

Love Island Australia – Season 7 Episode 1-20

Season Performance and Audience Sentiment Report

Data Source: r/LoveIslandAus

Prepared by: Marsya Amanda **Date:** 04/12/2025 **Tools:** Python, pandas, matplotlib

1. Executive Summary

This report analyses the audience performance and sentiment dynamics of *Love Island Australia Season 7* using Reddit engagement from the r/LoveIslandAus community as a proxy for live and VOD audience interest.

Across the season, a total of **74 threads** and **12438 comments** were analysed, covering all **20 broadcast episodes** between **October 27, 2025** and **November 27, 2025**. Overall engagement peaked during **Episode 20**, which recorded **2251 total interactions**, representing approximately **359.81% above the running seasonal average**.

Sentiment remained largely **homogenous** during the early stages of the season before becoming more **mixed** following **contestant departures and production programming**. Episodes featuring **conflicts** consistently generated the strongest discussion volumes.

Key Findings:

- Peak audience engagement occurred in **Episode 20**, driven by **recouplings and mass-dumping**.
- Mid-season discussion volume **increased** by approximately **28.72%** relative to launch.
- Audience sentiment showed **moderate volatility**, with notable volatile sentiments in **Episodes 19 and 20**.
- Episodes with low sentiment homogeneity produced on average **23×** the engagement of high sentiment homogeneity episode.

Business Implication:

The findings suggest that **conflict-driven storytelling, notable contestants, and marketing** play a critical role in sustaining audience attention across the broadcast window.

2. Data & Methodology

2.1 Data Source

Reddit discussion data was collected from the r/LoveIslandAus subreddit, covering the full broadcast period of *Love Island Australia Season 7* (**October 27, 2025 and November 27, 2025**).

2.2 Data Collection

Posts were collected using BeautifulSoup on the r/LoveIslandAus subreddit with filters applied for:

- Episode identifiers (e.g. “Episode”, “Ep”, “E0X”)
- Season references (“Season 7”, “S7”)
- Minimum posting date of **October 27, 2025**
- Sorted by newest

A total of **74 posts** met inclusion criteria.

2.3 Metrics Defined

- **Engagement Volume:** Total posts + comments per episode
- **Attention Intensity:** Total upvotes per episode
- **Cumulative Engagement:** Running total across episodes
- **Sentiment Homogeneity:** Standard deviation of sentiment across threads per episode

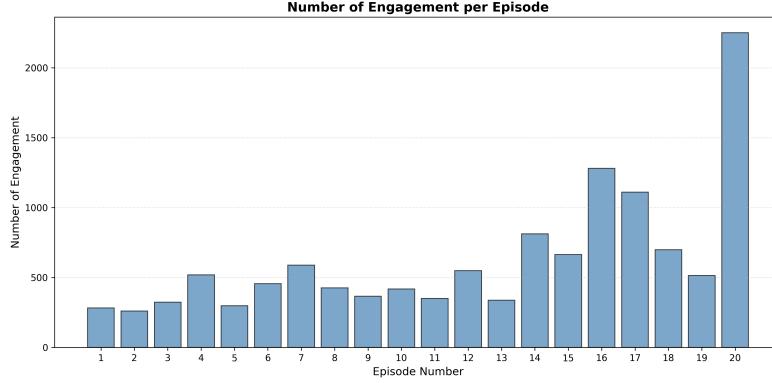
2.4 Limitations

Reddit users represent a **self-selecting and highly engaged subset** of the total viewing audience. Engagement metrics reflect **relative interest and reaction**, not official ratings or streaming volume. Sentiment classification was performed through manual qualitative analysis.

3. Season-Level Performance Overview

3.1 Engagement Across the Season

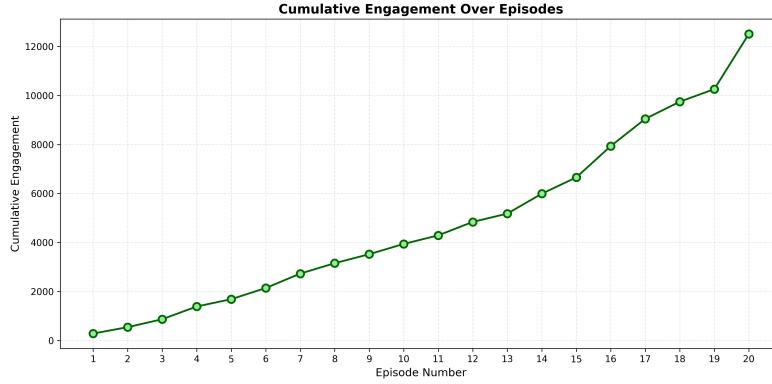
Figure 1 illustrates total Reddit engagement by episode. Engagement in Week 1 (Episodes 1–4) averaged **346.75 interactions per episode**, before **increasing** during the mid-season block.



The highest engagement was observed in **Episode 20**, which recorded **2251 interactions**, while the lowest engagement occurred in **Episode 2** with **261 interactions**.

3.2 Cumulative Engagement

Cumulative engagement trends are shown in Figure 2. Growth remained approximately **linear** across the season, with inflection points unclear.



4. Episode-Level Performance Analysis

Table 1 summarises episode-level engagement and sentiment metrics across Season 7.

| Episode Analytics Summary | | | | | | | |
|---------------------------|-----------|--------------|-------|----------------|-------------------|----------------------|-----------------------|
| episode number | num_posts | num_comments | score | num_engagement | homogeneity_score | homogeneity_score_sd | cumulative engagement |
| 1 | 1 | 282 | 39 | 283 | 39.0 | 0.0 | 283 |
| 2 | 1 | 260 | 15 | 261 | 15.0 | 0.0 | 544 |
| 3 | 3 | 320 | 248 | 323 | 82.67 | 33.85 | 867 |
| 4 | 9 | 511 | 349 | 520 | 38.67 | 4.75 | 1287 |
| 5 | 2 | 296 | 59 | 298 | 29.5 | 0.25 | 1685 |
| 6 | 3 | 453 | 50 | 456 | 16.67 | 2.44 | 2141 |
| 7 | 5 | 583 | 677 | 588 | 135.4 | 29.96 | 2729 |
| 8 | 3 | 423 | 119 | 426 | 39.67 | 5.86 | 3155 |
| 9 | 1 | 366 | 21 | 367 | 21.0 | 0.0 | 3522 |
| 10 | 1 | 418 | 17 | 419 | 17.0 | 0.0 | 3941 |
| 11 | 2 | 348 | 67 | 350 | 33.5 | 6.75 | 4291 |
| 12 | 8 | 541 | 208 | 549 | 26.0 | 6.61 | 4840 |
| 13 | 1 | 337 | 17 | 338 | 17.0 | 0.0 | 5178 |
| 14 | 2 | 811 | 35 | 813 | 17.5 | 5.75 | 5991 |
| 15 | 4 | 661 | 104 | 665 | 26.0 | 8.22 | 6656 |
| 16 | 10 | 1271 | 434 | 1281 | 43.4 | 2.54 | 7937 |
| 17 | 6 | 1105 | 451 | 1111 | 75.17 | 16.55 | 9048 |
| 18 | 3 | 696 | 90 | 699 | 30.0 | 7.09 | 9747 |
| 19 | 2 | 512 | 23 | 514 | 11.5 | 1.75 | 10261 |
| 20 | 7 | 2244 | 227 | 2251 | 32.43 | 6.41 | 12512 |

Top Performing Episodes:

- Episode 20: **2251 interactions**, sentiment homogeneity **32.4**, driven by **post-dumping and recoupling**
- Episode 16: **1281 interactions**, sentiment homogeneity **43.4**, driven by **coupling ups**

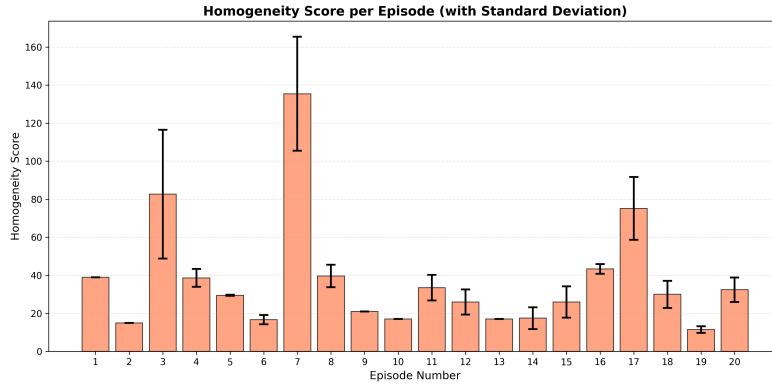
Lowest Performing Episodes:

- Episode 1 & 2: **283 & 261 interactions**, associated with **season set up**

Episodes featuring **recouplings/eliminations** consistently outperformed episodes centred on **routine activities and season set up**.

5. Audience Sentiment Homogeneity Analysis by Episode

Figure 3 presents the sentiment homogeneity score by episode. Sentiment homogeneity measures the **consistency of audience opinion within each discussion thread**. Sentiment homogeneity was scored by finding the average score (ie. upvotes) of posts on each episode.



Week 1 sentiment homogeneity averaged **42.8**, before decreasing to an average of **35.9** in subsequent weeks. This suggests that opinions became more polarised as viewers formed their own opinions on each contestant and contestant outcomes are announced. Homogeneity was highest in **Episode 7**, suggesting strong consensus with the first round of coupling decisions and lowest in **Episode 19**, indicating polarised viewer reactions.

Episodes with **low homogeneity** frequently coincided with **superfan voting and contestant decisions**.

6. Conclusion

Reddit audience engagement for *Love Island Australia Season 7* demonstrates a **strong** performance profile, with consistently growing attention peaks as the narrative unfolds. However, low engagement levels in the beginning may indicate weak marketing at launch.

These results reinforce the importance of **strategic narrative pacing and promotional timing** in maximising both live engagement and sustained VOD interest.