

GENSHIN IMPACT

Timeline

June 2019

Genshin Impact trailer is revealed at E3, a video game exposition

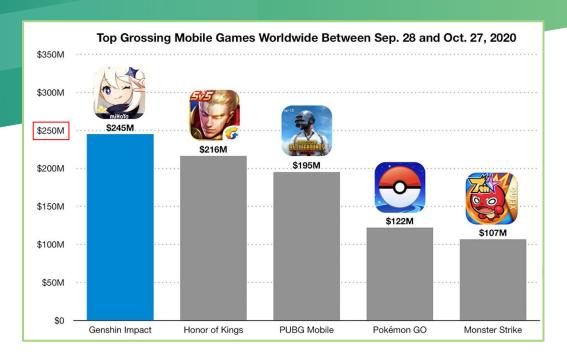
Endless exploration, adventure, dynamic combat elements

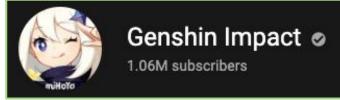


What is Gacha?



The Good?





Genshin Impact official Discord server becomes world's most populated

Motivation

How does the top grossing game of Fall 2020 manage to perform so well despite having such terrible ratings?

热度榜

更多 >























命运-冠位指定 (Fate/GO)





战双帕弥什

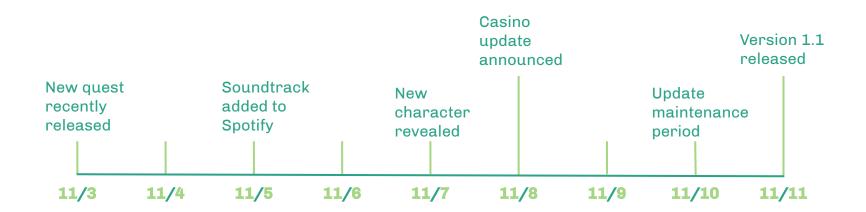
Punishing





光·遇

Process - Dates



Process - Preprocessing



Topic Modeling

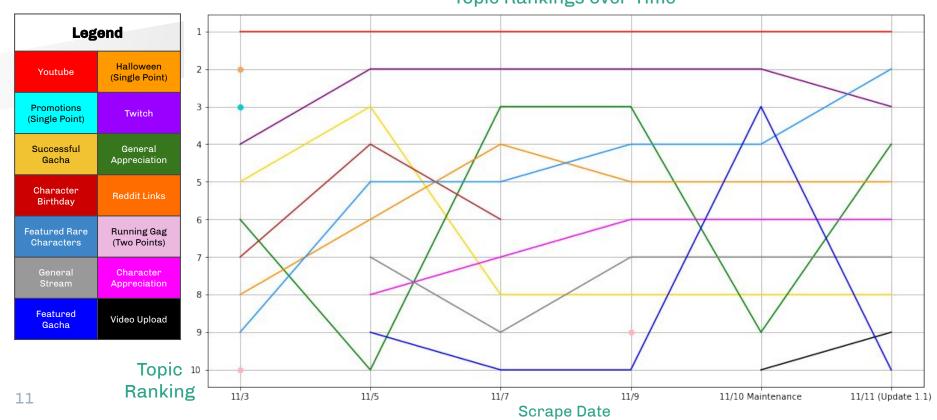
Scrape Date

	11/3	11/5	11/7	11/9	11/10 (Maintenance)	11/11 (Update 1.1)
1	Youtube Video					
	genshin-impact-youtube	genshin-impact-youtube	impact-genshin-youtube	impact-genshin-youtube	impact-genshin-youtube	impact-genshin-youtube
2	Halloween Art Contest	Twitch Streaming	Twitch Streaming	Twitch Streaming	Twitch Streaming	Featured Rare Characters
	halloween-happy-contest	live-going-twitch	live-going-twitch	live-going-twitch	live-going-twitch	childe-zhongli-tartaglia
3	Promotion Codes	Successful Gacha	General Appreciation	General Appreciation	Featured Gacha	Twitch Streaming
	code-supplies-invitation	got-cute-klee	just-like-game	just-like-game	got-happy-character	live-going-twitch
4	Twitch Streaming	Character Birthday	Reddit Links	Featured Rare Characters	Featured Rare Characters	General Appreciation
	live-come-twitch	happy-birthday-xiangling	genshinimpact-memepact	childe-zhongli-tartaglia	childe-zhongli-tartaglia	just-like-game
5	Successful Gacha	Featured Rare Characters	Featured Rare Characters	Reddit Links	Reddit Links	Reddit Links
	got-cute-klee	childe-zhongli-banner	childe-zhongli-tartaglia	genshinimpact-memepact	genshinimpact-memepact	genshinimpact-memepact
6	General Appreciation	Reddit Links	Character Birthday	Character Appreciation	Character Appreciation	Character Appreciation
	just-love-game	genshinimpact-memepact	happy-birthday-xiangling	love-kaeya-man	love-kaeya-man	love-kaeya-man
7	Character Birthday	General Streaming	Character Appreciation	General Streaming	General Streaming	General Streaming
	happy-birthday-xiangling	come-playing-stream	love-cute-kaeya	come-say-hi	come-say-hi	come-say-hi
8	Reddit Links	Character Appreciation	Successful Gacha	Successful Gacha	Successful Gacha	Successful Gacha
	genshinimpact-memepact	love-cute-boy	got-cute-klee	got-cute-klee	got-cute-klee	got-cute-klee
9	Featured Rare Characters	Featured Gacha	General Streaming	Running Gag	General Appreciation	Video Upload
	finally-got-diluc	just-got-character	come-playing-stream	paimon-emergency-food	just-like-game	new-video-check
10	Running Gag	General Appreciation	Featured Gacha	Featured Gacha	Video Upload	Featured Gacha
	paimon-emergency-food	just-like-game	finally-got-mona	finally-got-mona	new-video-check	finally-got-mona

Topic Rank

Topic Modeling Continued





Conclusion - Twitter likes Genshin

Twitter self-selects for positive posts, resulting in biased topics

Looking forwards

Genshin owes its success to the quarantine situation:

Appendix

```
df = pd.read csv('genshintwitternouveau.csv')
df = df.drop(columns = ['Unnamed: 0', 'outlinks', 'tcooutlinks'])
alphanumeric = lambda x: re.sub('\w*\d\w*', '', x)
punc lower = lambda x: re.sub('[%s]' % re.escape(string.punctuation), ' ', x.lower())
def cleanurlhashtags(input):
    text = re.sub(r"http\S+", "", input)
    text = re.sub(r"#\S+", "", text)
    return text
def tostring(input):
    return str(input)
df['content'] = df['content'].apply(tostring)
df['content'] = df['content'].apply(cleanurlhashtags)
df['content'] = df['content'].map(alphanumeric).map(punc lower)
df['content'] = df['content'].fillna(value='')
content = df['content'].to list()
tfidf = TfidfVectorizer(stop words=ENGLISH STOP WORDS)
tweet word matrix = tfidf.fit transform(content)
```

```
tweet topic matrix = nmf.transform(tweet word matrix)
tweet topic matrix df = pd.DataFrame(tweet topic matrix).add prefix('topic')
tweet topic matrix df['content'] = df['content']
word topic matrix df = pd.DataFrame(nmf.components , columns=vocab).T.add prefix('topic')
def top words (word topic matrix df, topic, n words):
    return (word topic matrix df
             .sort values(by=topic, ascending=False)
             .head(n words))[topic]
top words(word topic matrix df, 'topic 9', 10)
finally
              2.062324
got
              0.828494
              0.194721
mona
              0.167684
star
good
              0.125692
finished
              0.102068
              0.091799
character
              0.060346
              0.053214
              0.050440
came
Name: topic 9, dtype: float64
Number: Topic
0 : Youtube Streaming impact-genshin-youtube
1: Twitch Streaming live-going-twitch
2 : General Appreciation just-like-game
3 : Reddit Links genshinimpact-genshinmemepact-genshin
4 : Featured Rare Characters childe-zhongli-tartaglia
5: Character Birthday happy-birthday-xiangling
6: Character Appreciation love-cute-kaeya
7 : Successful Gacha got-cute-klee
8: General Streaming come-playing-stream
9: Successful Featured Gacha finally-got-mona
```

