



ANIME LIVE-ACTION ADAPTATIONS: DECIPHERING SUCCESS FACTORS

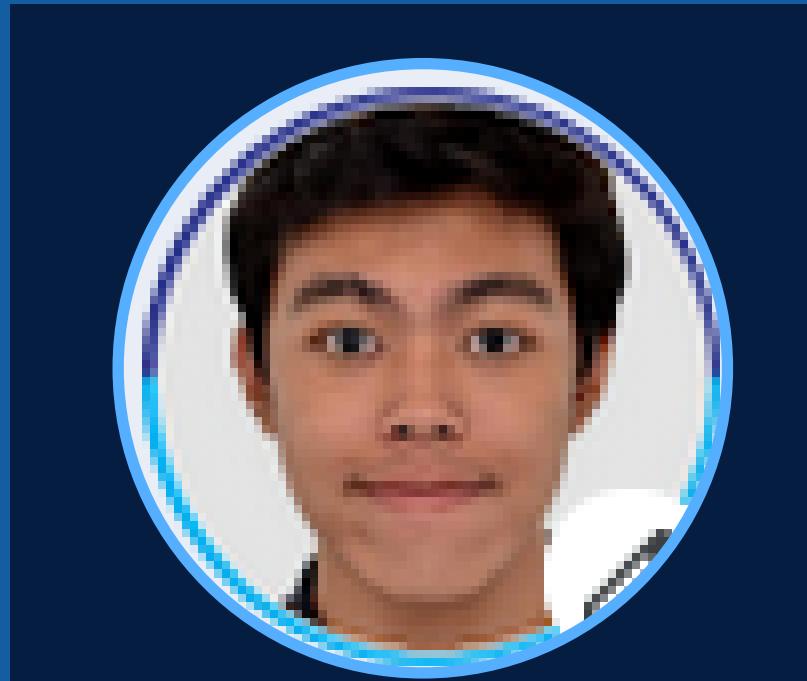
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OVERVIEW

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CONTEXT

ANIME

The genre of Japanese animated series, more commonly known as anime, has become an international pop culture phenomenon.

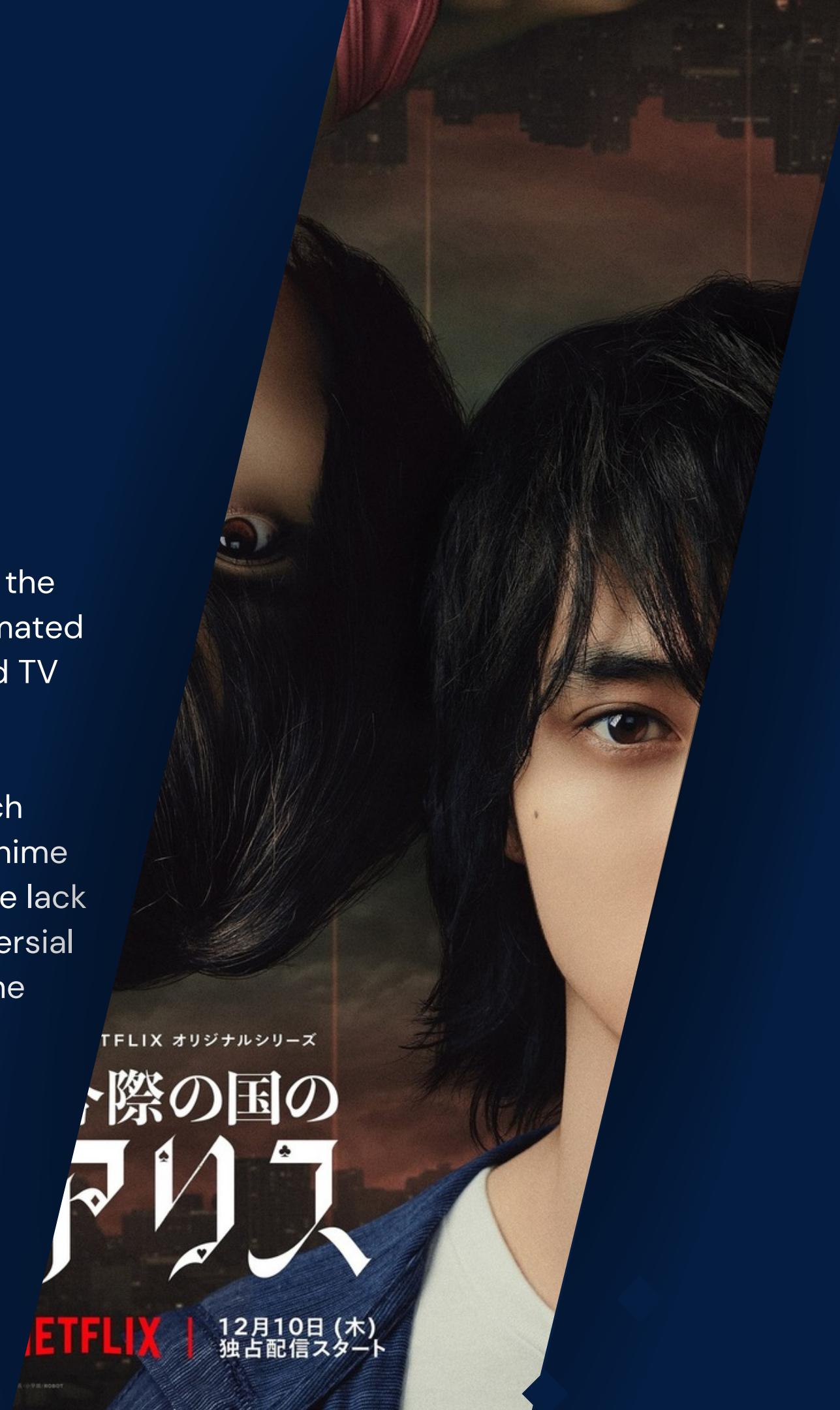
It has given rise to huge fan bases in Japan and all over the world, creating a billion-dollar industry.

In the steady and continuous rise in popularity of anime, one of the emerging responses from the Western world is the live-action adaptation of popular anime.

LIVE-ACTION ADAPTATION

Anime live-action adaptation refers to the process of converting the Japanese animated series into live-action films/movies and TV shows.

This live-action trend has faced much backlash from its audience--the avid anime watcher--often receiving criticism for the lack of integrity to the original work, controversial casting, and overall poor quality of the adaptation.



CONTEXT

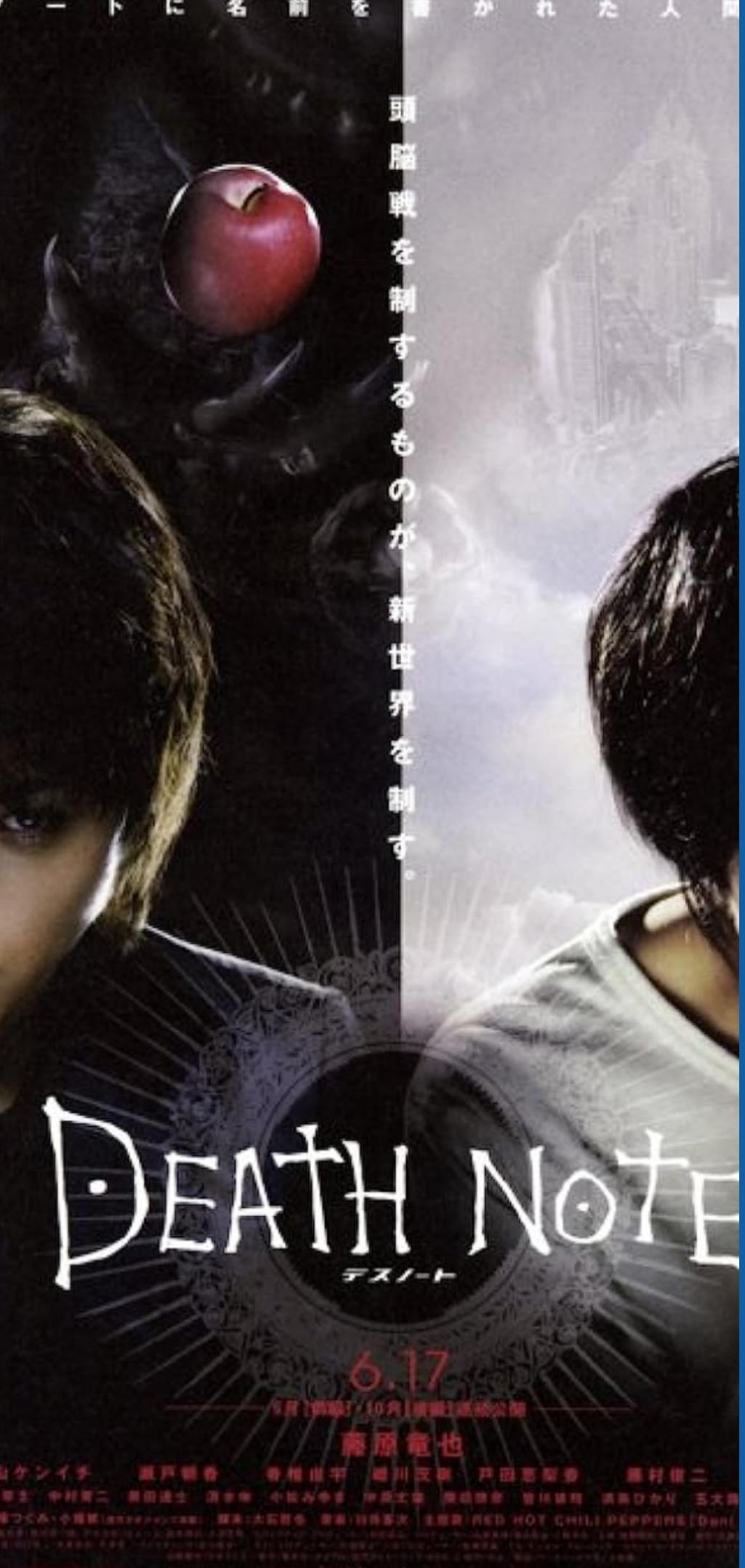


Although live-action adaptations have an overall terrible reputation, some recent adaptations have seen massive success.

One Piece stands out as a breakthrough. To date, it is the only mainstream live-action adaptation to have achieved massive success.

Other live-action adaptations of similarly popular animes such as Bleach and Death Note have been flopped despite also having a large pre-existing fanbase like One Piece.

One Piece's breakthrough success (and other successful adaptations) leads to a few questions regarding live-action adaptations: How did One Piece succeed where so many other adaptations have failed? What factors separate well-received adaptations from flops?



RESEARCH QUESTIONS

- 1 Based on the reviews and reactions to live-action adaptations, what are the main factors influencing the success or failure of anime live-action adaptations?
- 2 What are the most common sentiments or themes mentioned in reviews and discussions of anime live-action adaptations?
- 3 Based on the analysis, how can filmmakers and studios make better decisions when adapting anime into live-action formats?

CORPUS

In order to answer the aforementioned research questions, the project makes use of review websites: IMDB and Rotten Tomatoes, for the actual user reviews, and YouTube Comments for the reactions from the selected Anime Live-Action Adaptations.

Selected Anime Live-Action Adaptations

- Alice in Borderland
- Bleach
- Cowboy Bebop
- Death Note
- DragonBall Evolution
- One Piece

Reviews (IMDB, RT)
19267

**TOTAL OF:
55,358**

Comments (YT)
36091

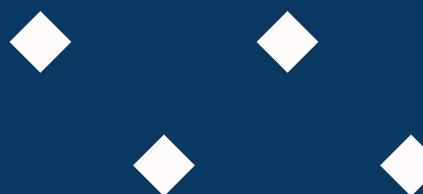
CORPUS

Title	Rating
One Piece	8.4
Alice in Borderland	7.7
Cowboy Bebop	6.7
Bleach	6.3
Death Note	4.6
Dragonball: Evolution	2.5



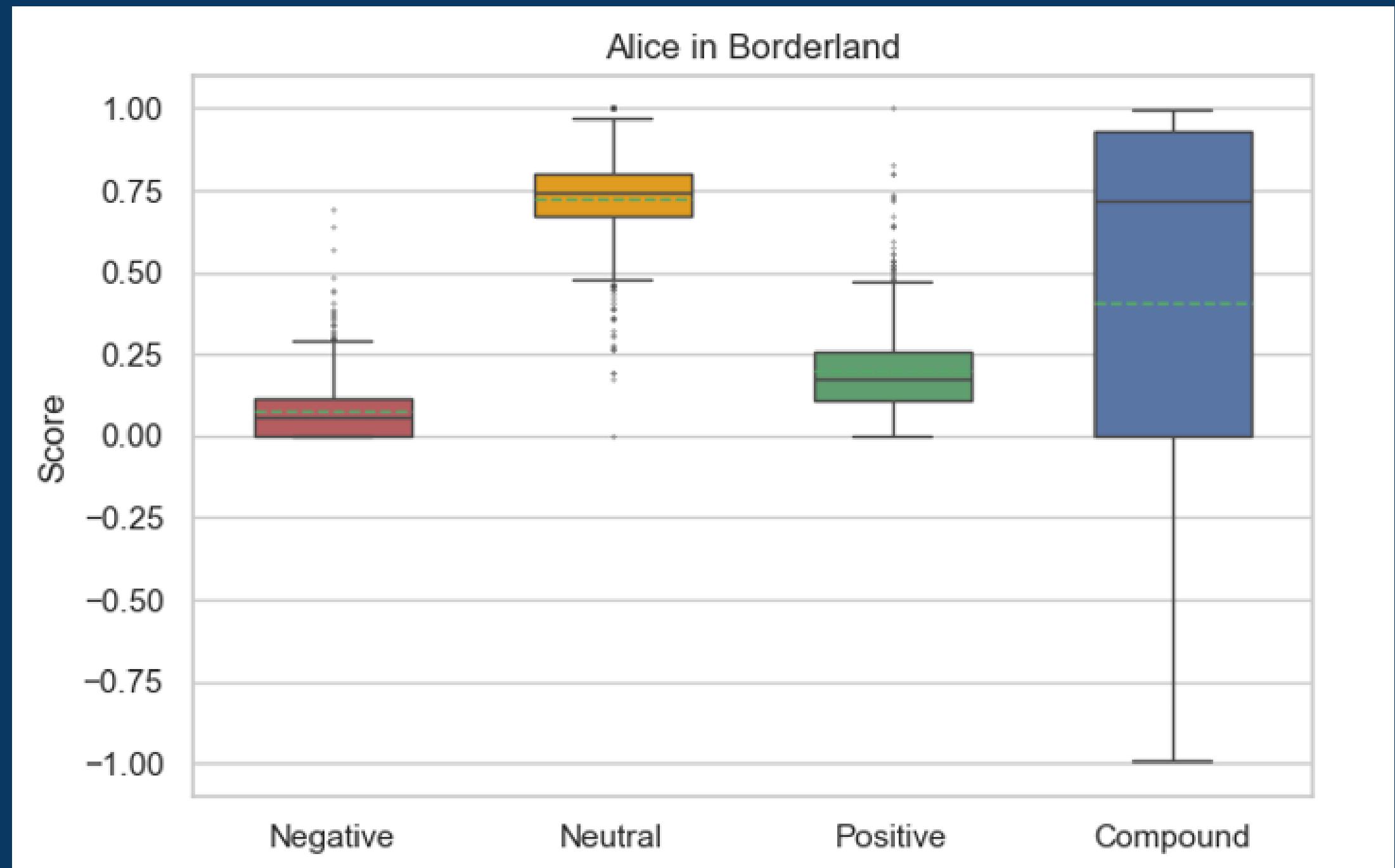
COMPUTATIONAL ANALYSIS

// LATENT DIRICHLET ALLOCATION, SENTIMENT ANALYSIS, TERM FREQUENCY-BASED ANALYSIS



sentiment analysis

Used to generate a **sentiment score** for a text entity which could help **evaluate** how an audience perceives a certain topic



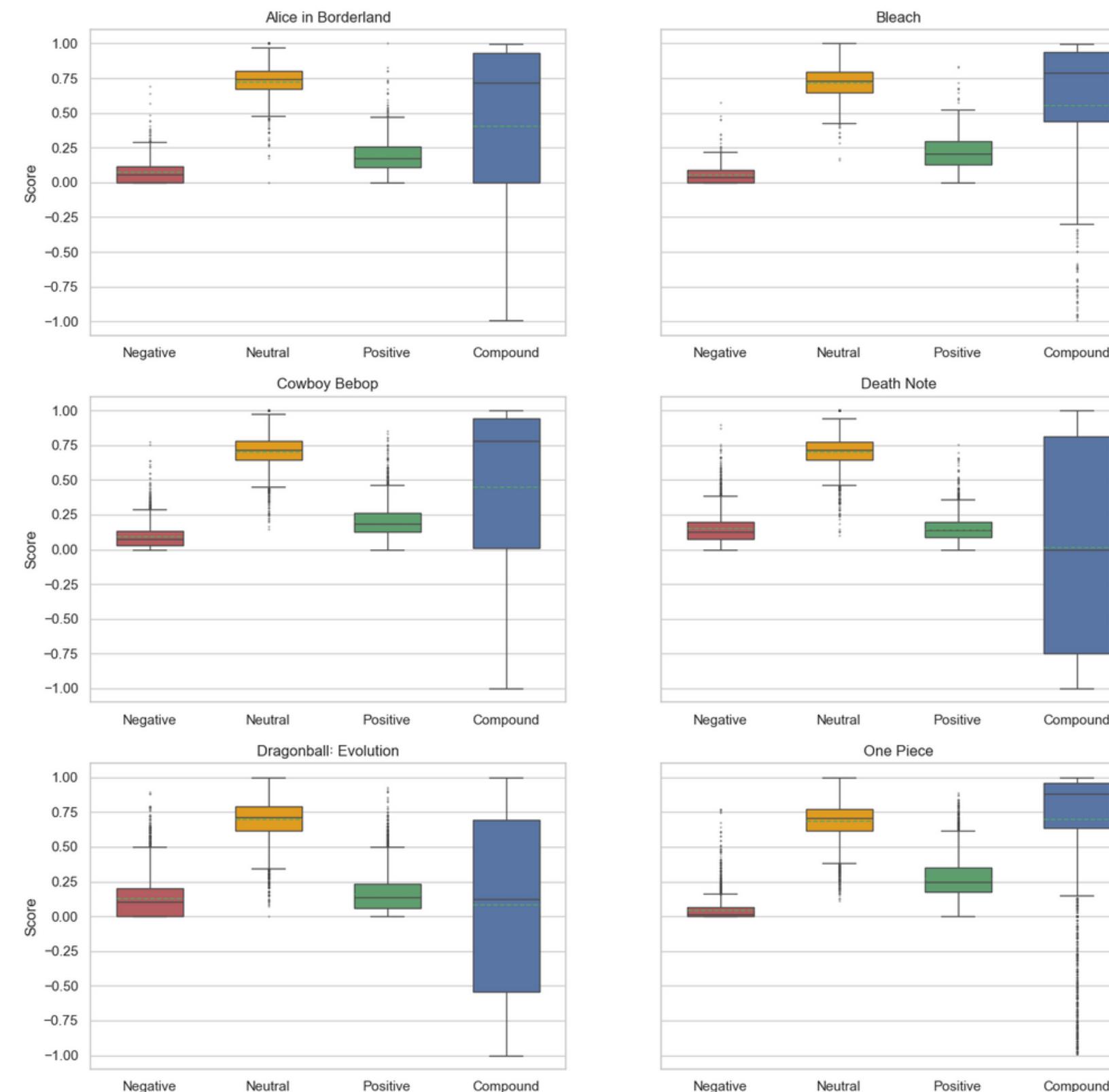
sentiment analysis

//CRITIC REVIEWS

Salient Points

- similar distribution regardless of rating
- numerous outliers, both negative and positive
- popular adaptations record a better overall sentiment
- negative adaptations record a worse sentiment

Critic Site Reviews Sentiment Analysis



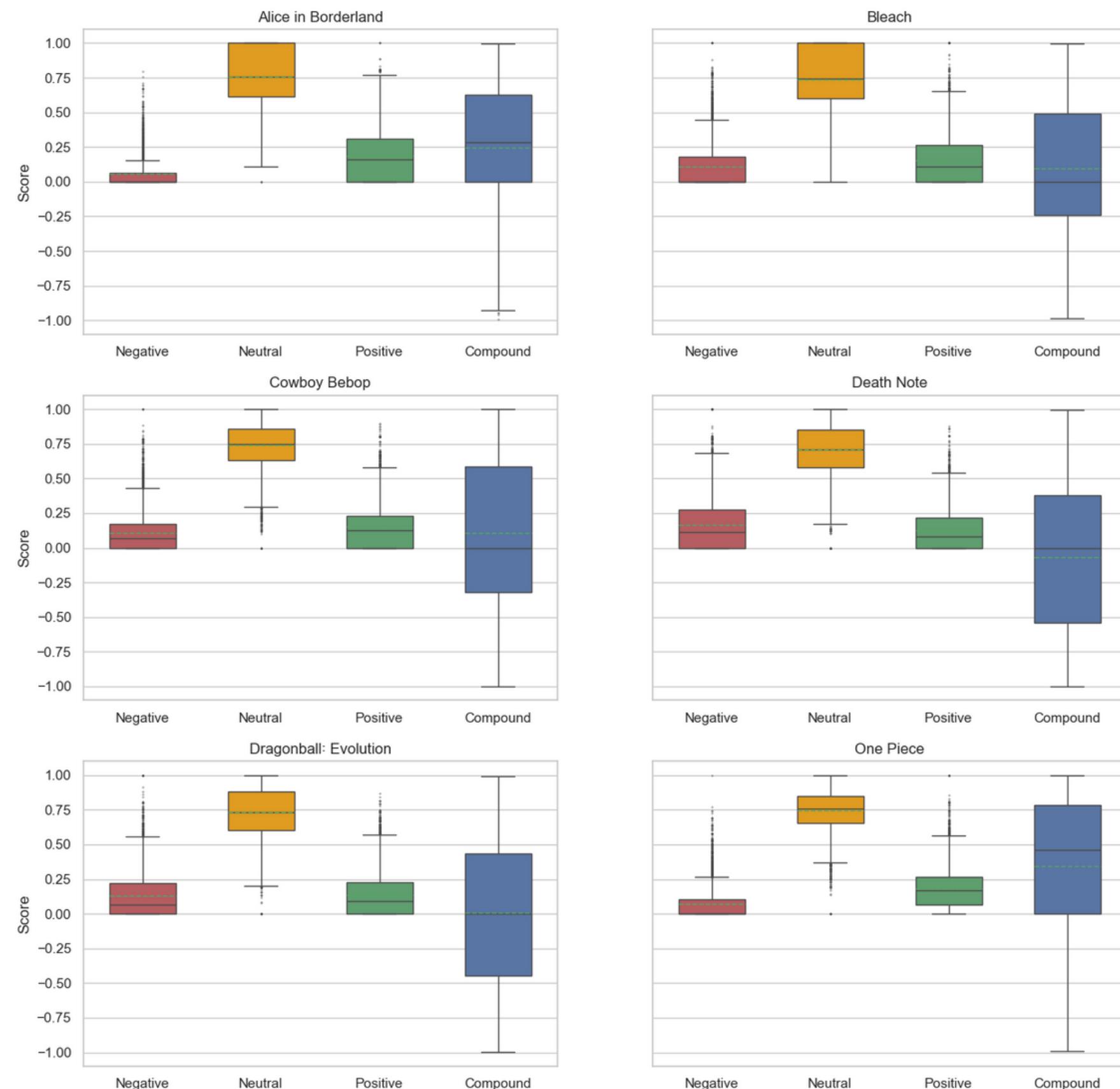
sentiment analysis

//YOUTUBE COMMENTS

Salient Points

- similar distribution
- more varied in terms of standard distribution
- compound leans towards neutral, but differences still exist

Youtube Comments Sentiment Analysis



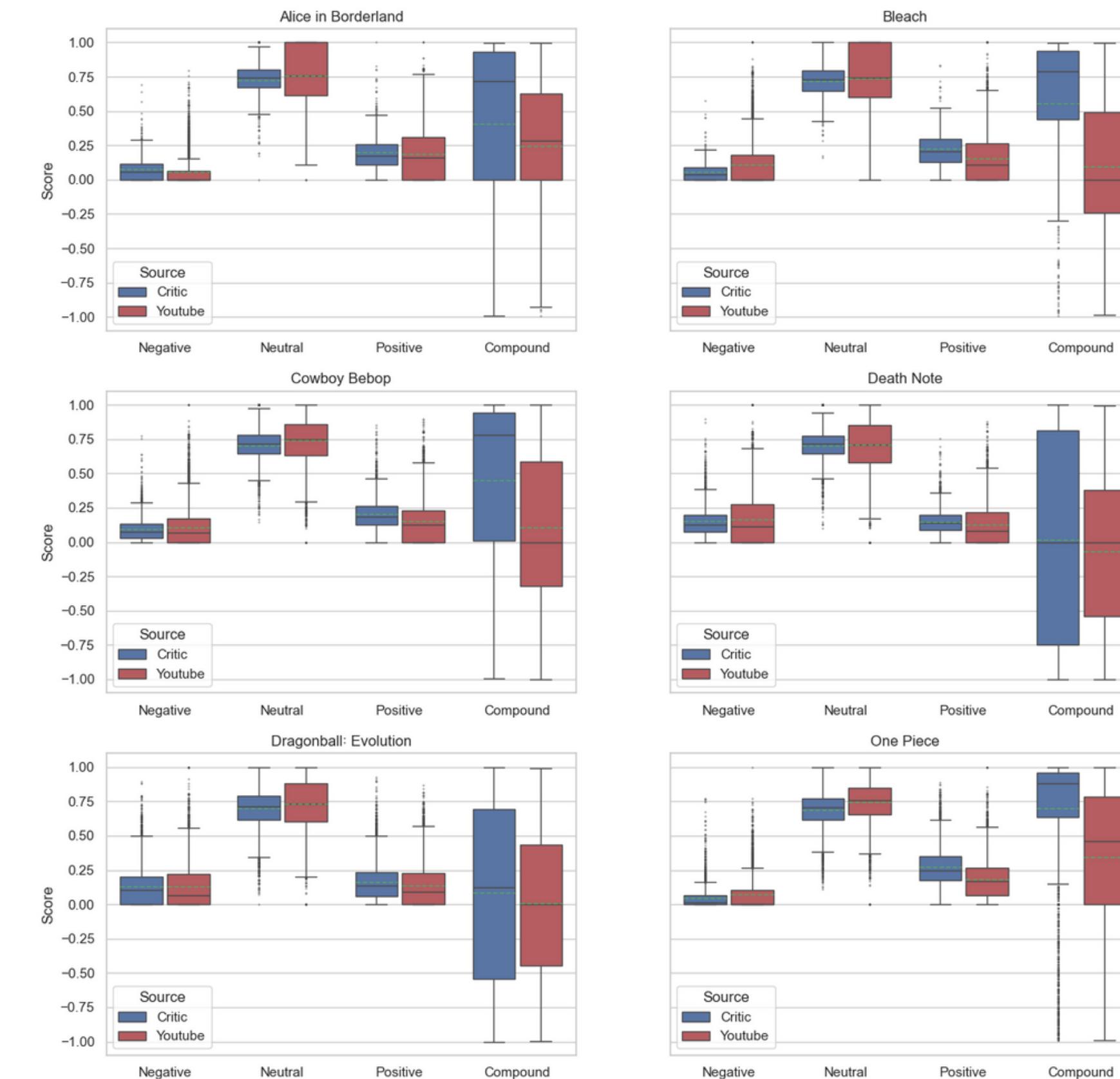
sentiment analysis

//ALL REACTIONS

Takeaways

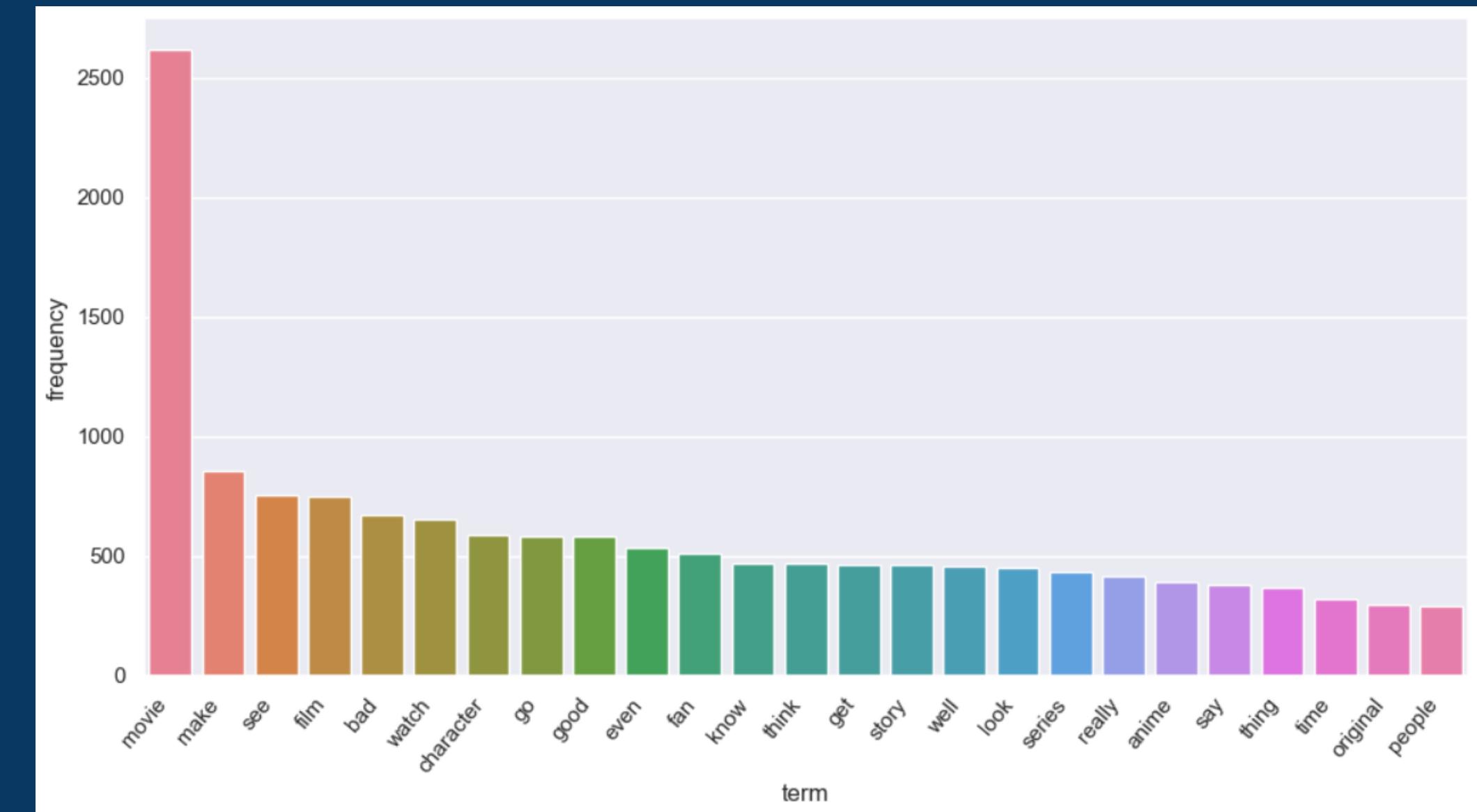
- comments are more non-evaluative
- reviews are more evaluative
- despite a clear consensus, there will be outlier/opposing opinions
- Overall, sentiment seems to reflect actual popularity and ratings to an extent
 - compound boxplots exemplify this best

Critic Sites vs. Youtube Comments Sentiment Analysis



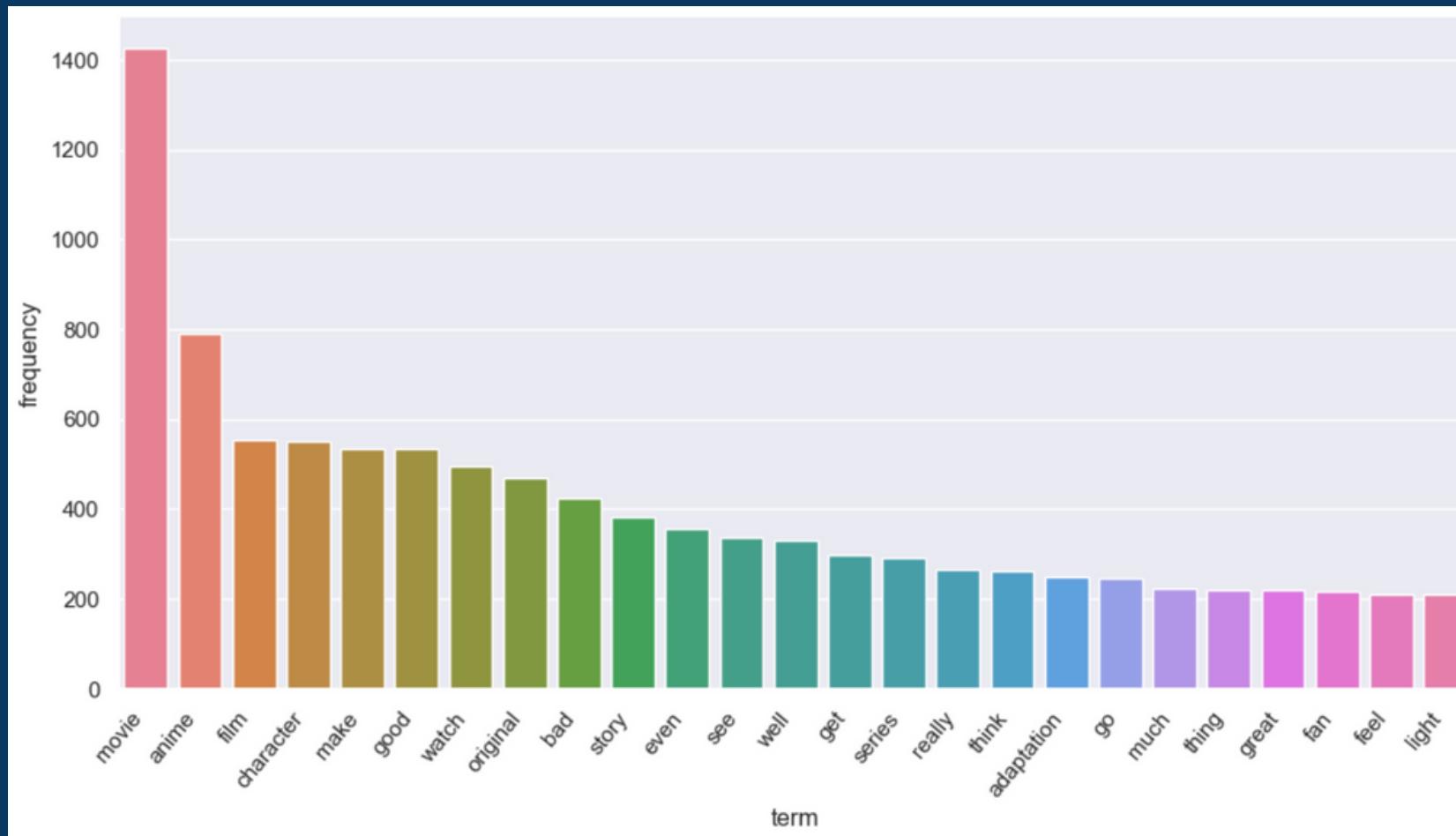
Term-Based Frequency Analysis

Used to identify the **frequency** of a term appearing in text, possibly revealing **salient words and themes**

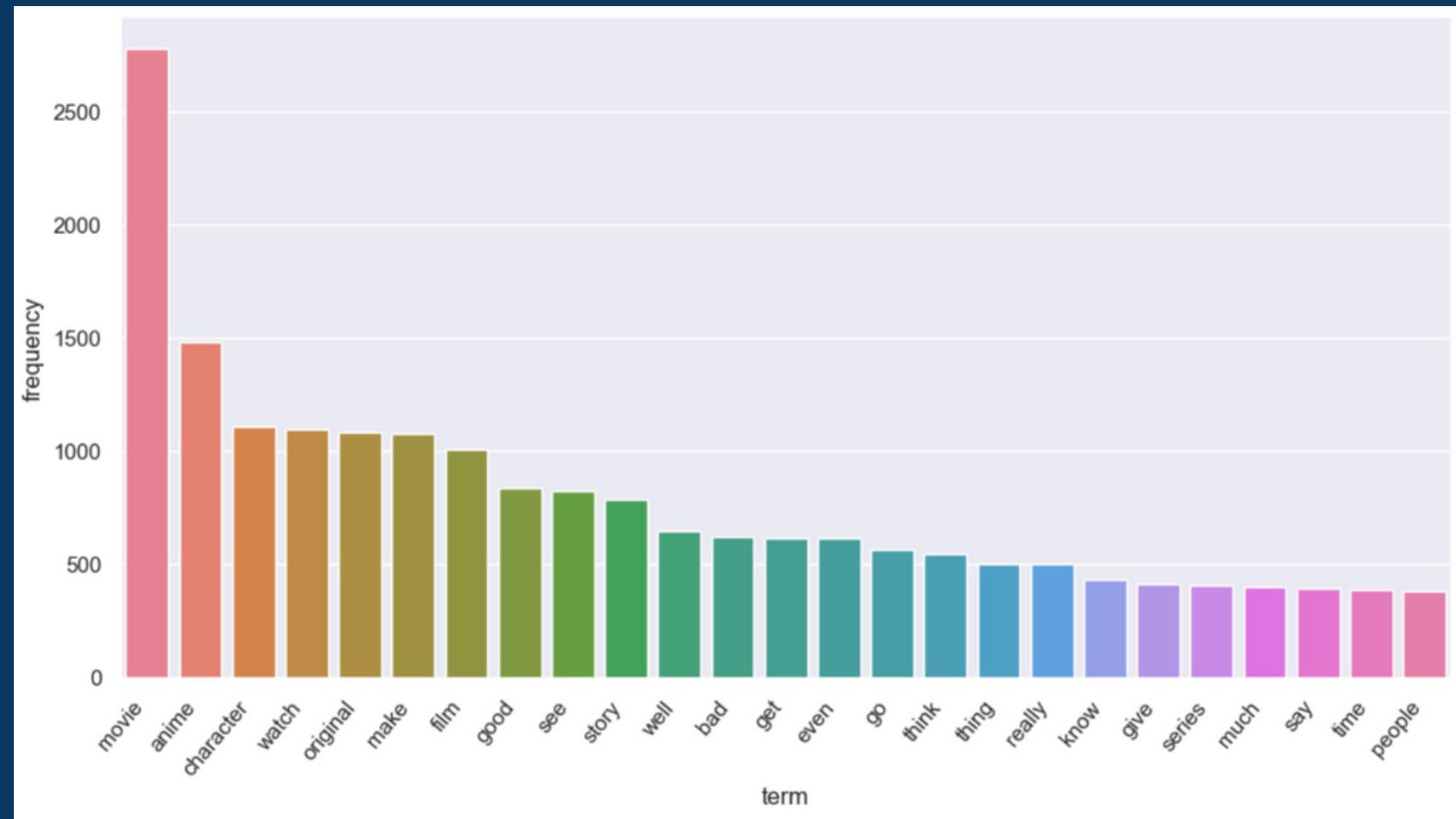


A barplot visualizing the top 25 terms appearing in imdb's DragonBall: Evolution reviews

Term-Based Frequency Analysis

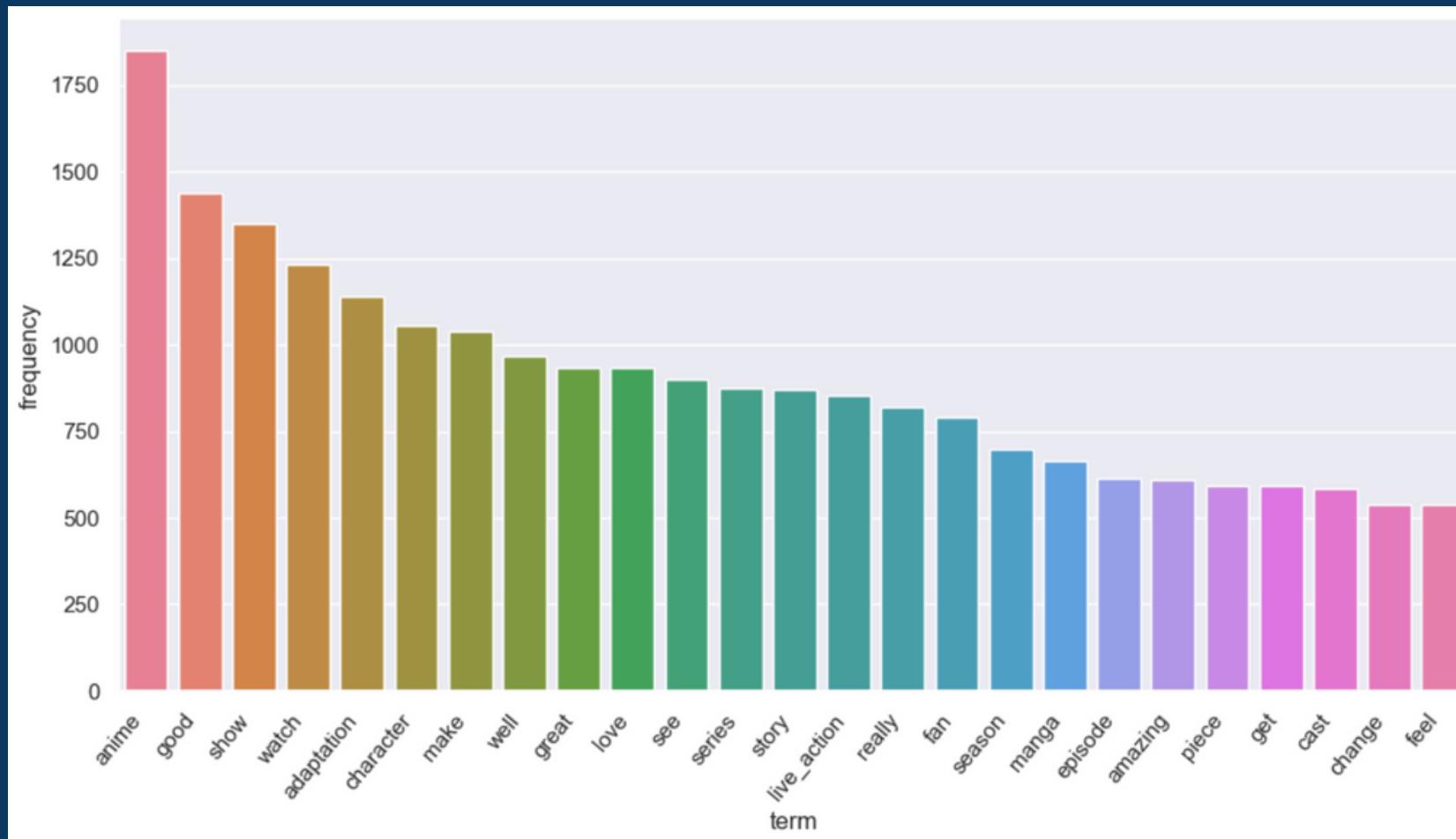


A barplot visualizing the top 25 terms appearing in Rotten Tomatoes' Death Note reviews

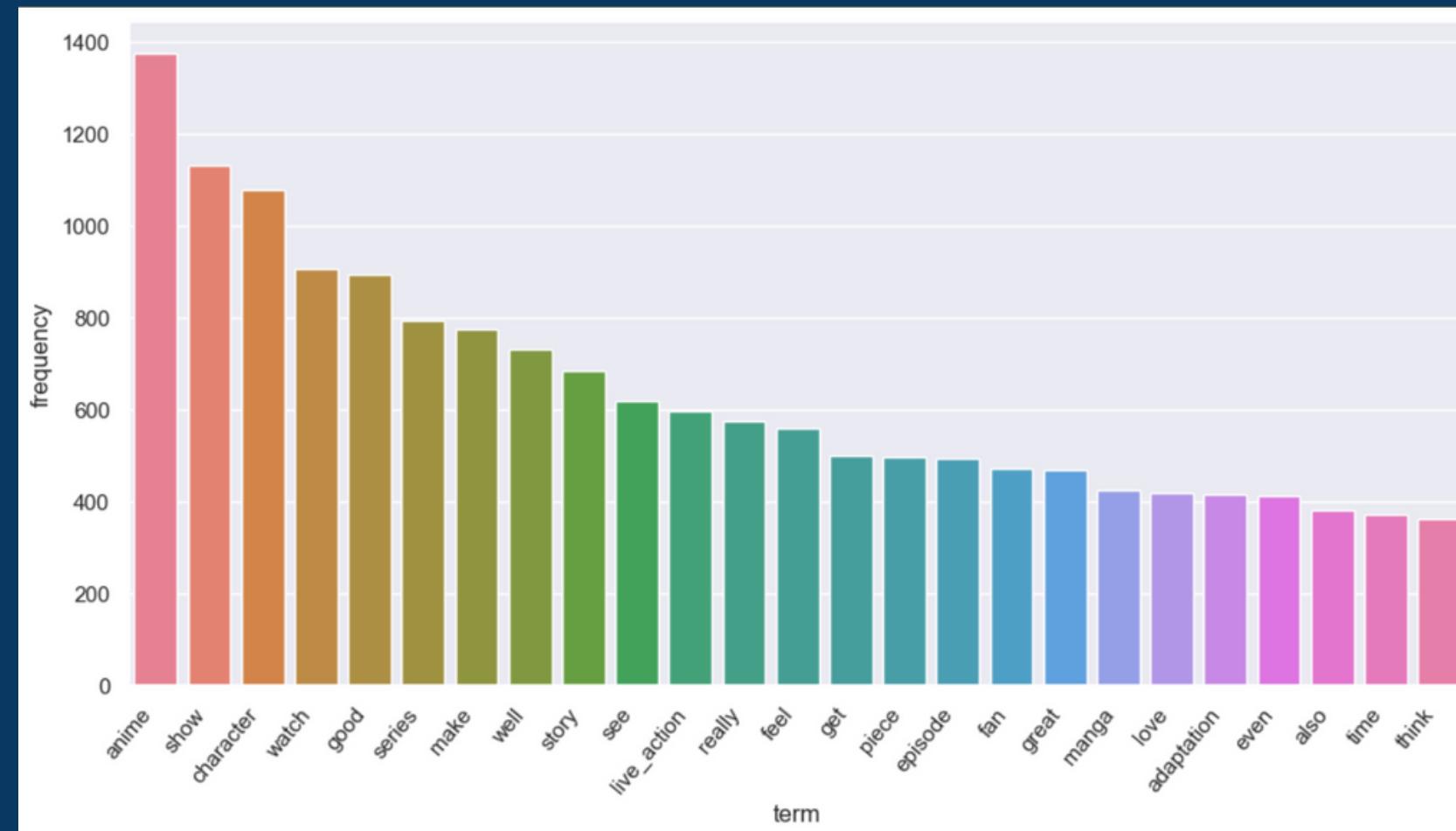


A barplot visualizing the top 25 terms appearing in IMDB's Death Note reviews

Term-Based Frequency Analysis

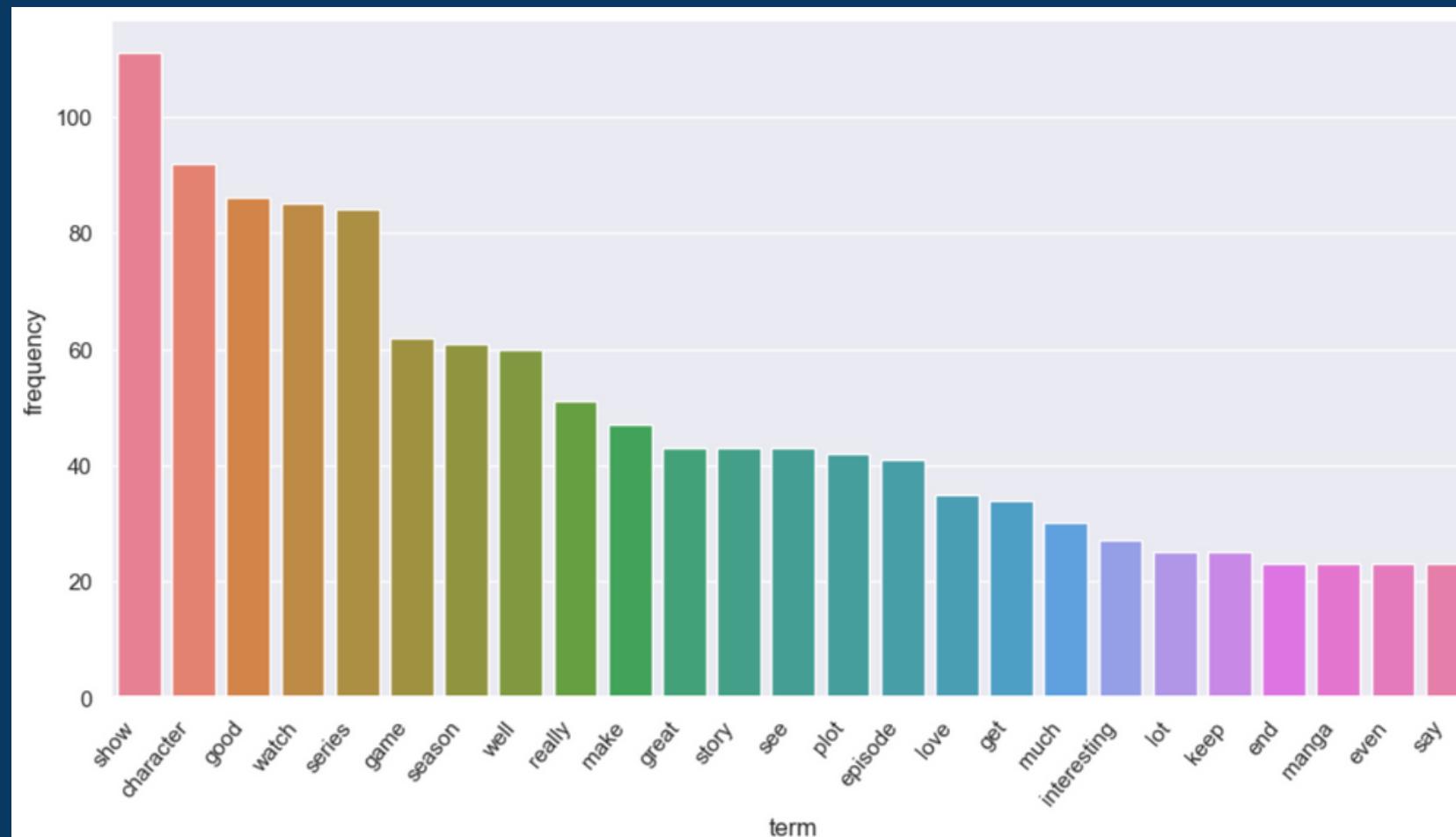


A barplot visualizing the top 25 terms appearing in Rotten Tomatoes' One Piece reviews

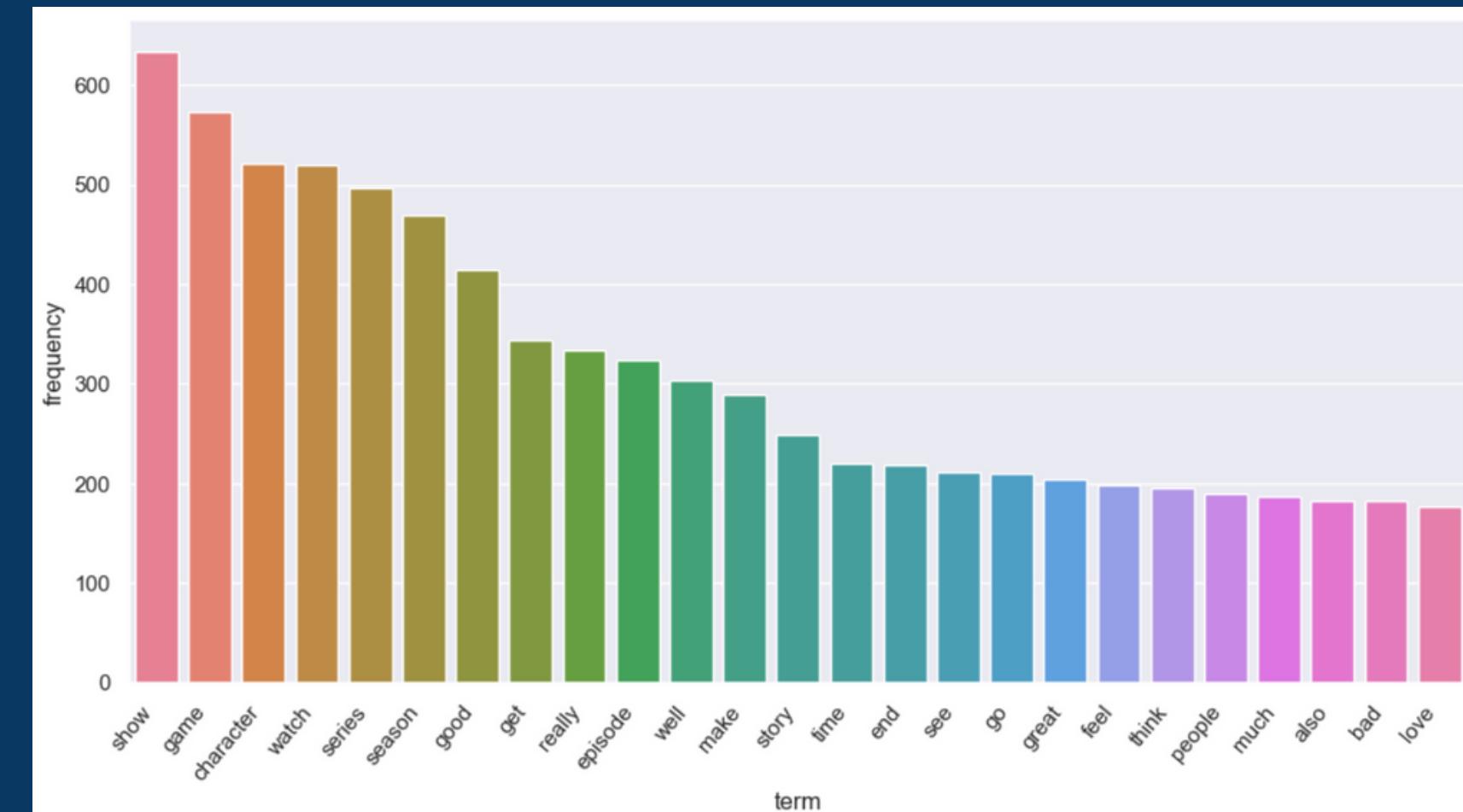


A barplot visualizing the top 25 terms appearing in IMDB's One Piece reviews

Term-Based Frequency Analysis

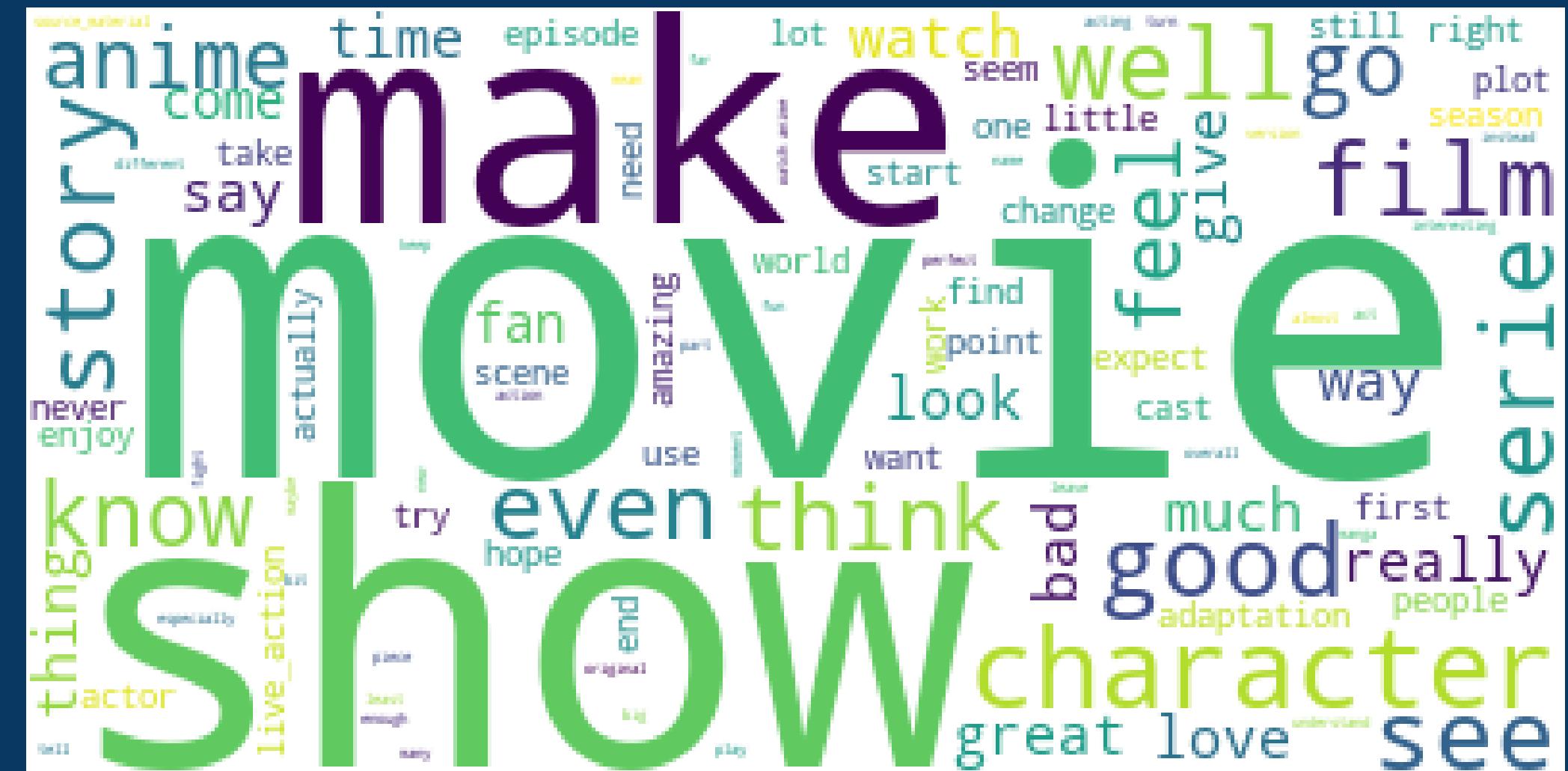


A barplot visualizing the top 25 terms appearing in Rotten Tomatoes' Alice in Borderland

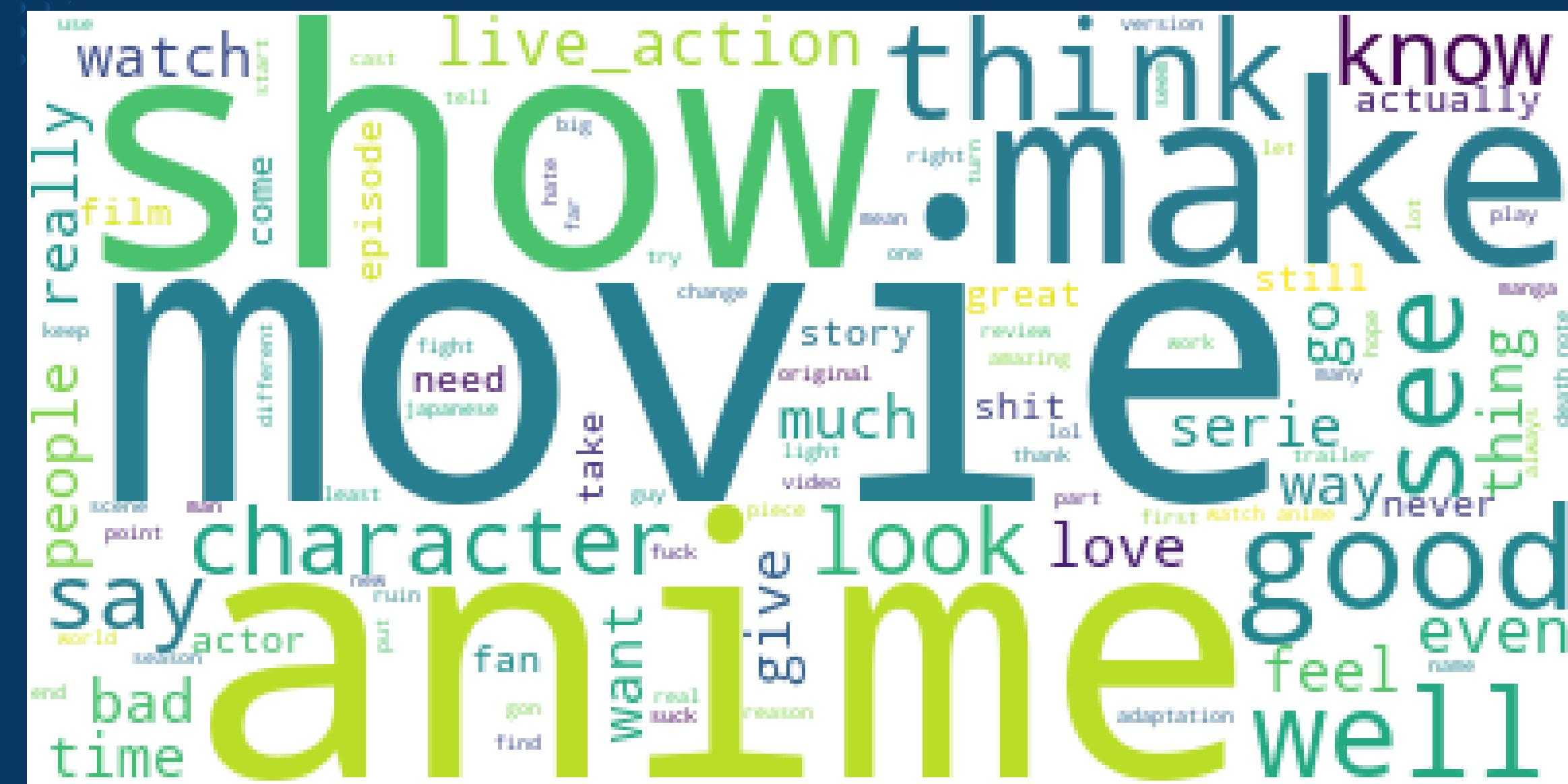


A barplot visualizing the top 25 terms appearing in IMDB's Alice in Borderland reviews

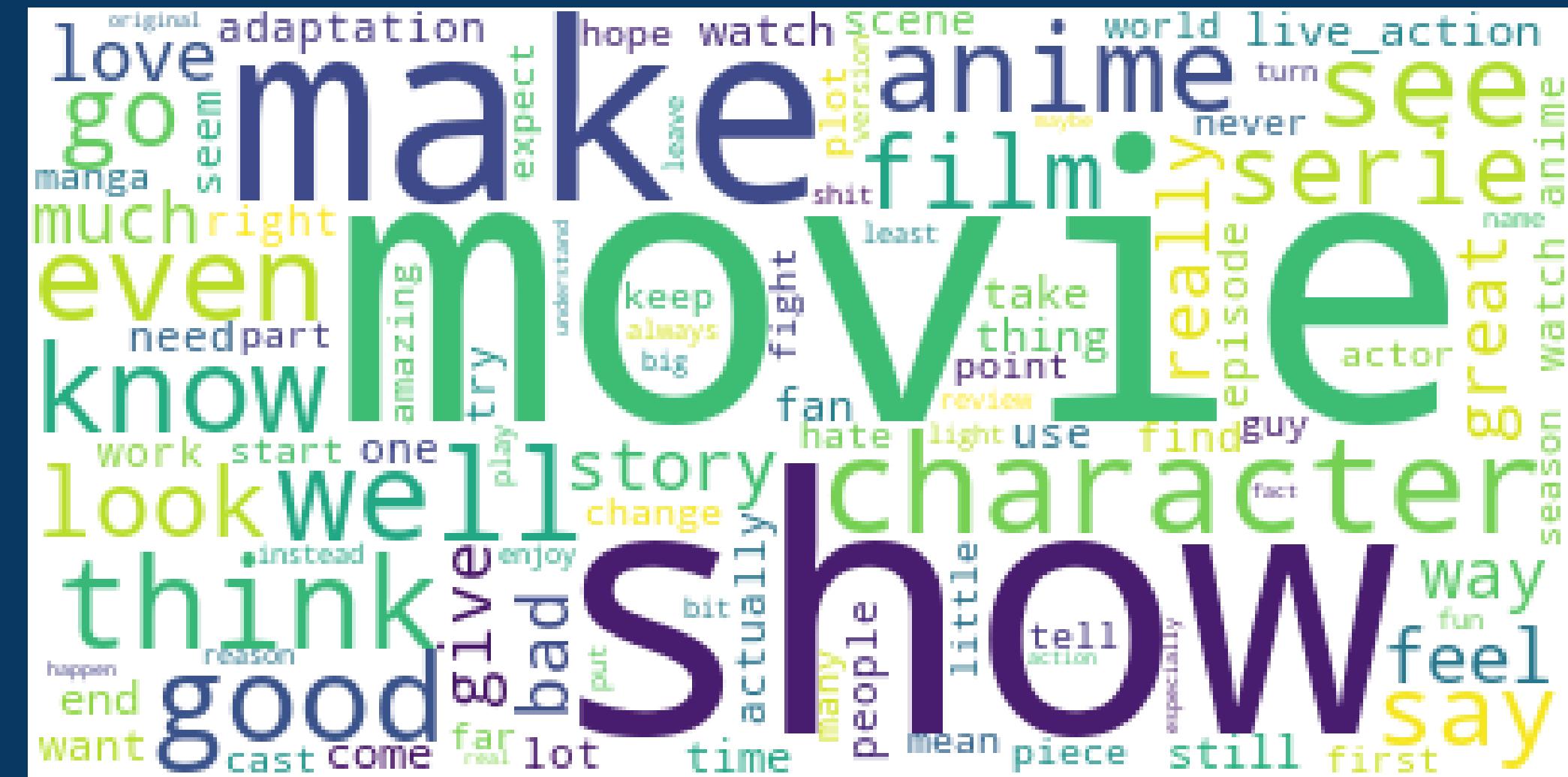
Reviews (IMDB + Rotten Tomatoes)



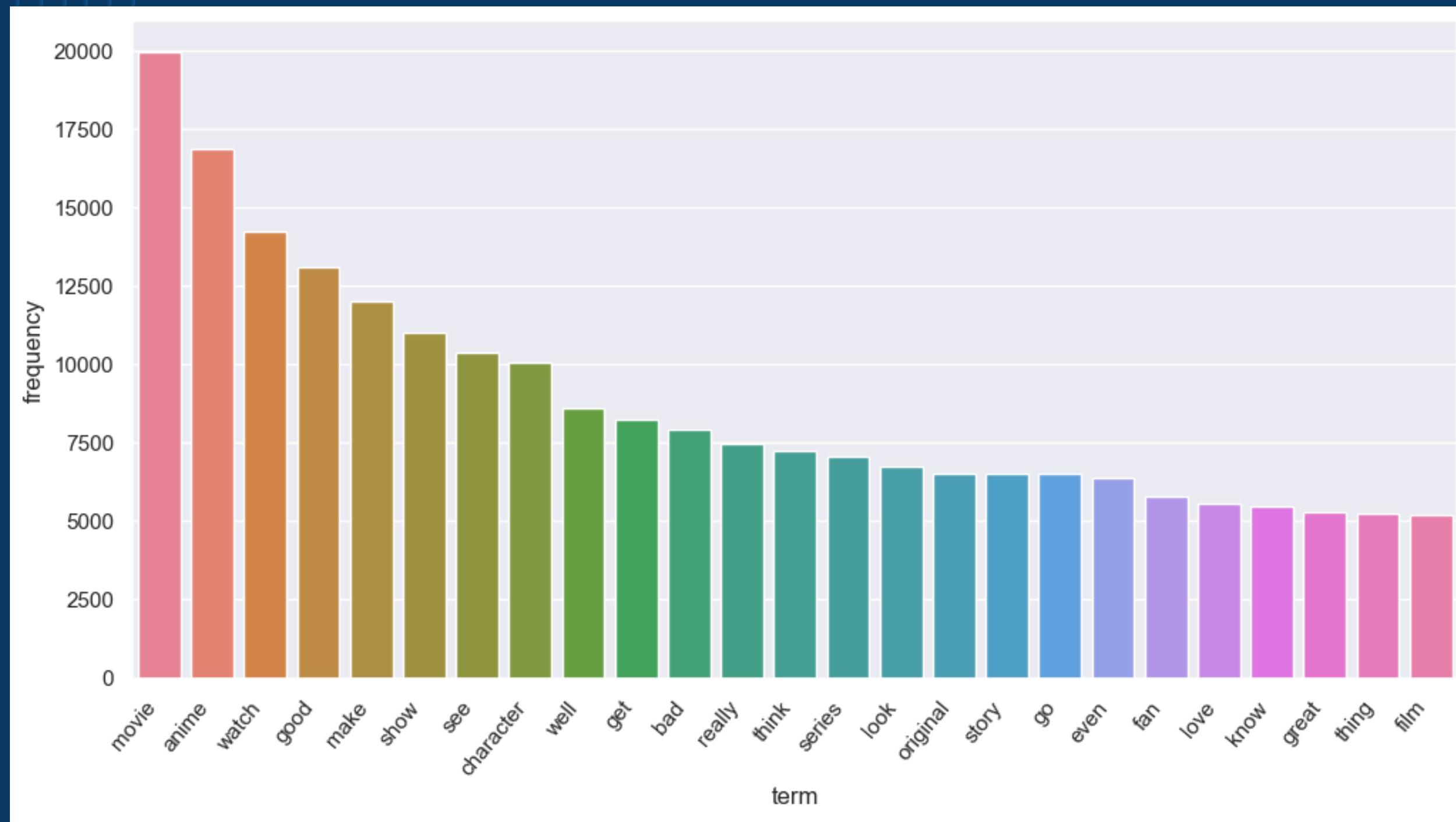
Comments (Youtube)

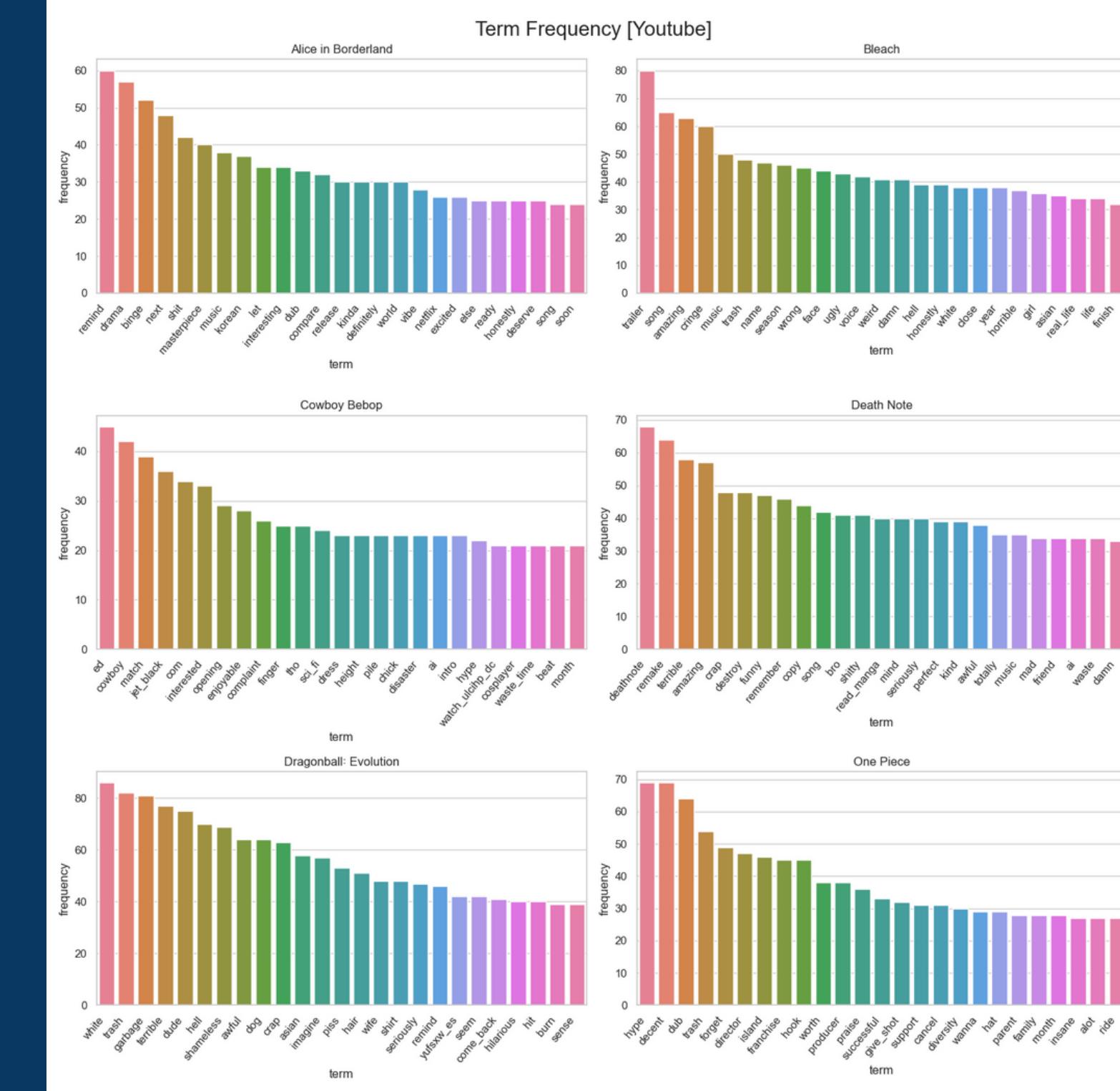
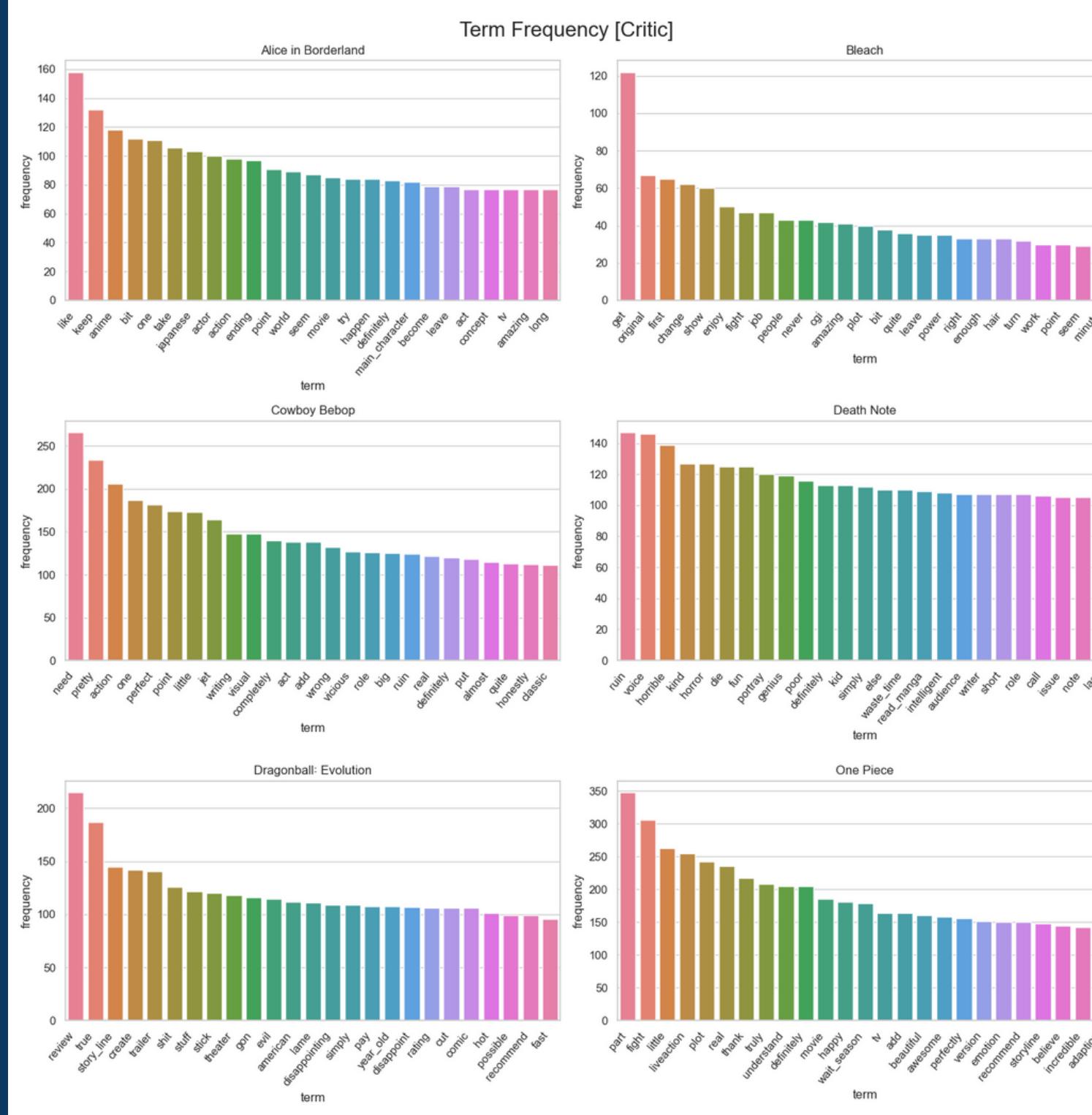


AI



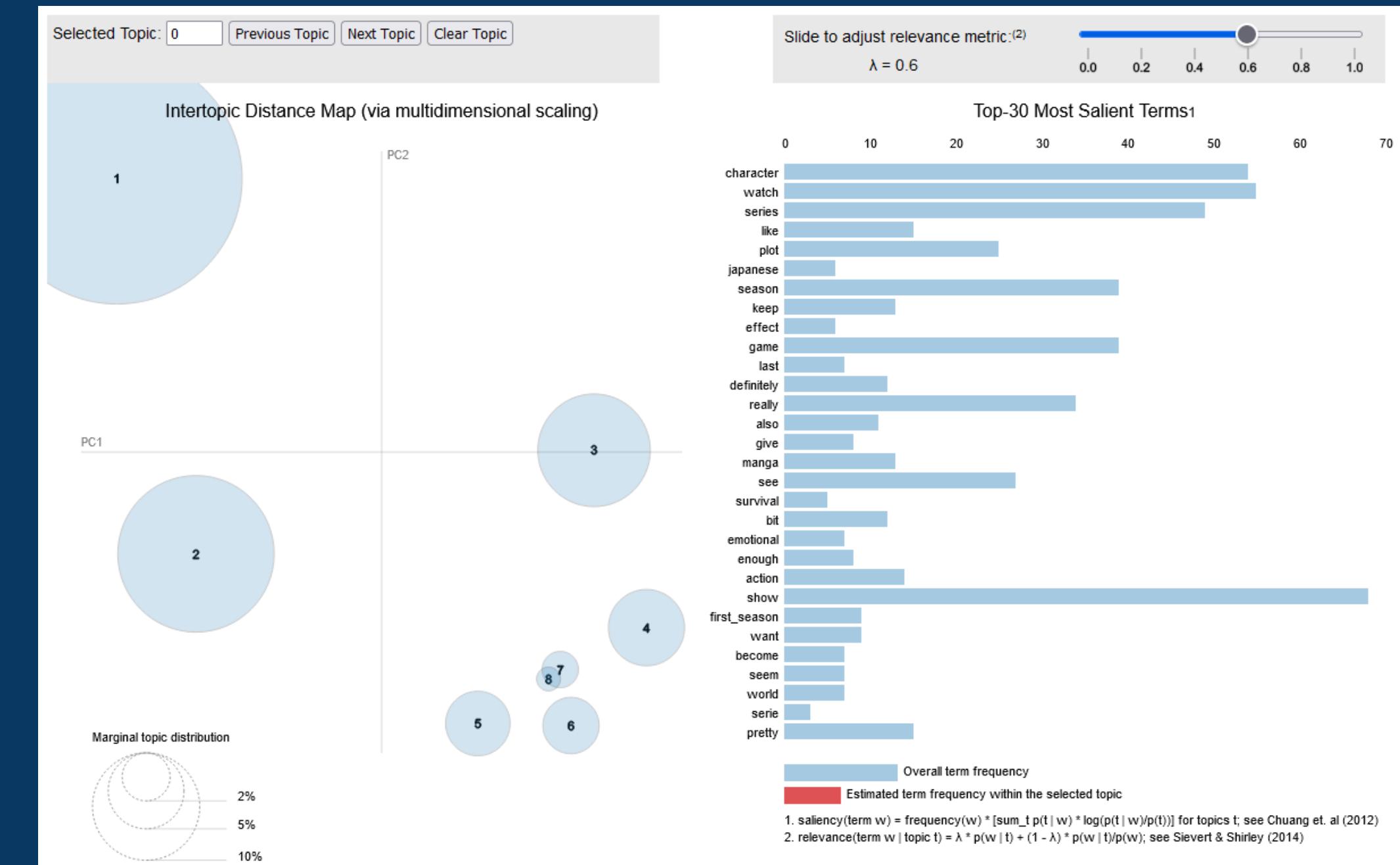
All





latent dirichlet allocation

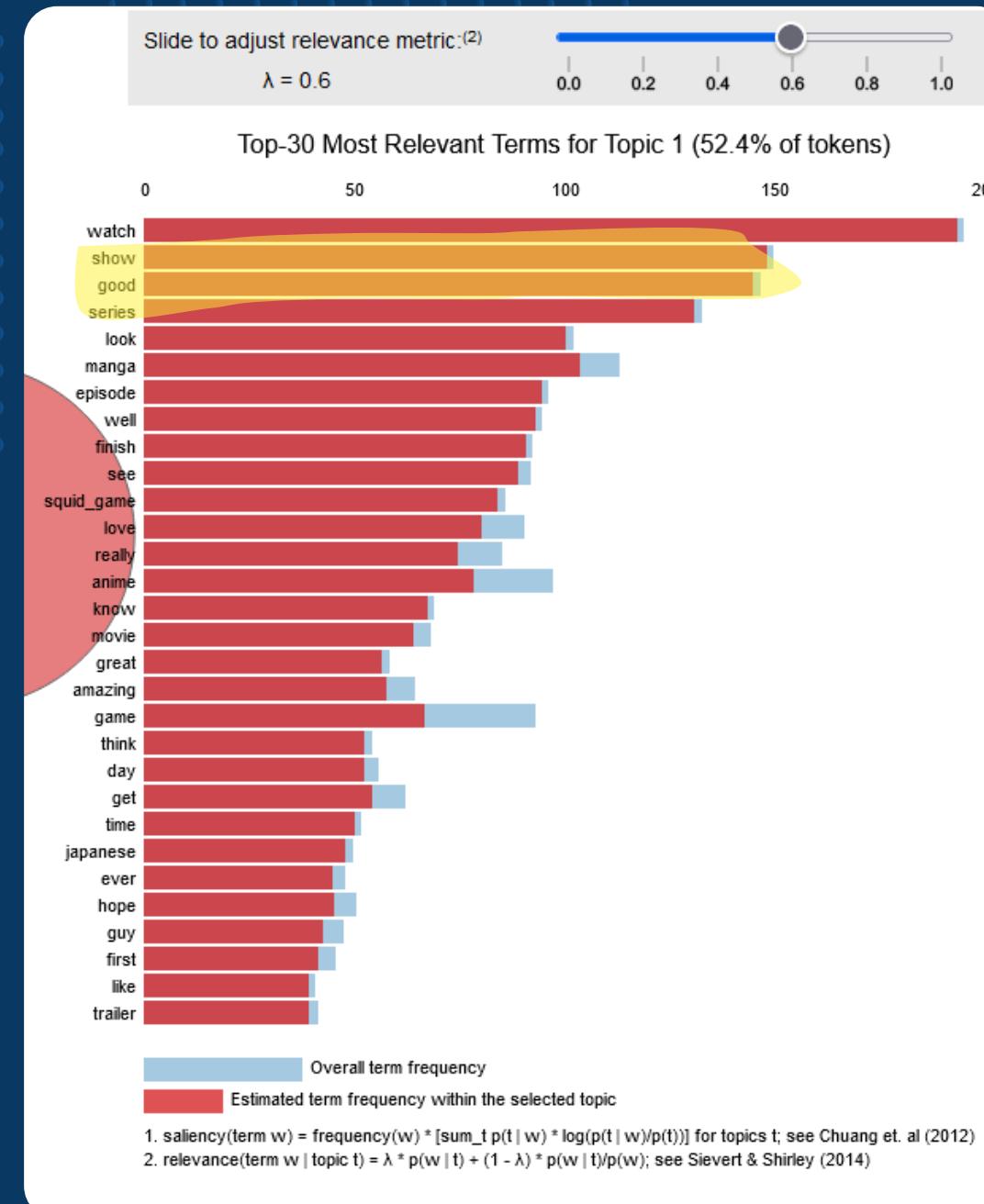
Used to **generate topics** in the corpora which could be useful in **identifying factors** which the audience or critics think to be **important** in a show's success or failure.



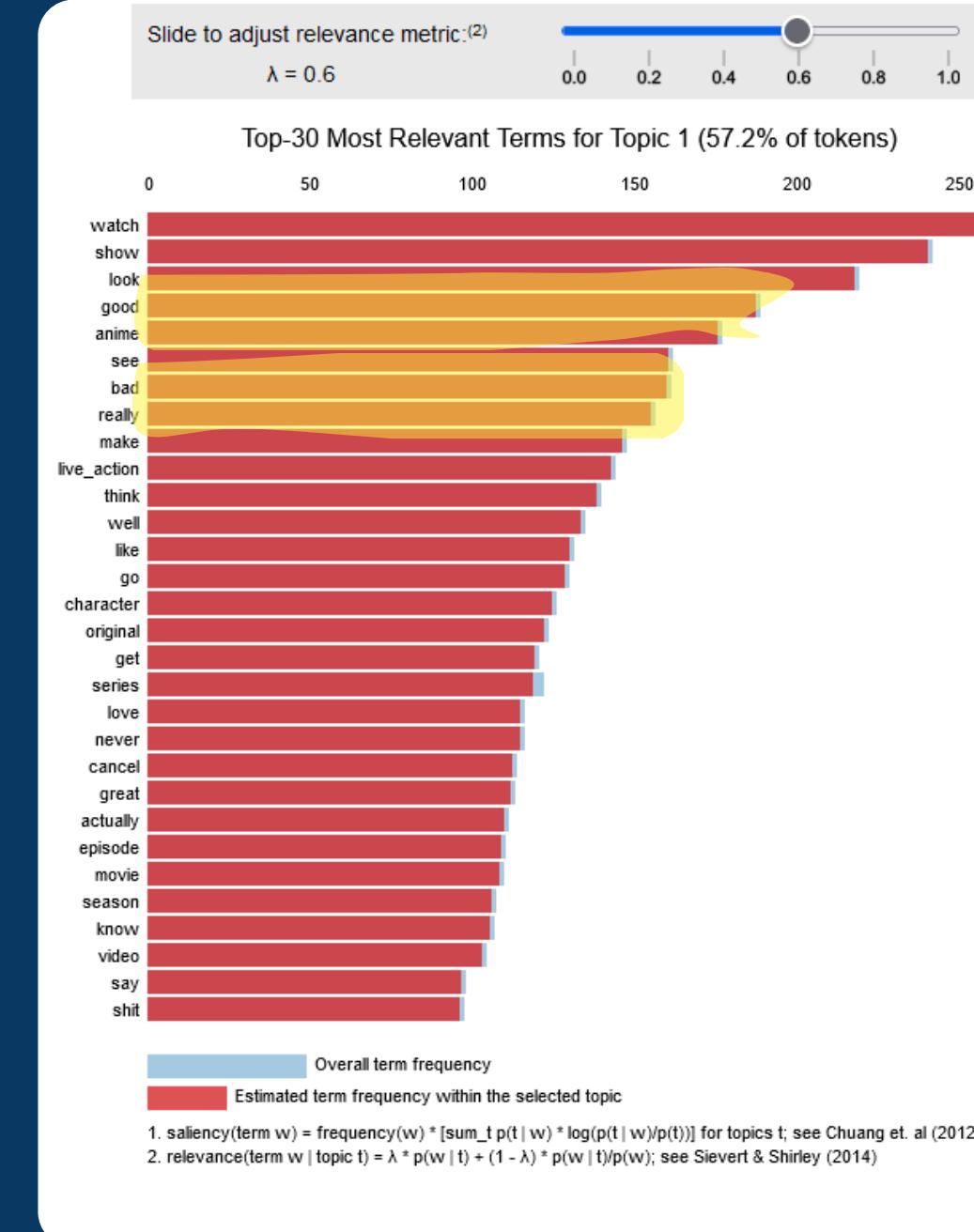
A Gensim LDA model visualized by the LDAvis package

latent dirichlet allocation

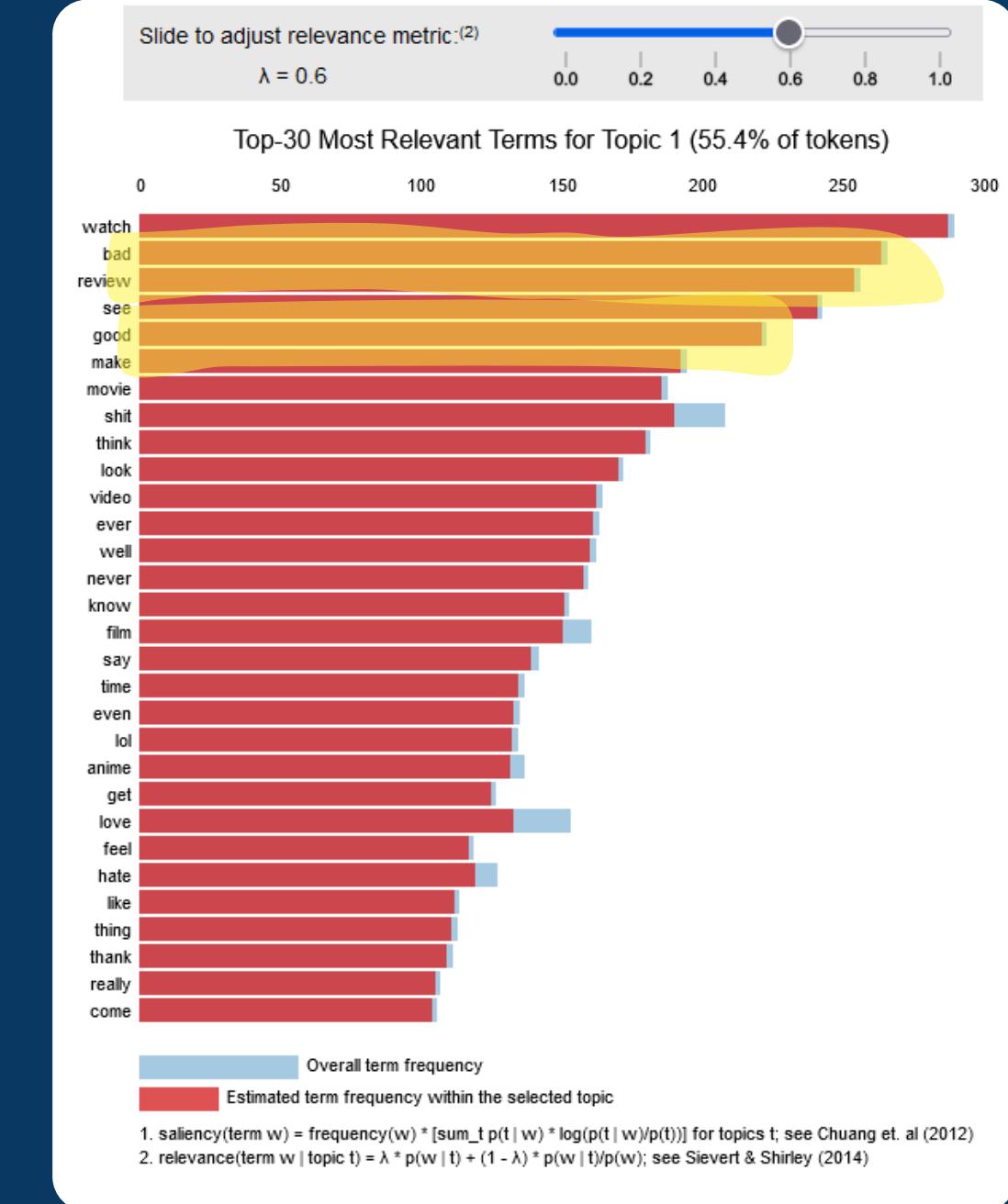
// TOPIC 1: Reflects general sentiment



Alice in Borderland



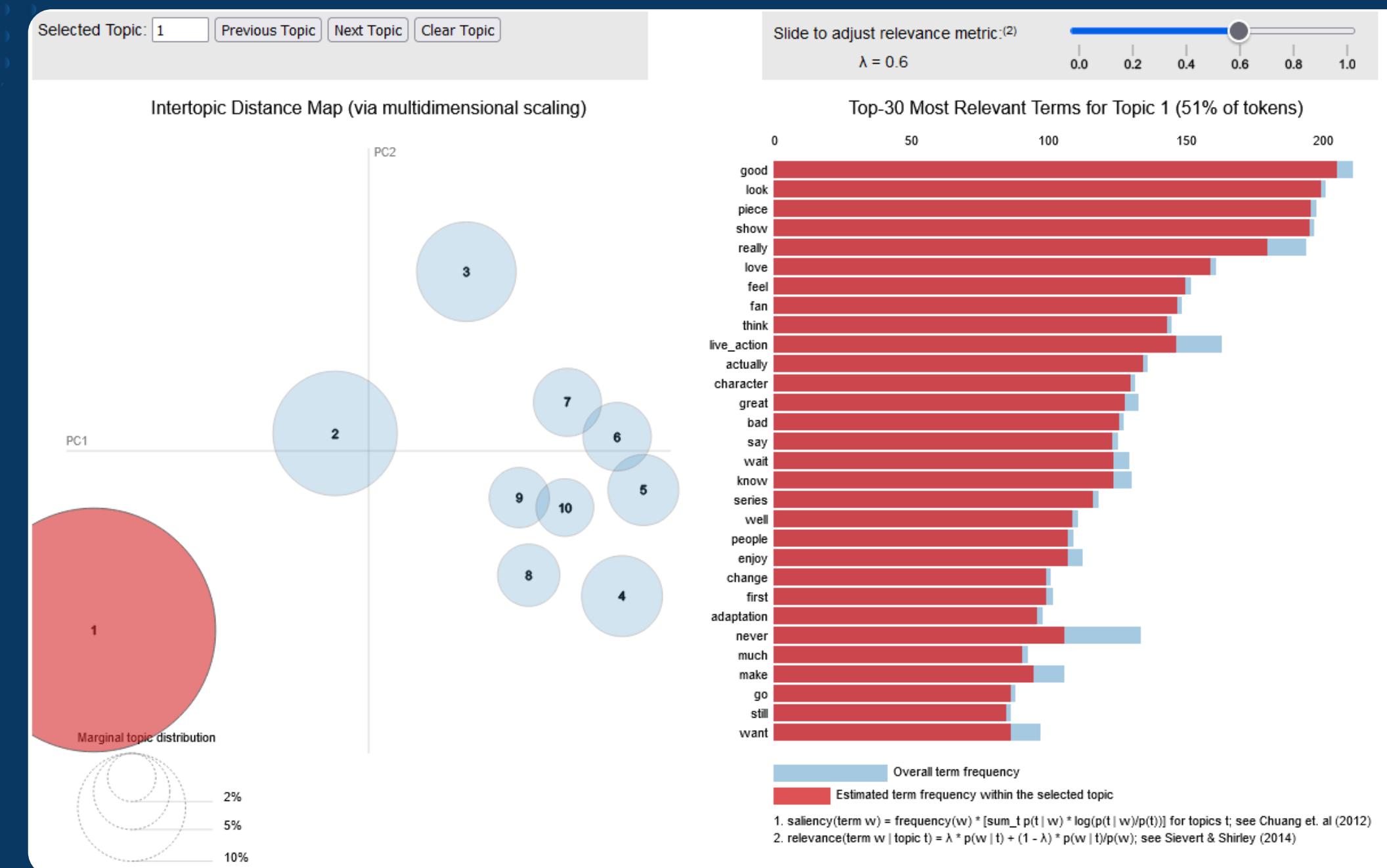
Cowboy Bebop



Dragonball: Evolution

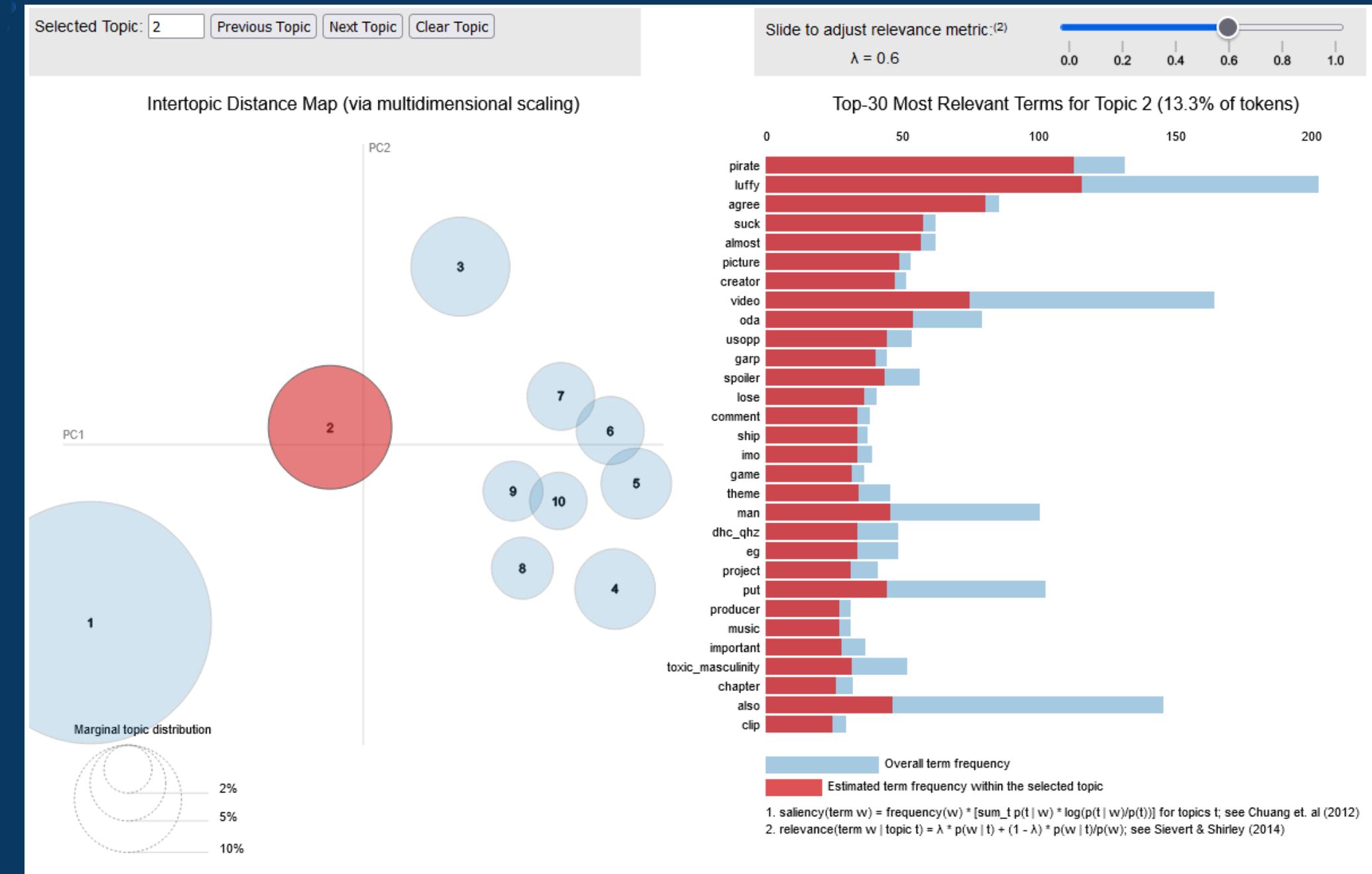
latent dirichlet allocation

// youtube good anime



latent dirichlet allocation

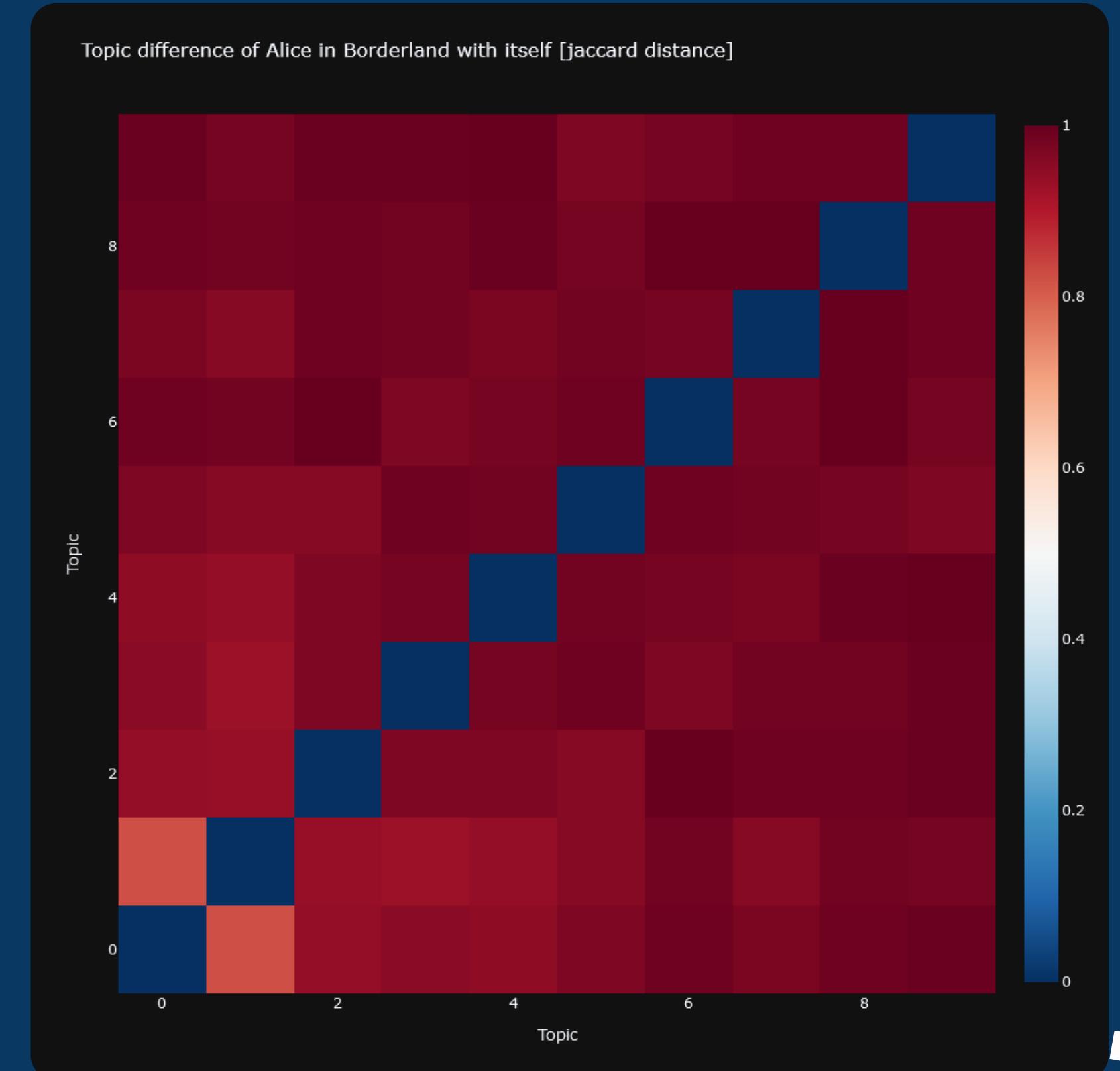
// youtube creator involved



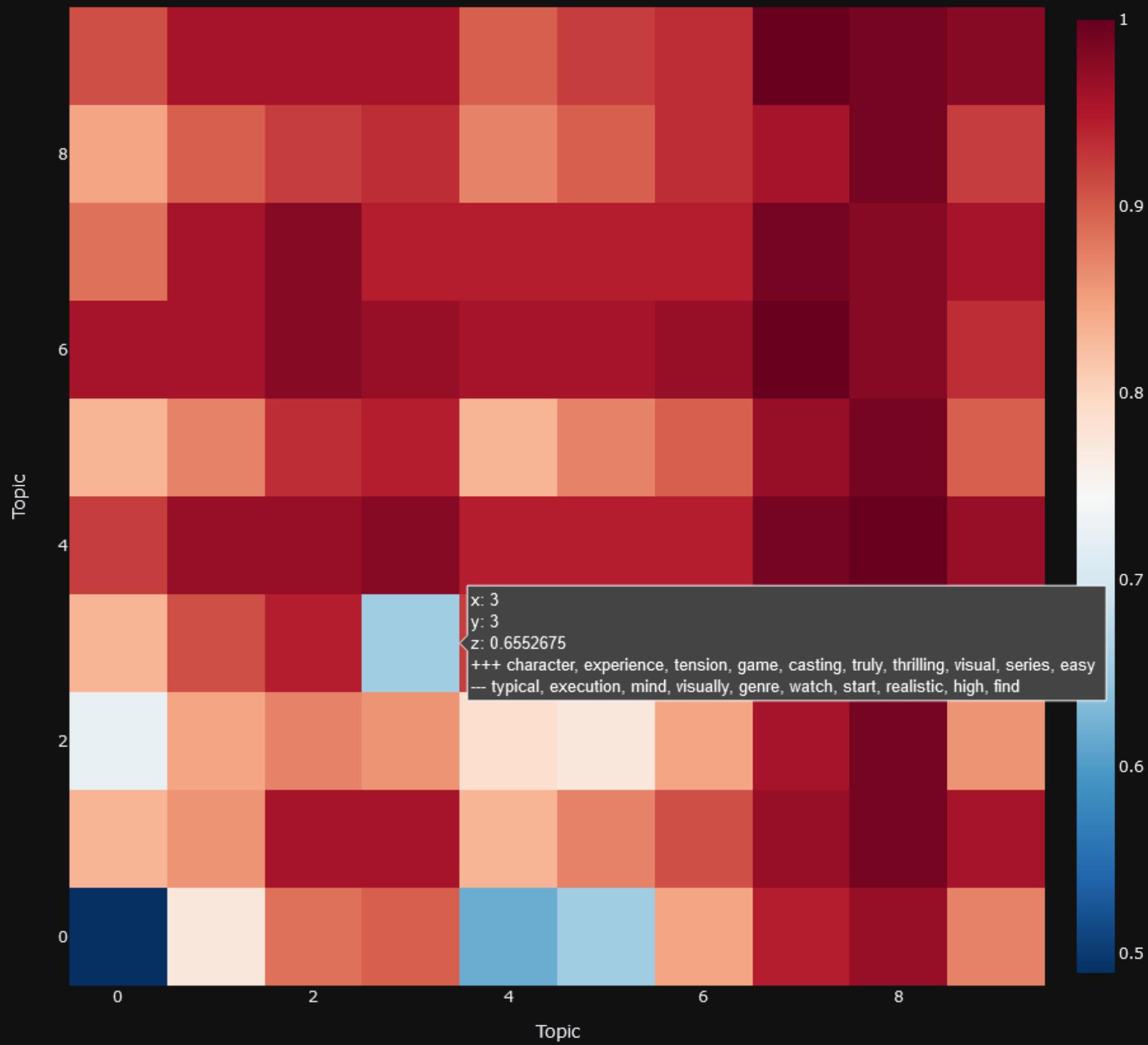
Lda topic comparison

We can see the **difference of the topics** of distinct LDA models calculated using **jaccard similarity**.

From this, we can learn what **different “entities”** say about the **same subject**.

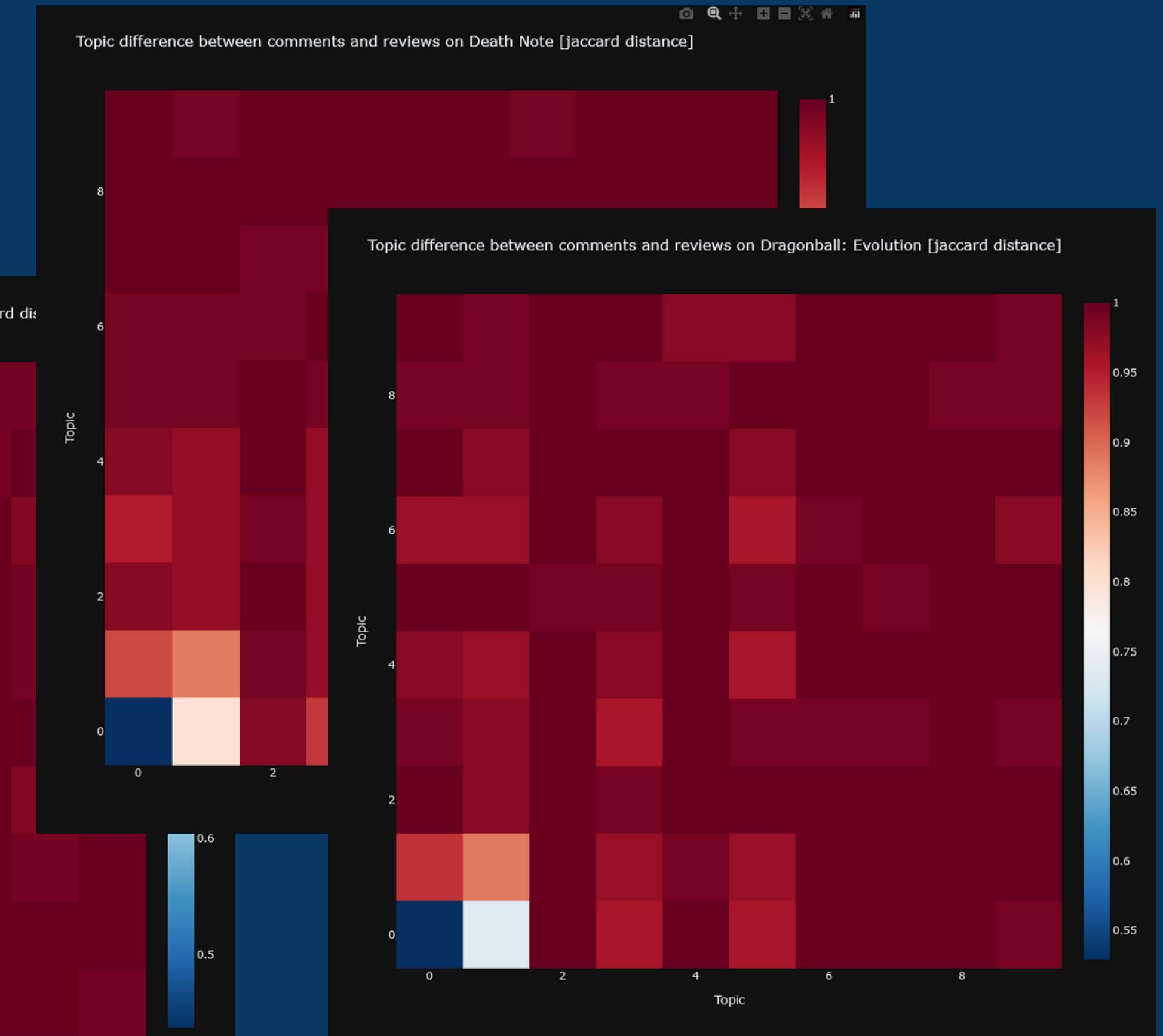
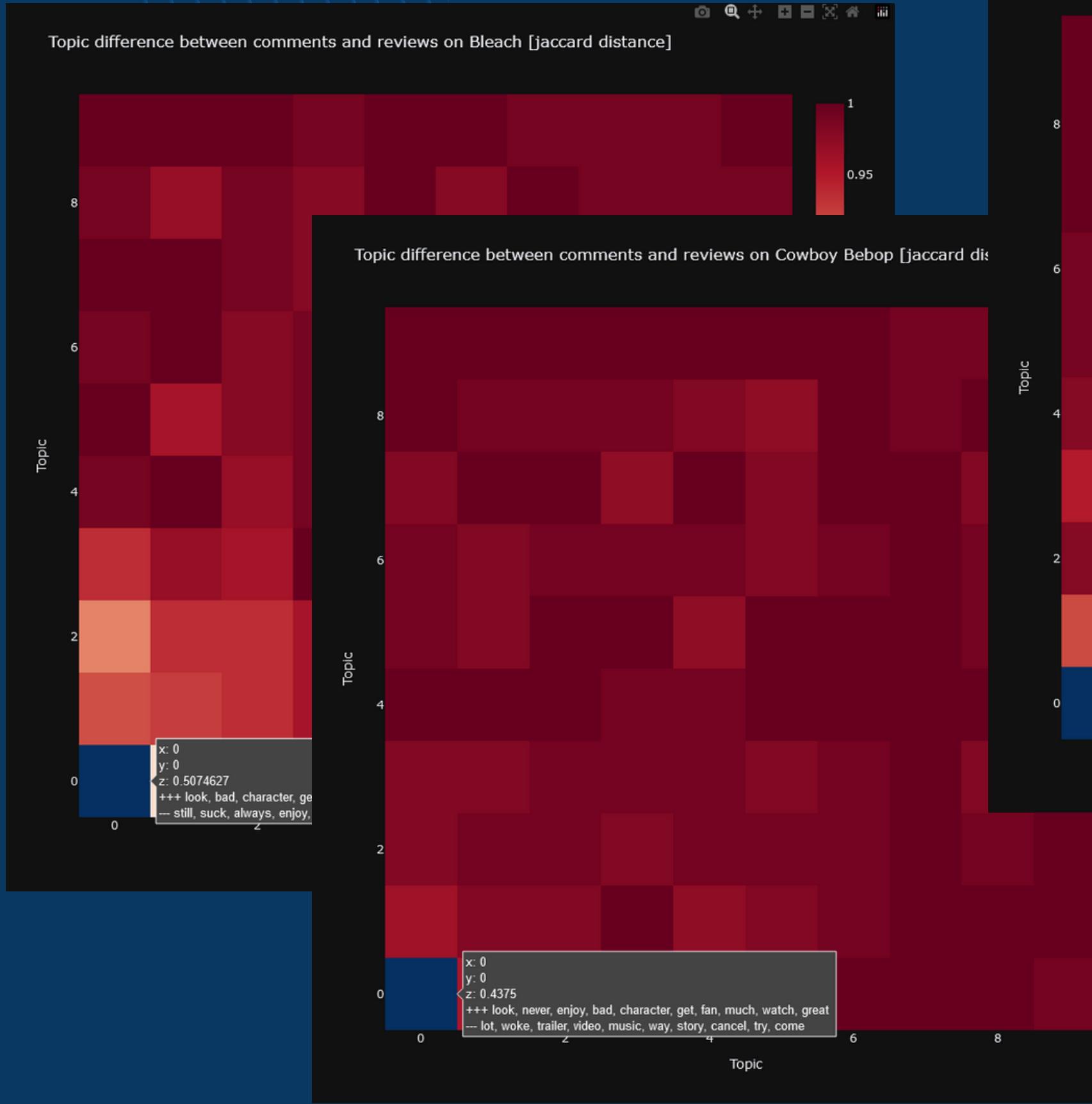


Topic difference between IMDB and Rotten Tomatoes' Reviews on Alice in Borderland [jaccard distance]



lda comparison

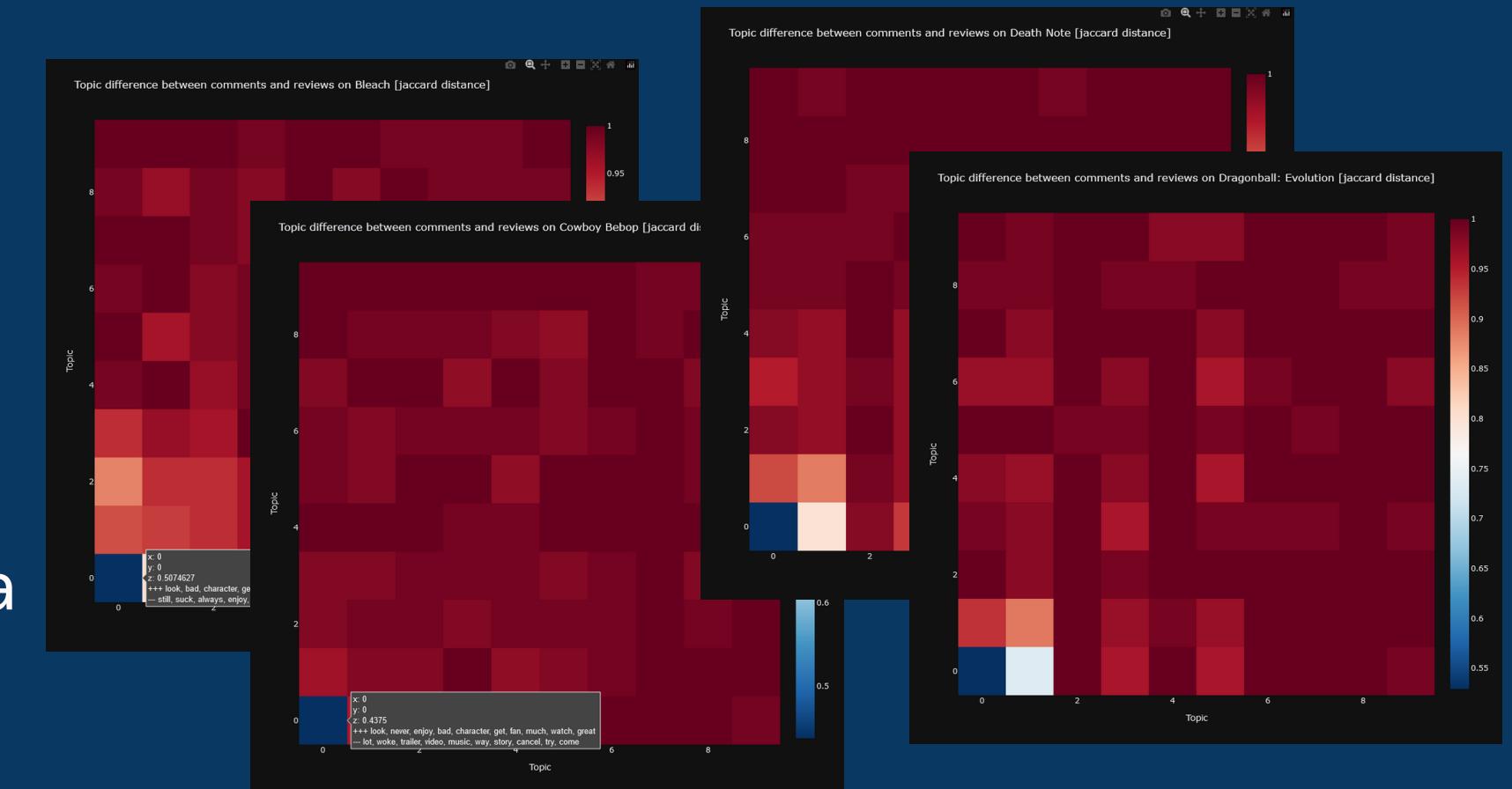
// COMMENTS VS REVIEWS



Lda comparison

// COMMENTS VS REVIEWS

- not much use to compare obviously dissimilar LDA models
 - comments generally structured differently than reviews
- compare models whose topics may have a common ground



lda comparison

// DIFFERENT CRITIC SITES, SAME GOOD ADAPTATION

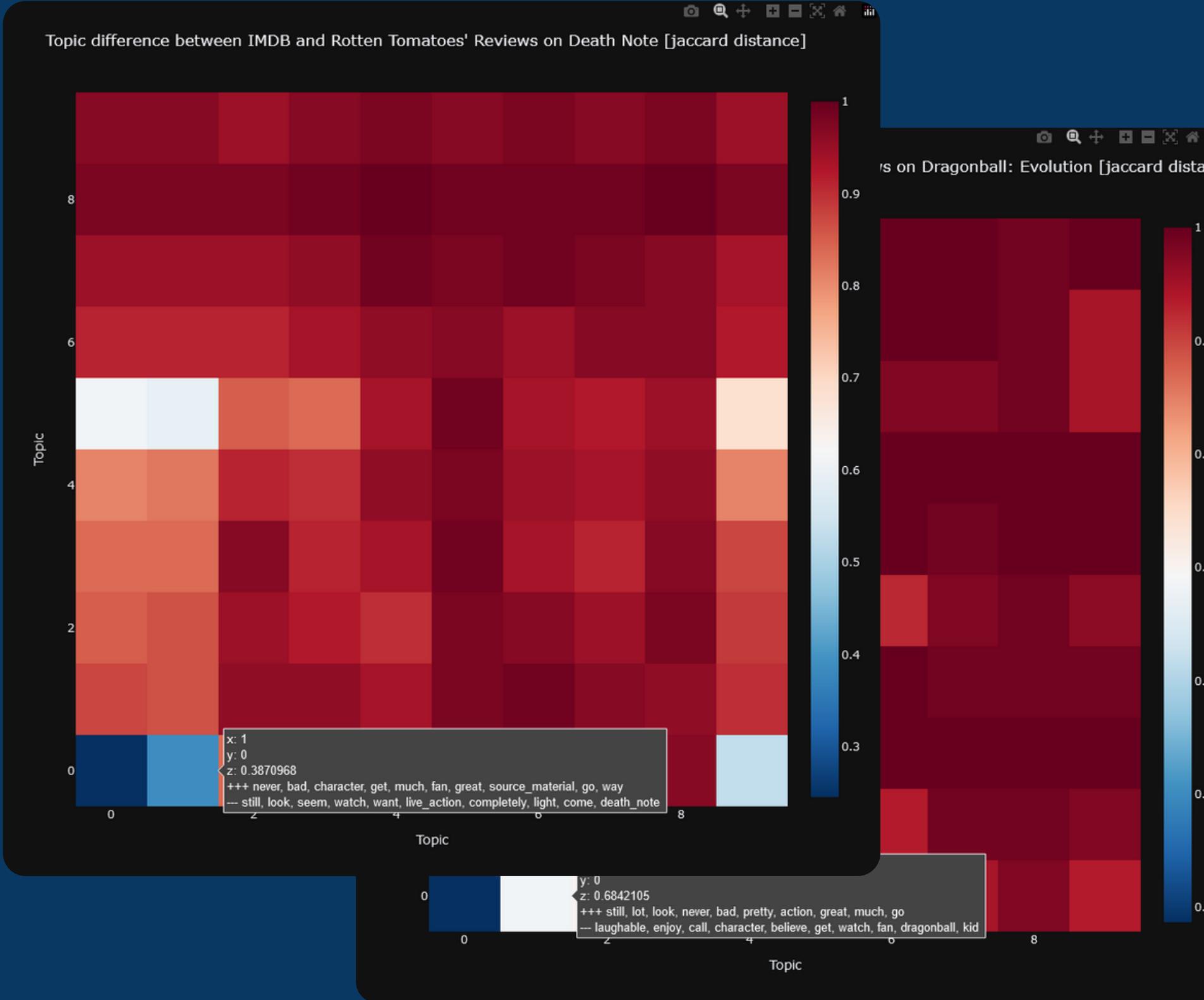


+++ character,
casting, visual,
original, adaptation

---- realistic,
storytelling

lda comparison

// DIFFERENT CRITIC SITES, SAME BAD ADAPTATION

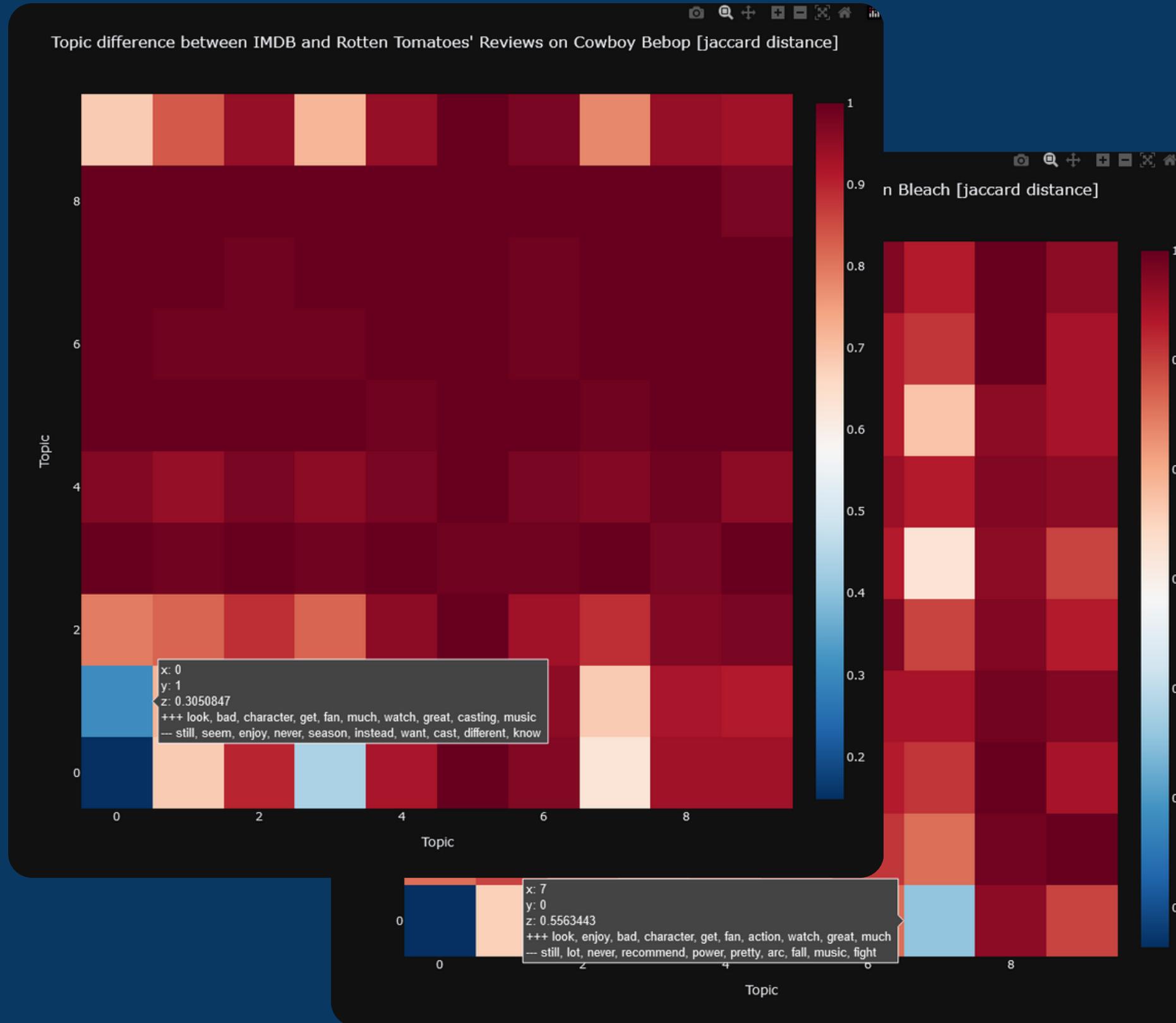


+++ source material,
character, action

---- believe

lda comparison

// DIFFERENT CRITIC SITES, SAME NEUTRAL ADAPTATION

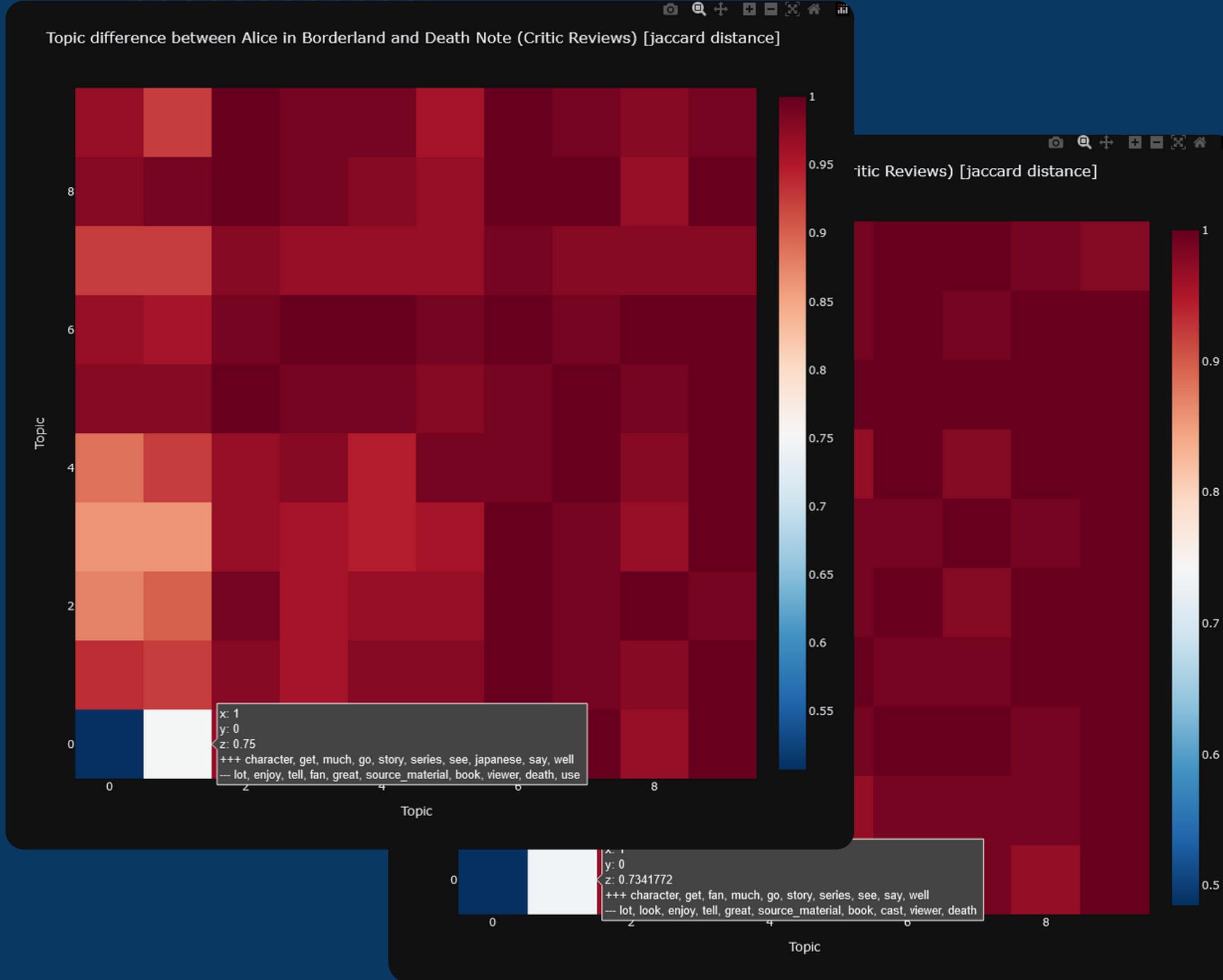


+++ character,
casting, music

---- fight

lda comparison

// COMBINED CRITIC SITES, GOOD VS BAD ADAPTATION

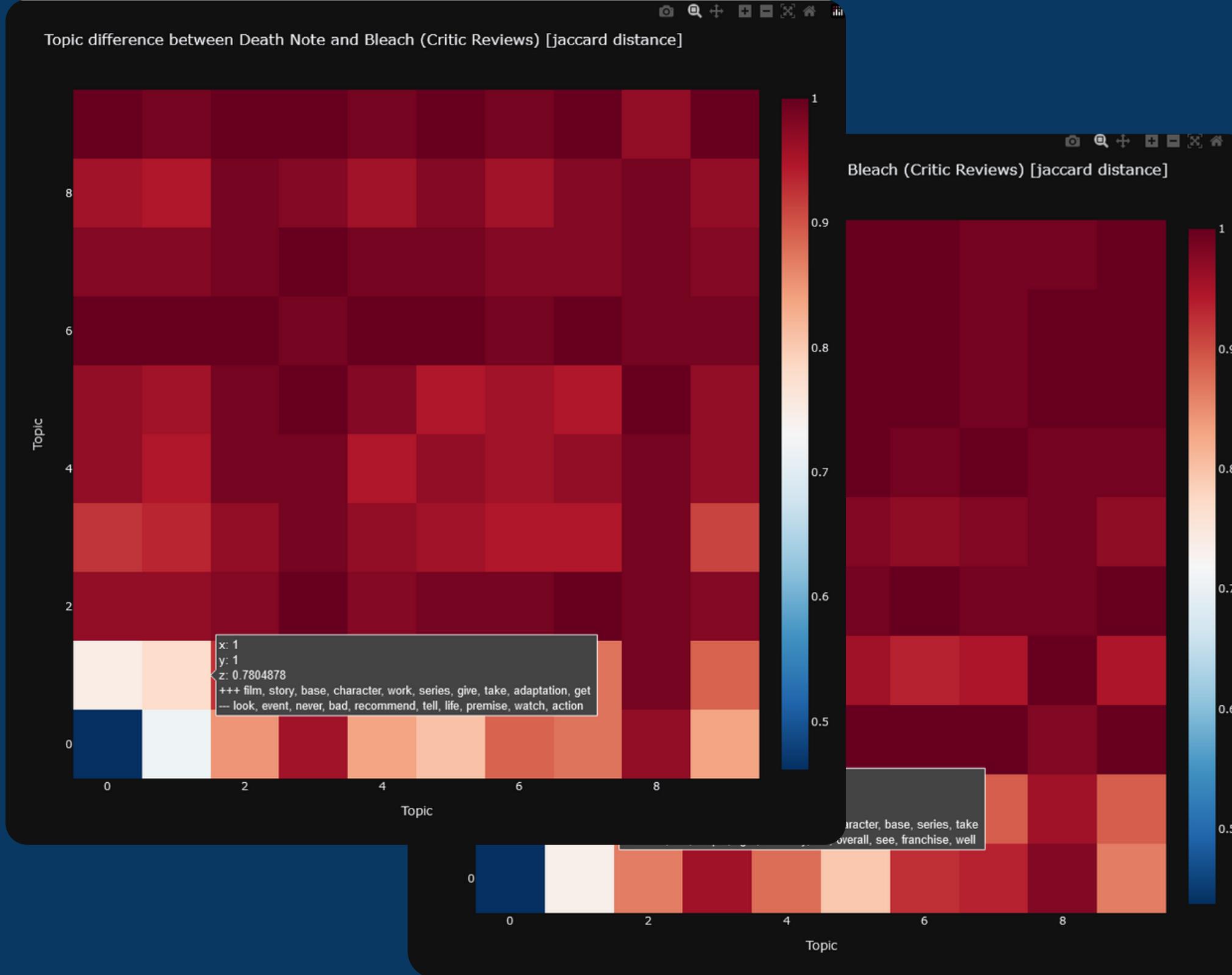


+++ character, story

--- source material,
cast

lda comparison

// COMBINED CRITIC SITES, BAD VS NEUTRAL ADAPTATION



+++ character,
adaptation, story

---- action, fight

Ida takeaways

Fans pay particular attention to:

- Elements of the adaptation
 - characters, casting, visuals, action sequences, music.
- Translation of the original work
 - original, adaptation, source material.
- However, despite desiring faithfulness to the source material, the translation into live-action should maintain realism and believability.

SUMMARY

Reviews vs
comments

Outliers

Medium

Source
Material

Design

Music

Story

Action

Casting/Chara
cter

Comments = neutral sentiment,
less evaluative

Reviews = clearer skew,
more evaluative

Overall, reaction sentiment
reflects the popularity/rating of
an adaptation

There are always outliers

SUMMARY

Reviews vs
comments

Medium

Design

Story

Casting/Chara
cter

Outliers

Source
Material

Music

Action

Factors of importance,
transmedia

- medium of adaptation (series or movie)
- fidelity to source material
- design retention, visuals
- faithful casting

SUMMARY

Reviews vs
comments

Medium

Design

Story

Casting/Chara
cter

Outliers

Source
Material

Music

Action

Factors of importance,
film elements

- aesthetics of design
- music in film and TV
- plot concerns
- action scenes
- faithful and fitting casting

Nostalgia

Attachment

Transportation theory

&

Immersion

RECOMMENDATIONS.

FOR FILM MAKERS

MODE
CONSIDERATION

AESTHETICS OF
FILM

FIDELITY VS
REINTERPRATIION

FILM ELEMENTS

CASTING

THANK YOU

