

Ghostbusters Series:

Content Analysis and Audience Insights

1. Overview

- Ghostbusters is a comedy series since 1984.
- 684 content creators made about 867 videos about the series over the years starting in 2007.
- 72447 people commented on the videos above (assumption: each comment comes from a distinct person, though it is unlikely).
- Among those who commented on Ghostbusters video, 826 were passionate commenters (whose comments are related and provide some information about the movies).
- Middle-aged people are more likely to be passionate commenters.

2. Videos

- 867 unique videos were made about Ghostbusters from 684 content creators.
- Most videos were made in 2016 and 2019, the release years of Ghostbusters movies and trailers.
- Most videos fall in the clusters of movie review, trailer reaction (especially for Afterlife, a movie in the series released in 2016), and the cast.



Figure 1: Video Title and Description Word Cloud

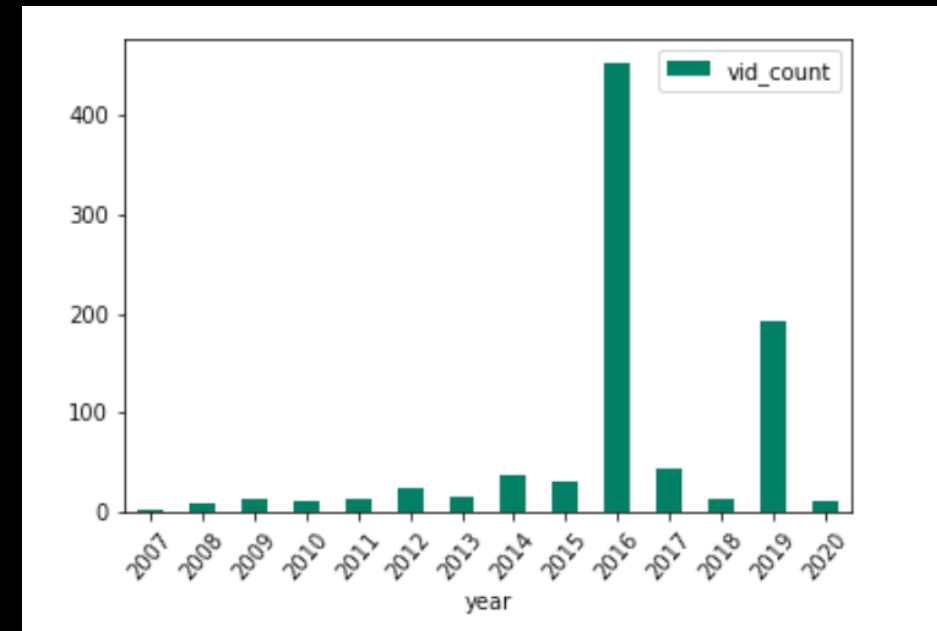


Figure 2: Numbers of Video Made by Year

3.Comment/ers

- Assumption: Every single comment comes from a unique user of the platform.
- 72447 people commented on the Ghostbusters videos, including 826 passionate commenters, whose comments are not only relevant but also provides some information about the movies.
- Most comments are about whether commenters hate or like the movie.
- Finding: There is a cluster of discourse around feminism or feminist agenda of Ghostbusters:

“What a shocker: a woman doesn’t like the replacement movie to an awful feminine excuse for a ghostbusters movie”

"Wow, this trailer was just... blah. Nothing special at all. Doesn't make me excited for a new Ghostbusters let alone an all female Ghostbusters movie."



Figure 3: Relevant Comment Word Cloud

3. Audience Insights

- Demographic breakdowns according to gender and ethnicity of passionate audience and non-passionate audiences are similar to those of the entire Ghostbusters commenter population - disproportionately white and male:

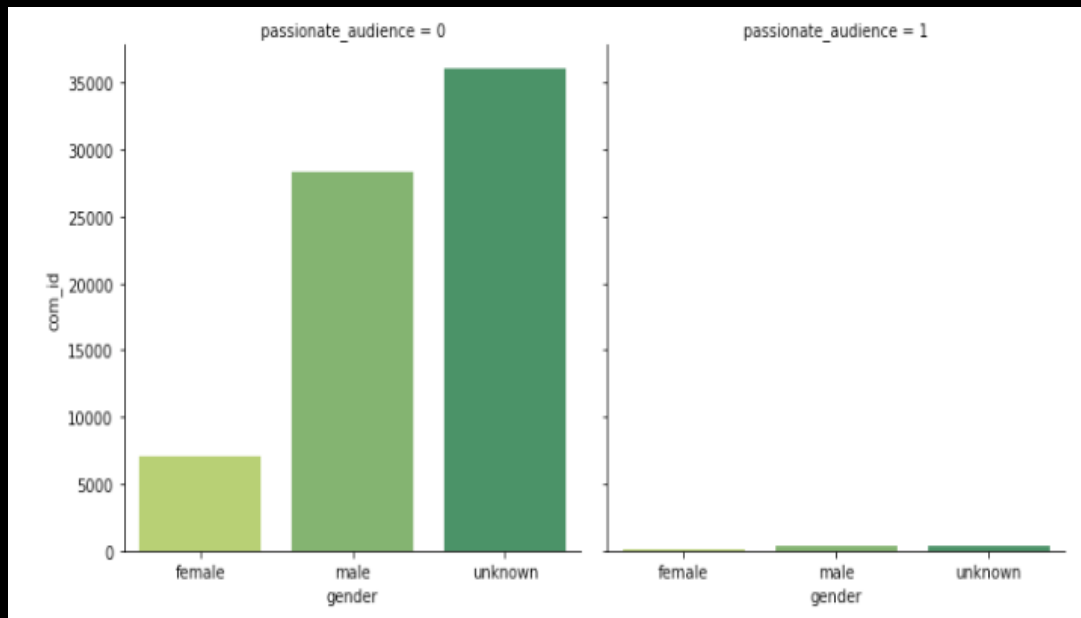


Figure 4: Comment Counts by Passionate Audience and Gender

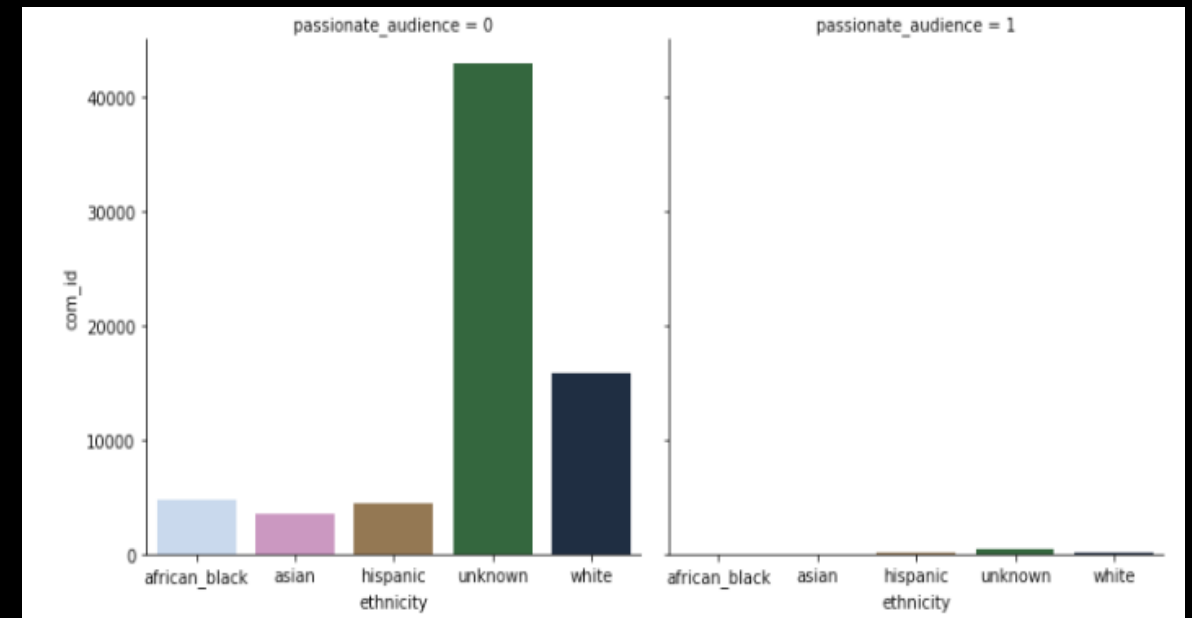


Figure 5: Comment Counts by Passionate Audience and Ethnicity

3. Audience Insights

- In terms of age, my data and models predict that a middle-aged person is more likely to be a passionate commenter.
- The level of popularity of the videos also attracts passionate commenters. That is, the more popular a video already is, the more passionate commenters it attracts.

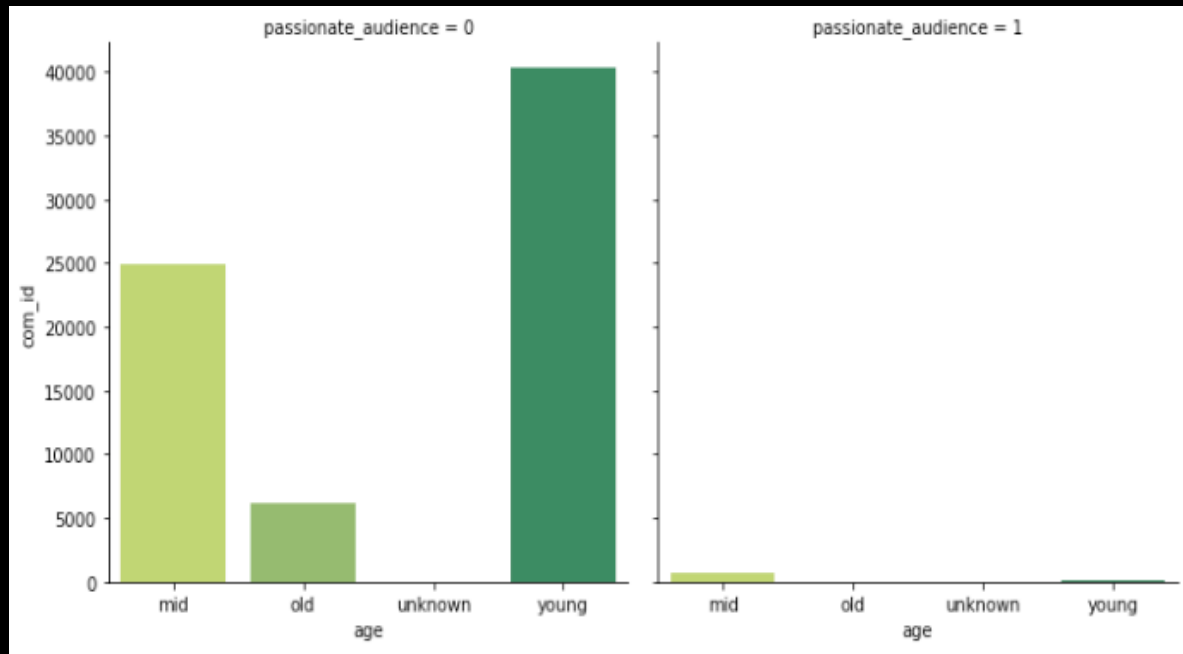


Figure 6: Comment Counts by Passionate Audience and Age

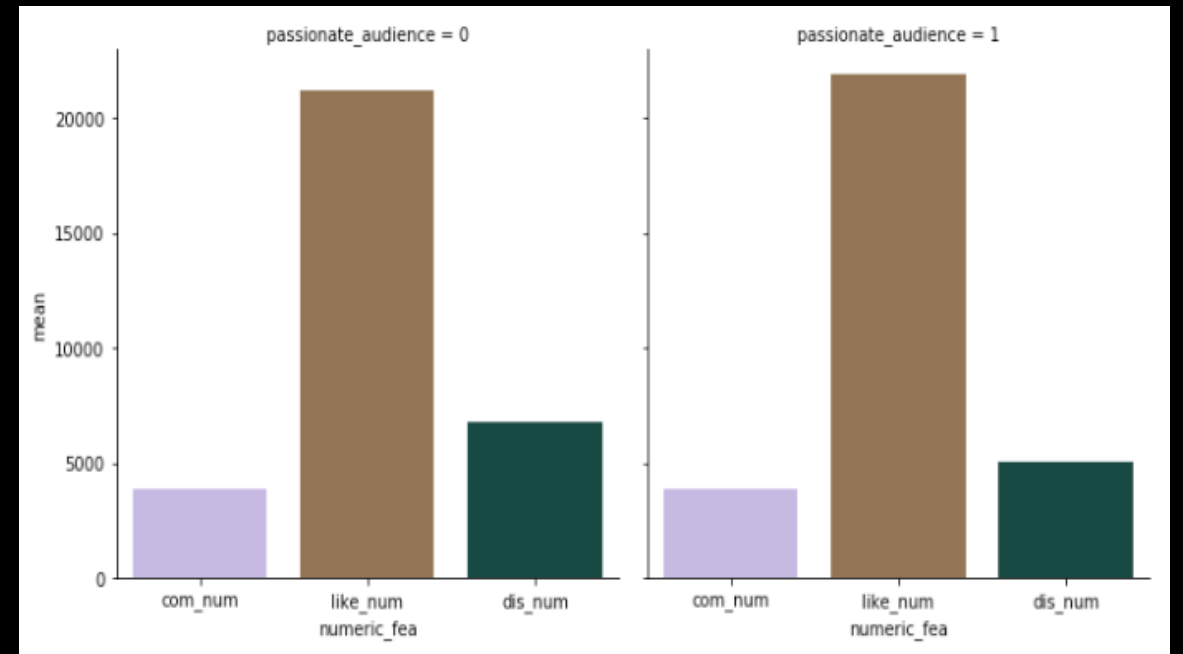


Figure 7: Comment Counts by Passionate Audience and Popularity Features

4. Overall Recommendations

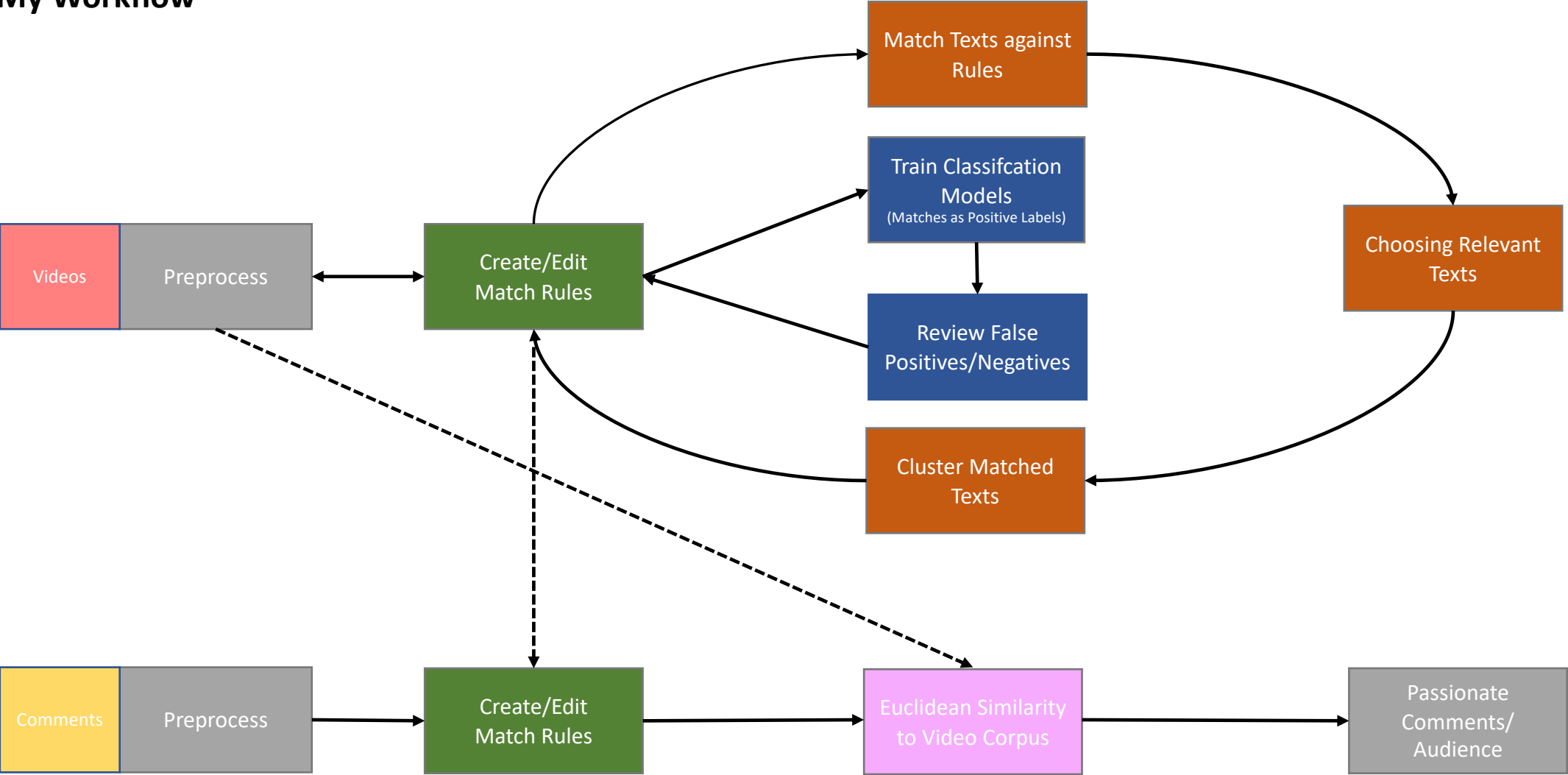
The three most important recommendations for the Ghostbusters marketing campaign are:

- Target the middle-aged audience group to yield more passionate activity/commenting online.
- The popularity of Ghostbusters content creators matters. Picking those channels with more audience engagement helps attract a passionate commenter.
- Besides movie reviews, trailer reactions, audiences also care about the cast and agenda of casting for Ghostbusters, namely the feminazi/feminist discourse, which can also help boost engagement.

The End!

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My Workflow



Passionate Audience Classification Decision Tree:

