



LOCKER ROOM BINGE



MAIN FOCUS:

- Portrayal of women in anime
- Data that is necessary to identify the portrayal of women in anime

OBJECTIVE:

- Understanding precisely the methods through which images of women are constructed in anime



RELEVANCE

WHY IS THIS IMPORTANT?

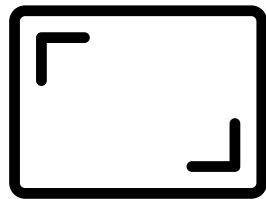


**HYPERSEXUALIZATION OF
WOMEN IN ANIME**



**IMPACT OF ANIME ON THE
YOUTH**

DATA



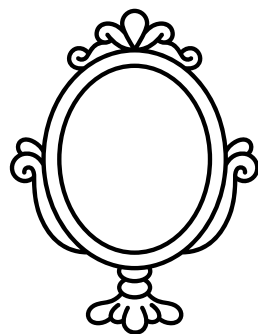
**RAW DATA: 10 MOST POPULAR ANIME
AMONG 4 MAIN DEMOGRAPHICS VS 40
MOST POPULAR ANIME**



**SPEECH: HOW DO FEMALE CHARACTERS
SPEAK?**



SPEECH: WHAT DO THEY SAY?



**APPEARANCE: HOW DO FEMALE
CHARACTERS LOOK IN RELATION TO
THEIR MALE COUNTERPARTS?**



DATA SOURCES AND TOOLS

01 MYANIMELIST.COM

02 CRUNCHYROLL,
FUNIMATION

03 STREAMING SERVICES
SUCH AS NETFLIX, PRIME
VIDEO, HULU, ETC.

MyAnimeList

Anime

Manga

Community

Industry

Watch

Read

Help

Top Anime

Top

>

Anime

>

Top Anime

>

Most Popular

All Anime

Top Airing

Top Upcoming

Top TV Series

Top Movies

Top OVAs

Top ONAs

Top Specials

Most Popular

Top Anime by Popularity

Updated twice a day. (How do we rank shows?)

Rank	Title	
1		Shingeki no Kyojin TV (25 eps) Apr 2013 - Sep 2013 3,945,529 members
2		Death Note TV (37 eps) Oct 2006 - Jun 2007 3,901,291 members
3		Fullmetal Alchemist: Brotherhood TV (64 eps) Apr 2009 - Jul 2010 3,345,251 members
4		One Punch Man TV (12 eps) Oct 2015 - Dec 2015 3,218,353 members
5		Sword Art Online TV (25 eps) Jul 2012 - Dec 2012 3,072,782 members

DEMOGRAPHICS

01 JOSEI

02 SHOUJO

03 SEINEN

04 SHOUNEN

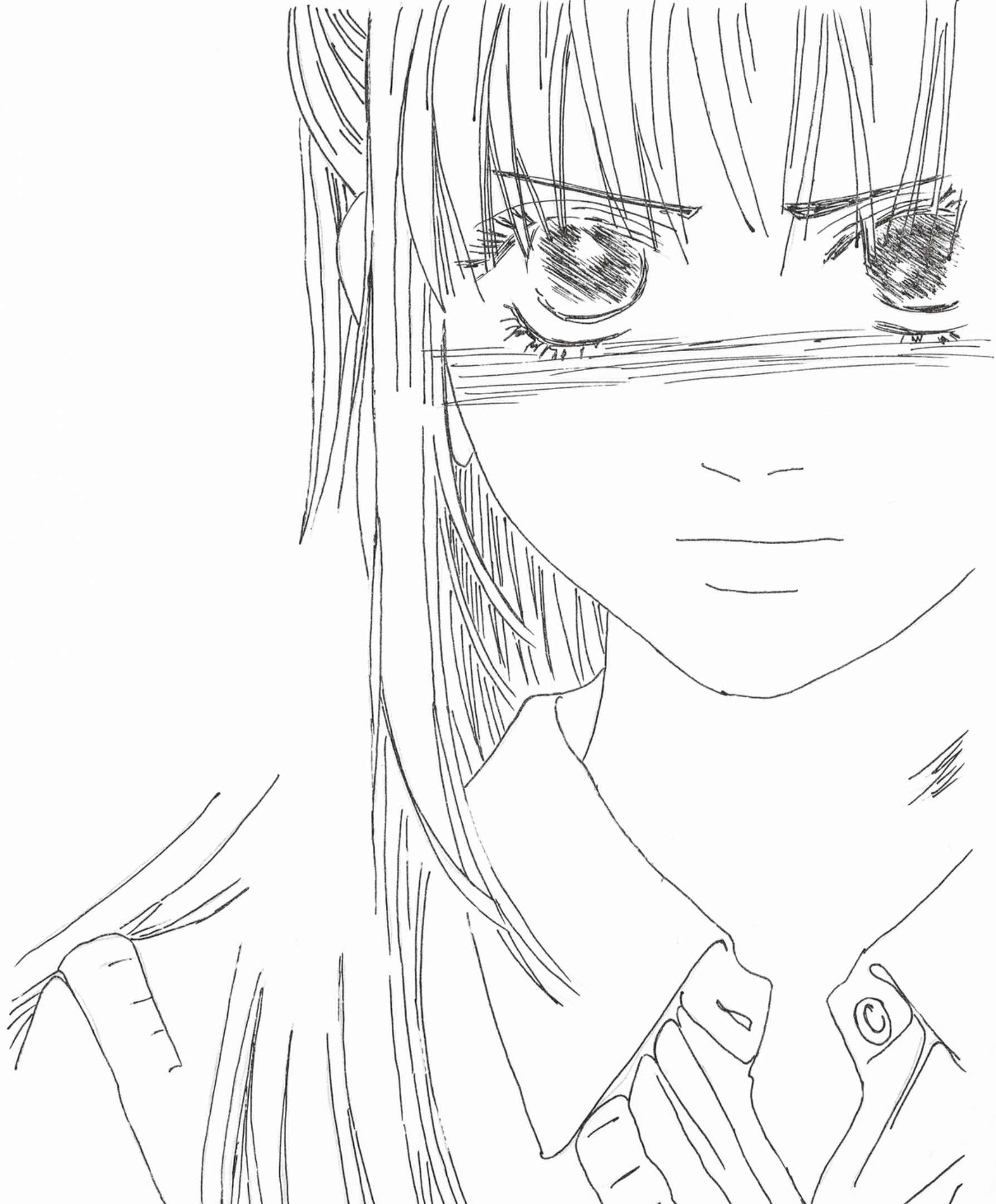
Demographics

> Josei (153)

> Shoujo (489)

> Seinen (1,013)

> Shounen (1,957)



EXECUTION: VISUALS

Distant Viewing

01

Using custom-algorithms to extract and quantify features from video frames, such as colors or shapes.

Shot Boundary Detection

02

Identifying the points at which one shot ends and another begins to compare between male and female characters.

EXECUTION: VISUALS



Face Detection and Recognition

03

Analyzing characters' presence and interactions within each anime

Analysis of Shot Types

04

Analyzing shot types looks at how different framing techniques (close-ups, long shots, two-shots, etc.) are used throughout the different anime.

Computational Aggregation and Analysis

05

Drawing conclusions from statistical analysis to compare the frequency of different shot types, the presence of characters

EXECUTION: FEEDBACK



Crowd Sourcing

Questioning real viewers about how they feel about carefully curated scenes from different anime.



EXECUTION: SPEECH

Speech to Text Conversion

01

Converting audio from shows into text using IBM Watson Speech to Text and separate dialogue from non-verbal elements like applause.

Emotion Recognition

02

Using NLP techniques - NRC Emotion Lexicon to associate words to emotions. Next, train a machine learning model on this labeled dataset where dialogues are tagged with emotions.

Analysis

03

Drawing conclusions from statistical analysis to compare the frequency of different shot types and the presence of characters

POTENTIAL APPLICATION

A “Litmus indicator” based on quantifiable factors that can help Manga and Anime companies promote a healthy and realistic image of women.

POTENTIAL DRAWBACKS

- Lack of interest as the companies, in fact, profit off of the detrimental representation of women
- Dangerous application that would overdrive the quantifiable indicators so as to make more profit



THANK YOU!