Alice

Writes

Fanfic

What do you like?

The spirits told us:

- Sitcoms
- Set in the workplace
- Many possible romances

The Schur-niverse

The Office (US): Slow, cringey, improvisational mockumentary
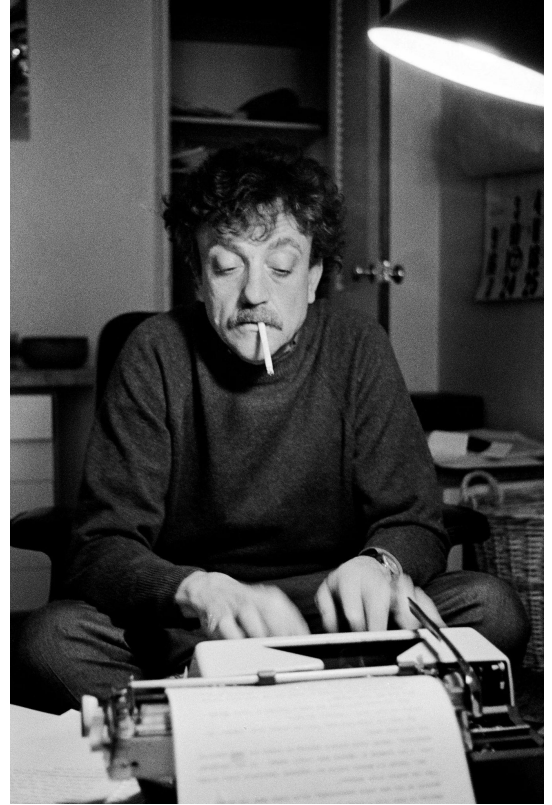
Parks and Recreation: Sunny, tightly-scripted mockumentary

Brooklyn Nine-Nine: Quick-witted and action-packed

The Good Place: Whimsical, fantastical, profound

———

What did we do?

Web scraping

- *Archive Of Our Own* (AO3)
- Obtain stories and related information
- Turn code into readable numbers and words using *Beautiful Soup*
- Led by Nick

What defines a successful story?

Measures of success

Metrics provided by AO3:
- Comments
- Kudos
- Bookmarks
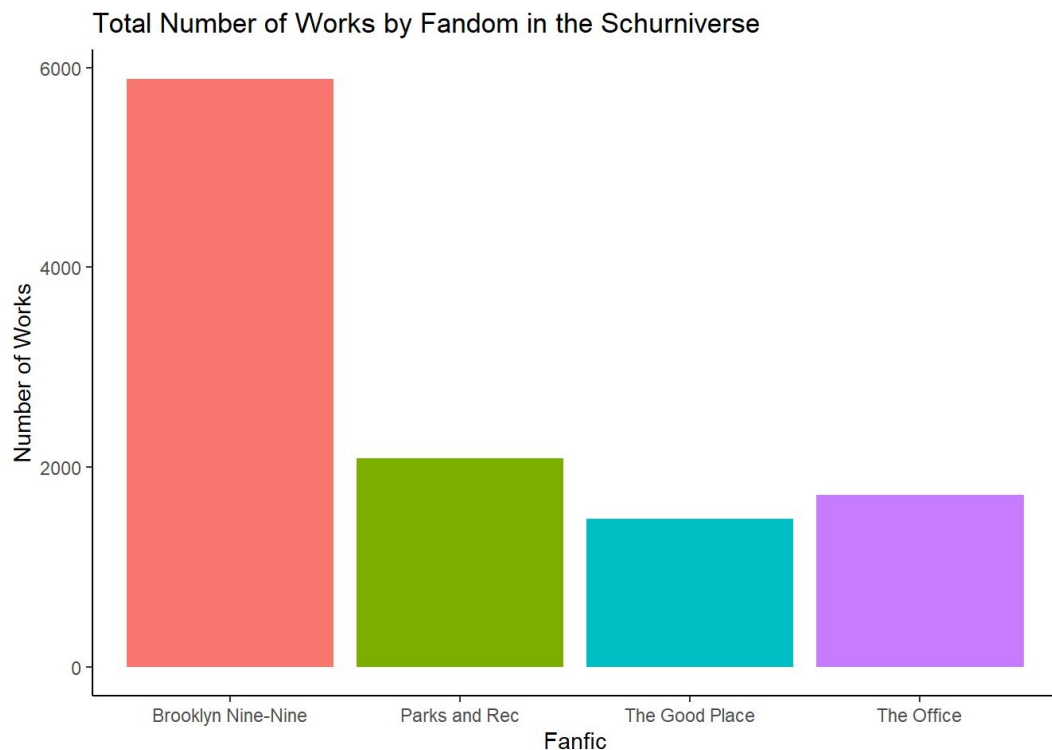- Hits

Do you seek popularity at any cost?

Measures of popularity

- Hits per story
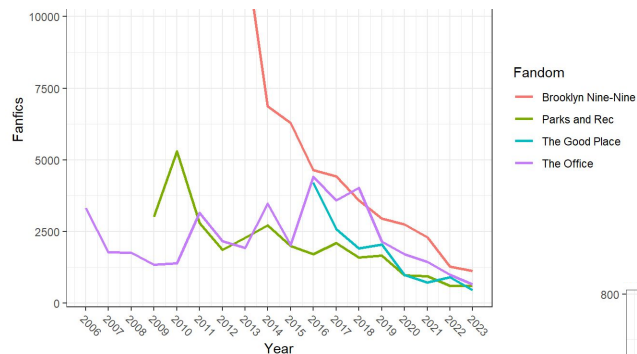- Kudos per story
- Kudos to hits ratio

One show stands out…
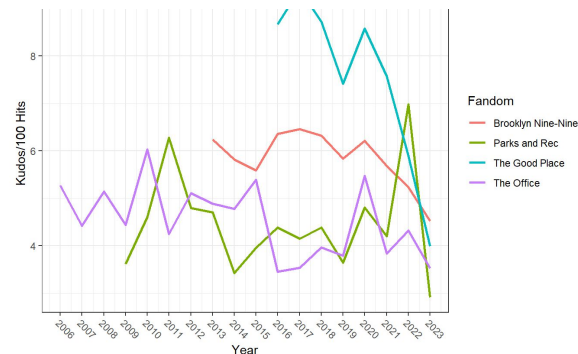
Fans can't get enough

Total Number of Works by Fandom in the Schurniverse

Despite having by far the most stories written...

Nine-Nine is #1!

Hits per story

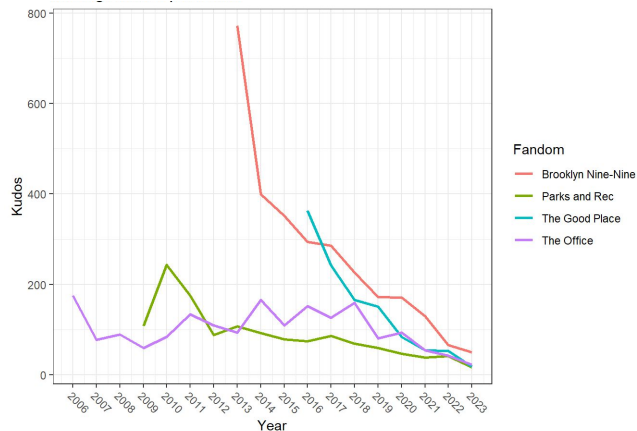## Kudos per story
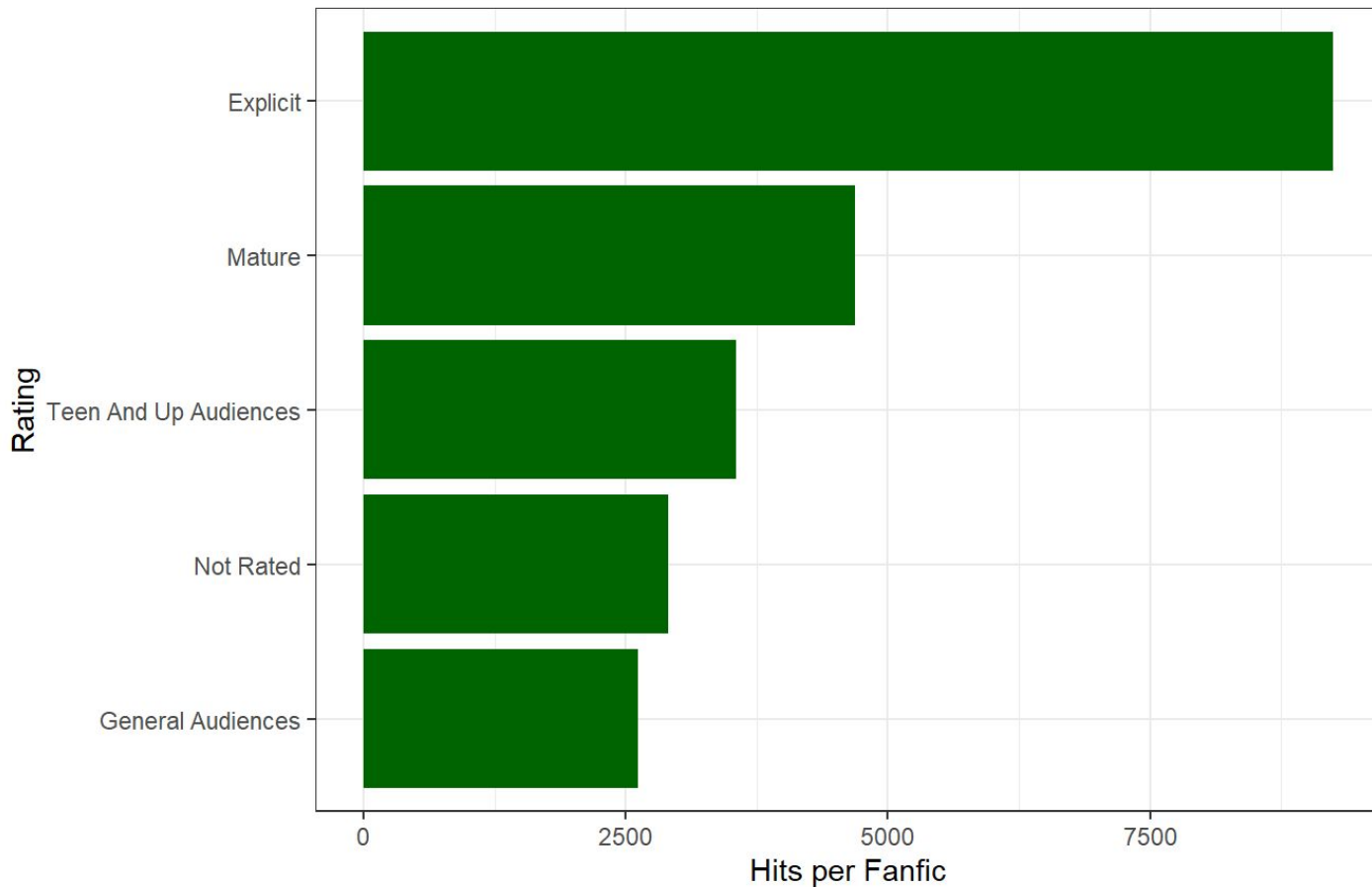

Kudos per 100 hits

"...*at any cost*"?

We reached some disturbing conclusions.
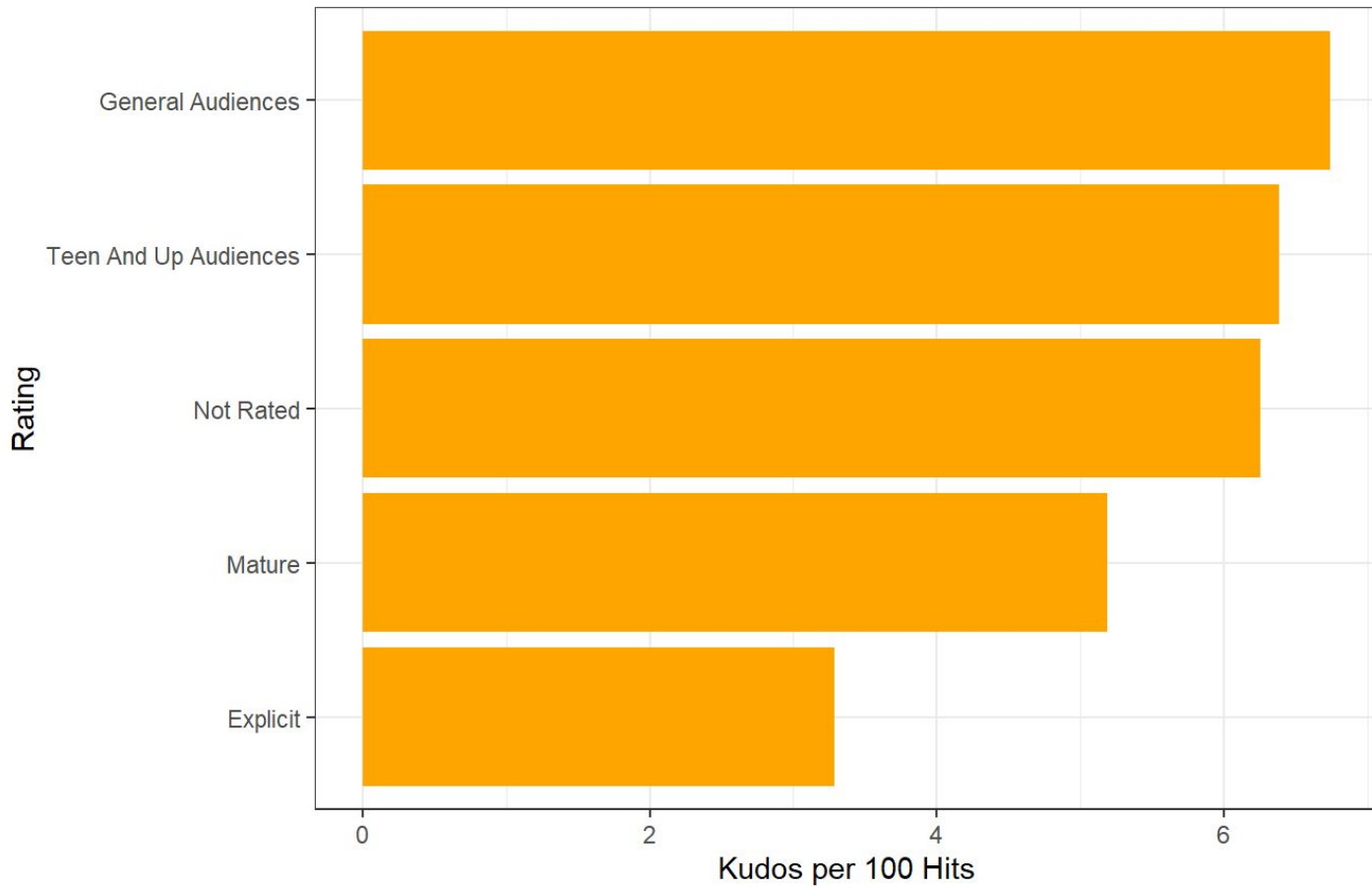
___

Rating Popularity
Brooklyn Nine-Nine

Sex sells.

Not exactly a news flash.

Rating Popularity
Brooklyn Nine-Nine

But readers won't admit they like it.

Now comes the disturbing part.

Content Warning Popularity

Brooklyn Nine-Nine

Stories that involve non-consensual sex get far more hits despite constituting less than 1% of stories.

This realm is undersaturated.
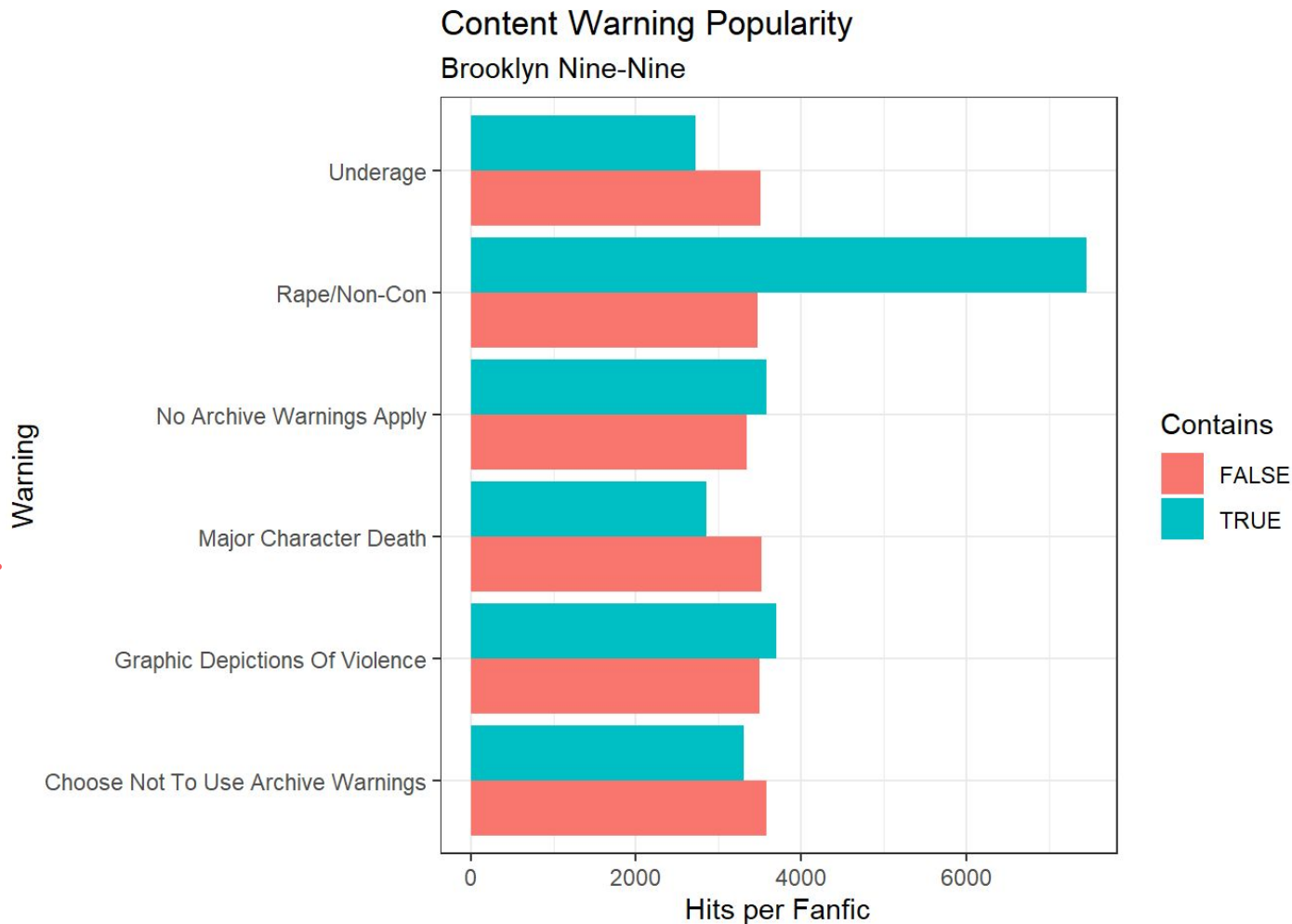
What distinguishes successful authors from the rest?

Characteristics of successful authors

We had some hypotheses.

Let's examine a few by comparing the top 10% of authors by hits per story (over 8600 hits/story) to the community as a whole (less than ⅓ of that figure).
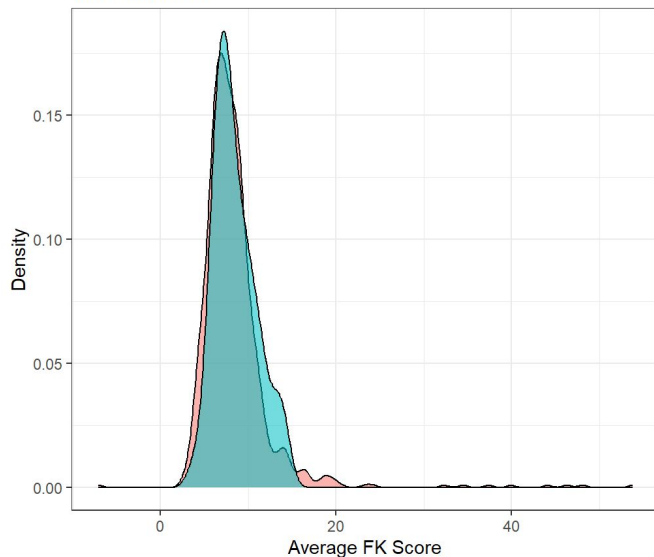
Hypothesis:

*Popular authors write at a more sophisticated level.*

Sophistication not required

Readability takes into account average word and sentence length and estimates the difficulty of reading the text. It does not appear to correlate with popularity.

Average Flesch-Kincaid Score of Author's Work
The Good Place

Average Flesch-Kincaid Score of Author's Work
Parks and Rec
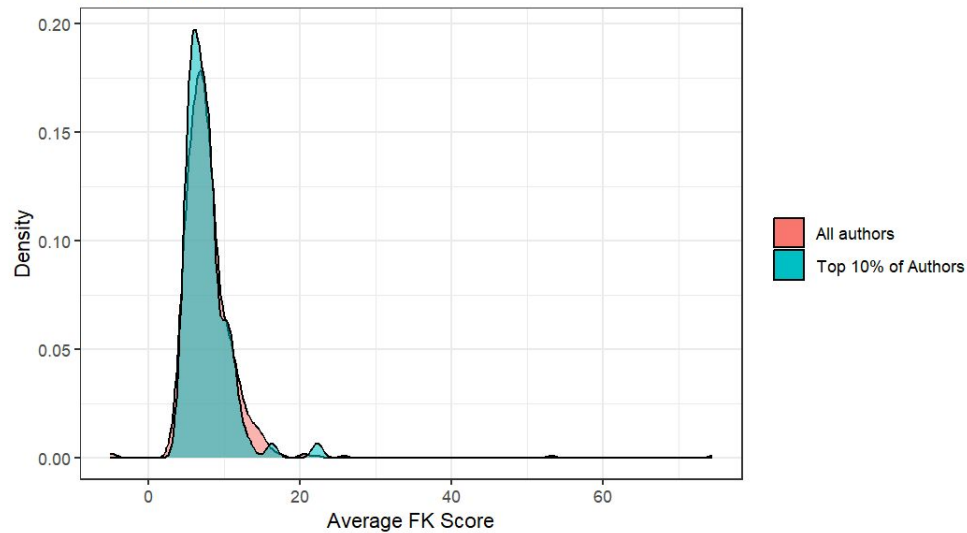
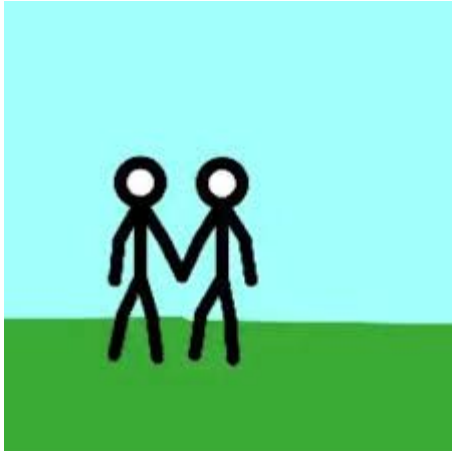# Hypothesis:

Popular authors write longer stories.

Size does matter

Mean story length:
- Most popular authors: Over 10,000 words
- Whole community: Under 5,000 words

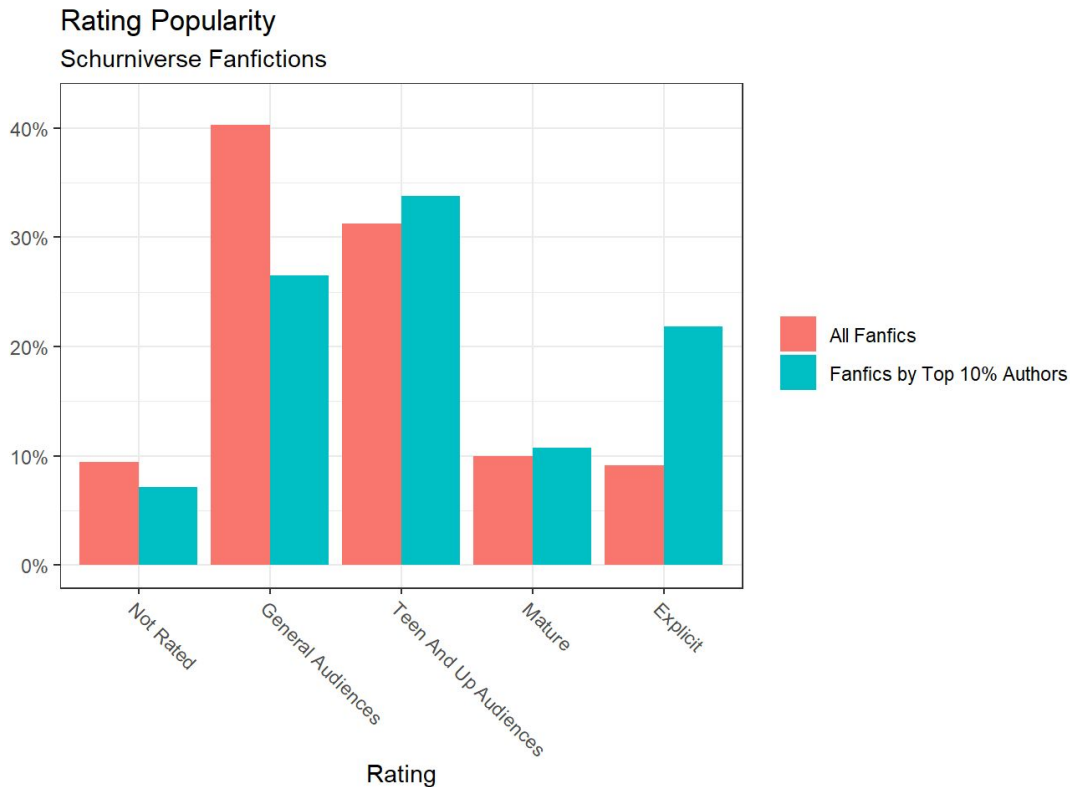Strong evidence that the most popular authors write longer stories.

Density Plot of Word Count per Fanfic in the Schurniverse

All Authors
Top 10% of authors
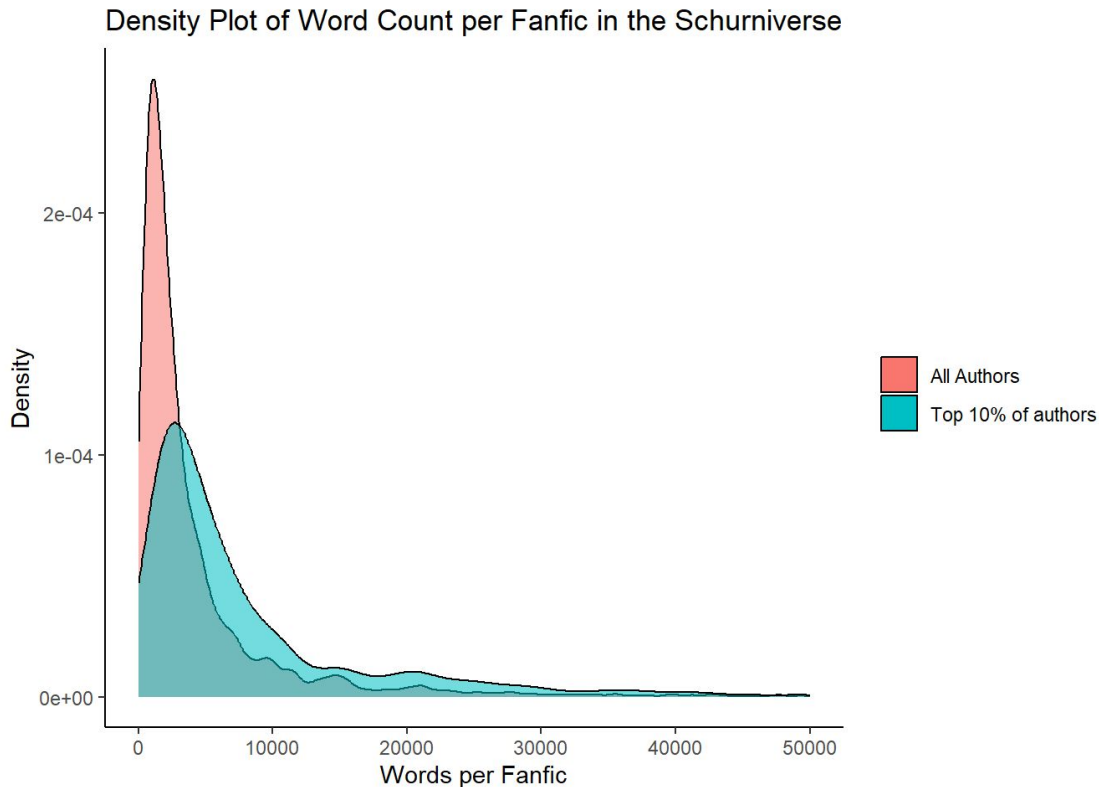
Hypothesis:

Popular authors write for more mature audiences.

Indeed they do

Top authors write explicit stories more than twice as often as the community as a whole.

They write for general audiences at just over half the rate.

Rating Popularity
Schurniverse Fanfictions

Legend:
- All Fanfics
- Fanfics by Top 10% Authors

X-axis (Rating): Not Rated, General Audiences, Teen And Up Audiences, Mature, Explicit
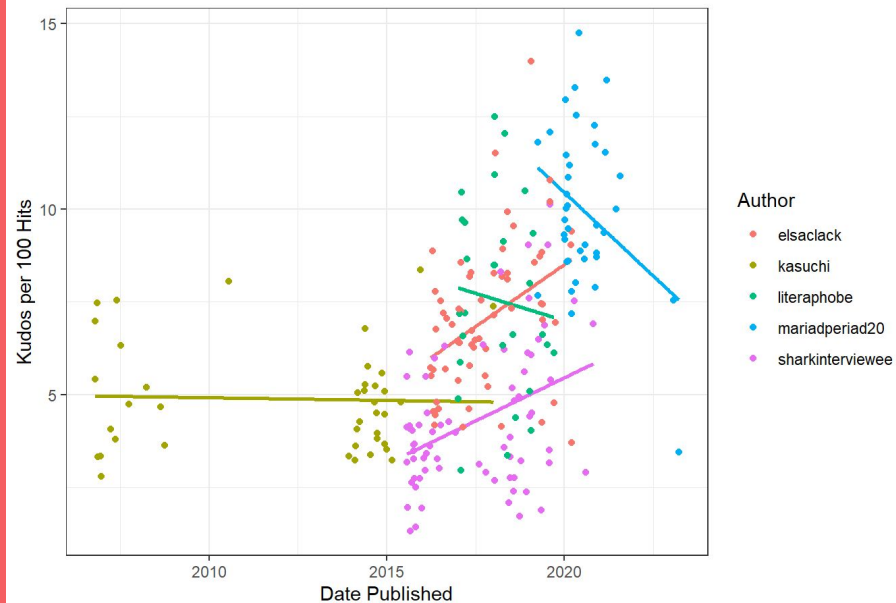
What can we say about the most prolific popular authors?

As these authors become *more* visible...

Hits for Top 5 Most Prolific Authors in the Top 10%

...they become *less* liked.

——
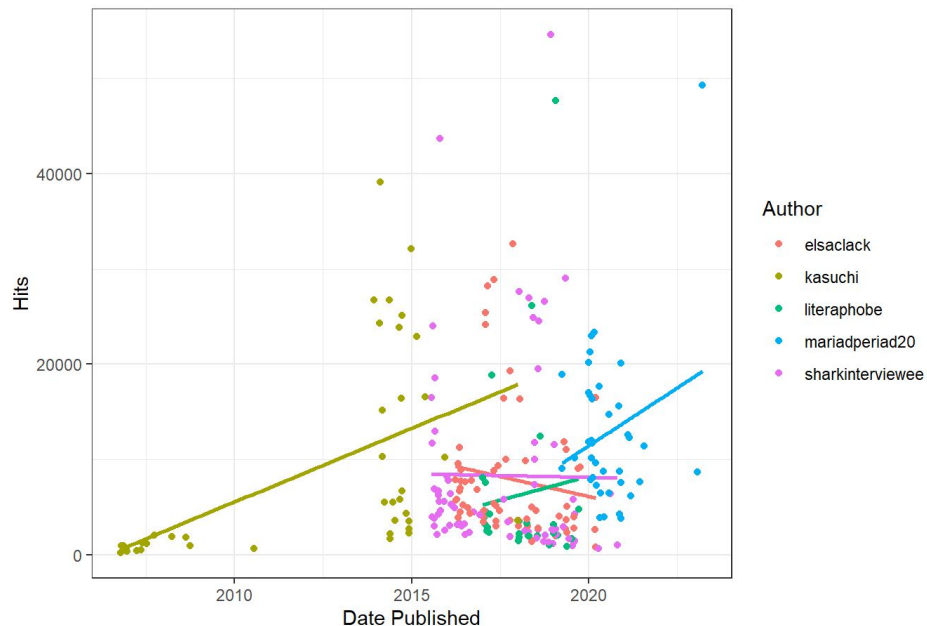
Kudos Rate for Top 5 Most Prolific Authors in the Top 10%

Insights into content

Most common words

Among all stories in each fandom

```
The Good Place
+-------+-----+
|   word|count|
+-------+-----+
|eleanor|28378|
| tahani|15993|
|michael|11243|
|  chidi|10258|
|  janet| 7294|
|   good| 5672|
|  jason| 4522|
|  place| 4489|
|  right| 4118|
| really| 3943|
+-------+-----+
```

```
Brooklyn Nine-Nine
+------+------+
|  word| count|
+------+------+
|  jake|152896|
|   amy|129926|
|  rosa| 53991|
|  gina| 34315|
|  face| 21875|
|   way| 21799|
|  holt| 21315|
|  hand| 21130|
| right| 21020|
|around| 20957|
+------+------+
```

```
Parks and Rec
+------+-----+
|  word|count|
+------+-----+
|leslie|50671|
|   ben|43486|
|   ann|20237|
| april|17220|
|  andy|12778|
|really| 9947|
|  hand| 8884|
|around| 8794|
| right| 8577|
|   way| 8097|
+------+-----+
```

```
The Office
+-------+-----+
|   word|count|
+-------+-----+
|    jim|42611|
|    pam|27166|
| dwight|22659|
|michael|11593|
|   ryan|10190|
| really| 7119|
|   andy| 6752|
|   head| 6378|
|   hand| 6285|
| around| 6191|
+-------+-----+
```

Most common tags

Entire Schurniverse

Most popular: Amy and...

Popularity of Character Relationships

Brooklyn Nine-Nine

Contains

FALSE
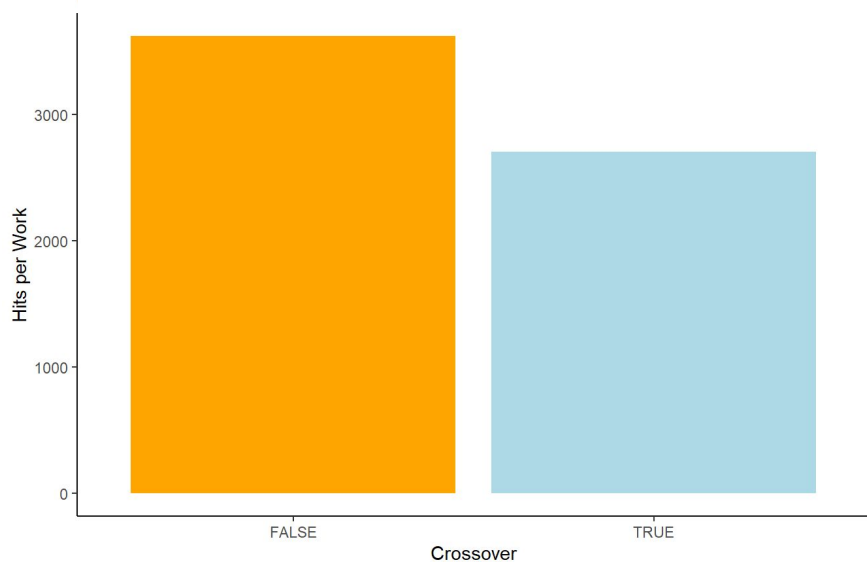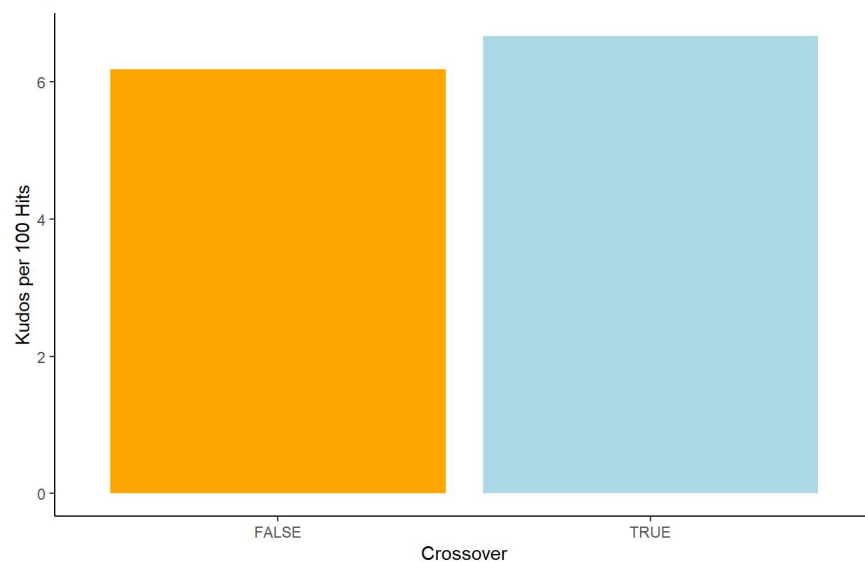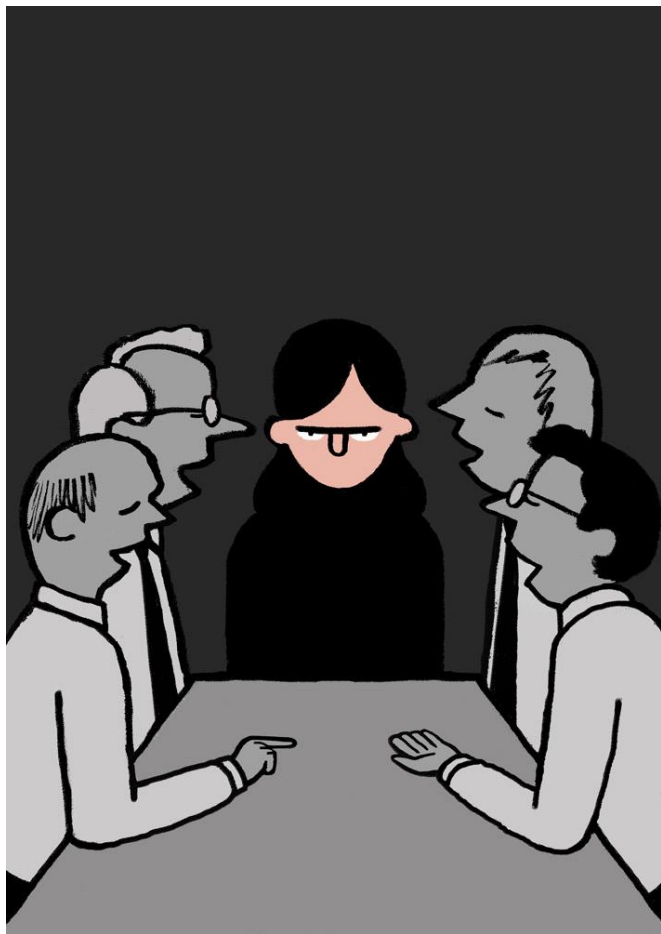
TRUE
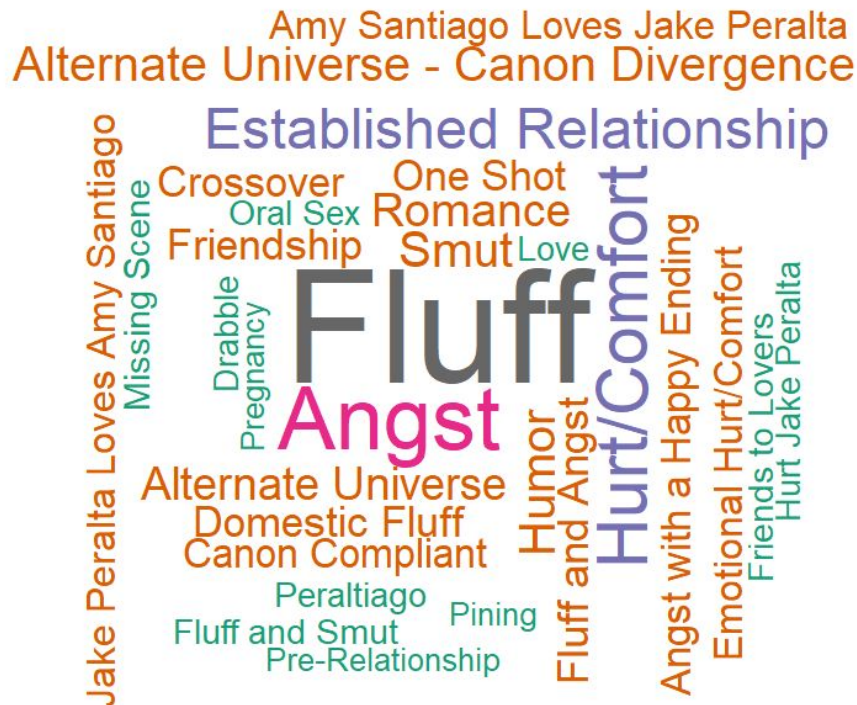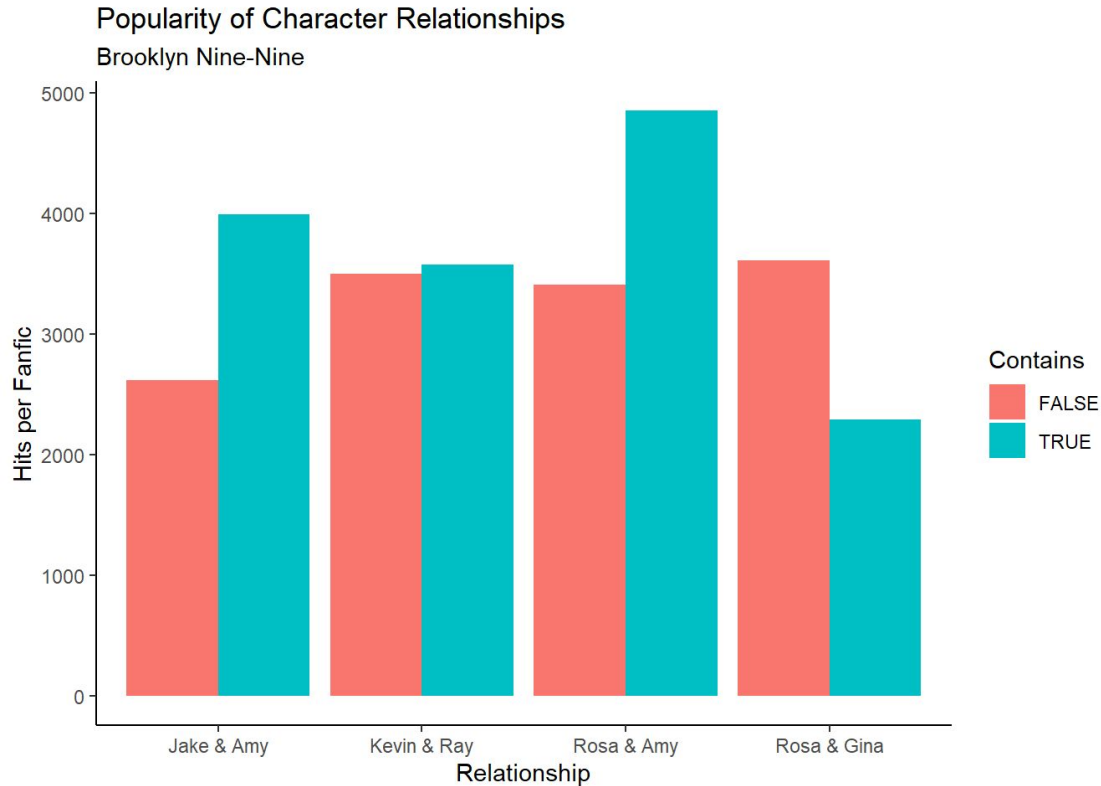
Crossovers: Niche but well-liked

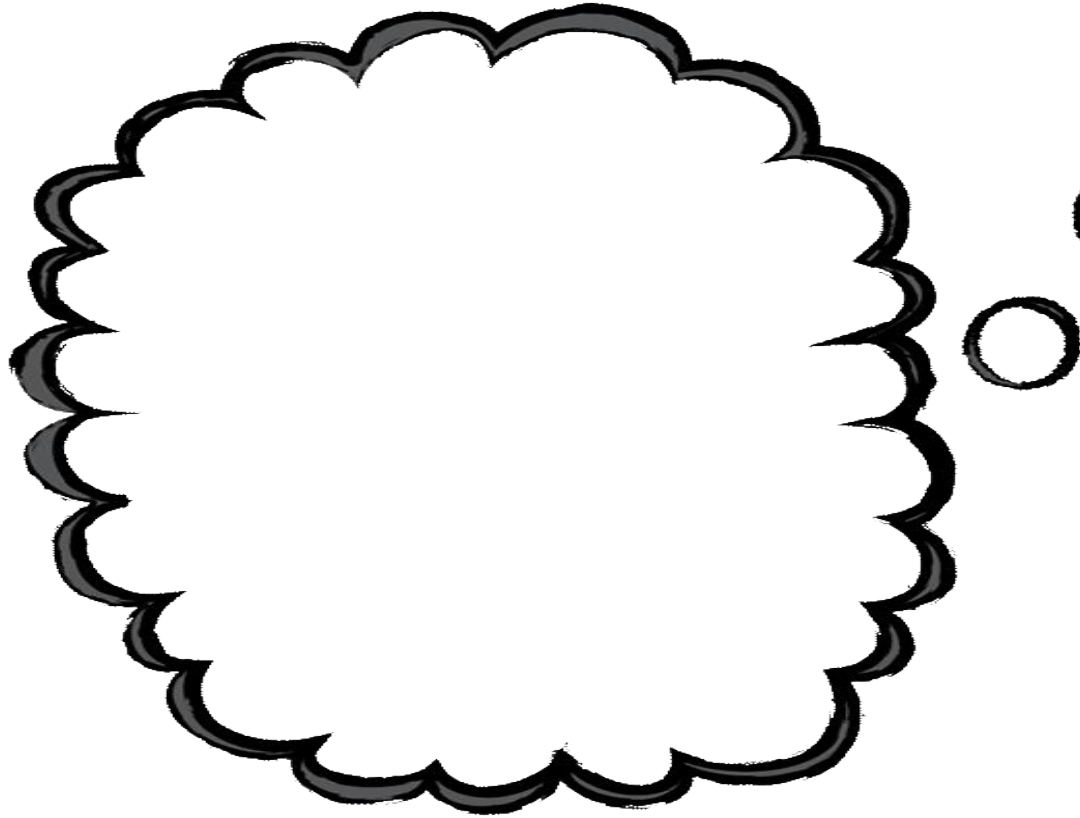fewer hits per work...

...but more kudos per 100 hits

Telling you what to do

- Write *long* works…

  - with *explicit* content…

  - about the *lead heterosexual couple*…

    - (or the *two leading women*)

  - especially in *Brooklyn Nine-Nine*…

    - (perhaps with a *crossover* to another fandom)

  - at whatever *level of sophistication* seems natural.

What else can we do for you?

Logan's thoughts

Kudos to our team!

Aaron, data analysis & visualizations

David, organization & presentation

Logan, thought leadership & coding support

Melvin, PySpark & R coding

Nick, web-scraping

Questions?