on sentiment analysis;
- ✧ Reveal the role of cultural dimensions in audience evaluation and provide communication strategy suggestions for cultural films;

- ✧ Promote the practical application of natural language processing technology in cultural communication research;
- ✧ Provide an empirical basis for the study of the acceptance of Chinese films in overseas markets.

1.9 Thesis Organization

The subsequent chapters of this paper are arranged as follows:

Chapter 2 will review the relevant research results of sentiment analysis, cross-cultural communication, film reviews, etc., and clarify the theoretical basis and research gaps of this study;

Chapter 3 introduces the research methods of data collection, preprocessing, sentiment analysis and topic modeling;

Chapter 4 presents the experimental results, including sentiment analysis classification results, keyword topic analysis and cross-cultural comparison;

Chapter 5 discusses the results and makes strategic recommendations;

Chapter 6 summarizes the full text and proposes research limitations and future directions.