

Love Island Australia – Season 7 Episode 1-20

Season Performance and Audience Sentiment Report

Data Source: r/LoveIslandAus

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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

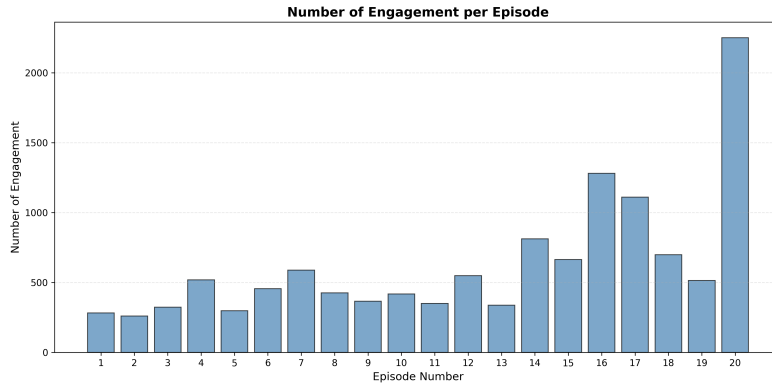
2.4 Limitations

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

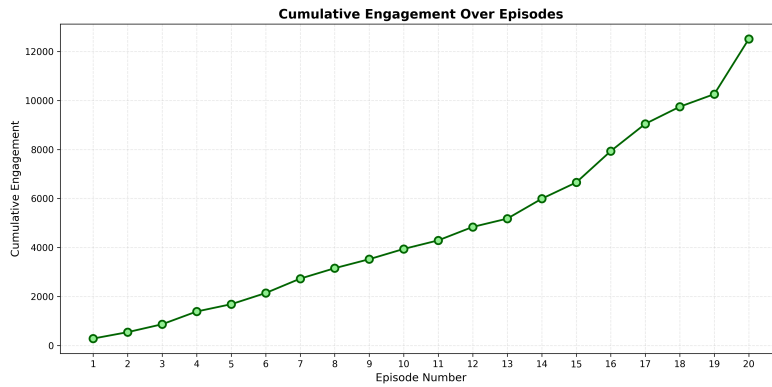
Figure 1 illustrates total Reddit engagement by episode. Engagement in Week 1 (Episodes 1–4) averaged **346.75 interactions per episode**, before **increasing** during the mid-season block.



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	348	520	38.67	4.75	1387
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**

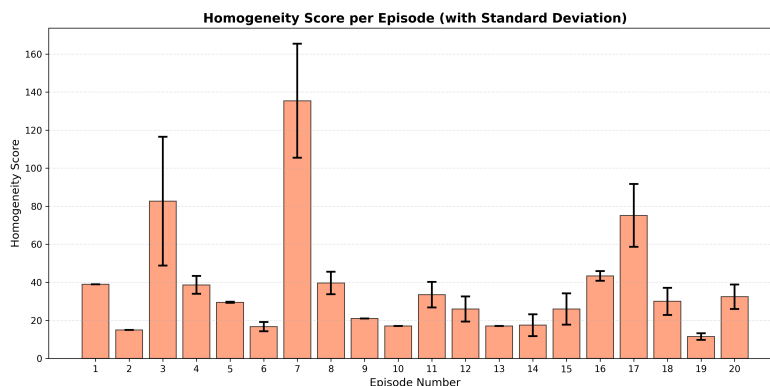
Lowest Performing Episodes:

- 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.