Analysis on the Optimization Reform of Domestic Animations Based on Audience Satisfaction

Yutian Jiang

School of Beijing Jiaotong University, Beijing 100000, China

17241321@bjtu.edu.cn

Keywords: domestic animation optimization, audience satisfaction, KANO model, big data analysis.

Abstract: The article firstly combines big data search and analysis with questionnaire survey, investigates the audience satisfaction of domestic animation, and draws six indicators that affect the quality of animation. Secondly, based on the KANO model, the article analyzes the six factors that affect the quality of animation, and ranks the six indicators. Finally, starting from the satisfaction of audience, the article puts forward suggestions for the quality reform of the animation company, and points out the key to the optimization.

1. Introduction

At present, foreign animation works are well-made. The characters are outstanding, the humanities are obvious, and the industrial chain is long, which has severely squeezed the market space of domestic animation works. At the same time, the domestic animation innovation is insufficient, the development is lagging behind, and the supply can not meet the actual market demand. Based on the big data search and analysis, the article takes the excellent animation works in China and abroad as starting point, conducts a questionnaire survey on the consumers of animation products, and obtains six indicators that affect the quality of animation. Then, based on the KANO model, the importance of these six major influencing factors is sorted out. This will not only help animation companies to self-evaluate and estimate the animation works, but also help to promote the healthy development of animation industry.

2. Discourse

2.1 Research and investigation of influencing factors

In order to study the impact indicators of KANO model, the author edited crawler program in python, selected three major network aggregation platform of anime fans, "Tencent Animation", "Bilibili" and "Douban", and analyzed 200 domestic and foreign animation works by big data in them, which have high influence and high recognition. In this way, the author drew the frequency of their comments. Then, through the analysis of the results of word frequency and the existing literature, the author has identified six indicators that affect the quality of animation works, namely, character shaping, theme, painting style, soundtrack dubbing, plot, core and world view.

Table 1 Animation Quality Attribute Combination Table of KANO Model

Animation Work Demand		Positive: when anime has an X attribute				
	Scale	like	should be so	doesn't matter	can endure	dislike
Negative: when anime doesn't have an X attribute	like	Q	A	A	A	O
	should be so	R	I	I	I	M
	doesn't matter	R	I	I	I	M
	can endure	R	I	I	I	M
	dislike	R	R	R	R	Q
Note 1: A: charisma attribute, O: expected attribute, M: required attribute, I: no difference attribute, R: reverse attribute, Q: suspicious result.						

After writing the KANO questionnaire with these six impact indicators, the author conducted a consumer satisfaction survey on the main animation product consumers, namely the student group and young workers, and obtained 141 effective answer sheet on these six impact indicators of 200 animation works. Effectively scoring the answer sheet and based on the division rules as shown in Table 1, the statistical classification as shown in Table 2 was made.

Table 2 Animation Quality Attribute Evaluation Classification Result Table

	Demand Attribute						Result
	charm	expectation	require	no difference	reverse	suspicious	
plot	108		1	22	1	9	charisma
painting style	3	1	105	24		8	required
soundtrack dubbing	2		1	98	22	8	no difference
character shaping	4		109	21		7	required
theme	102		2	28		9	charisma
core and world view	93	1	1	26	1	9	charisma

2.2 Analysis and construction of KANO model

Based on the classification results, the author calculated the Better-Worse coefficient in KANO model, as shown in Table 3, which quantitatively reflects the impact on consumer satisfaction of increasing or decreasing these six impact indicators. Among them, the Better coefficient indicates the increased satisfaction coefficient, meaning that if a certain functional attribute is provided, the user satisfaction will increase. When the positive value is closer to 1, the greater the impact on user satisfaction, the stronger the effect of the user satisfaction improvement. In the meantime, the Worse coefficient indicates the dissatisfaction coefficient after elimination, which means that if a certain functional attribute is not provided, the user satisfaction will decrease. When the negative value is closer to -1, the greater the influence on the user's dissatisfaction, the stronger the effect of the decrease in satisfaction, the faster the decline. Therefore, according to the Better-Worse coefficient, the function or service demand with a higher absolute value of the coefficient should be prioritized.

Table 3 Better-Worse Coefficient Table

	Better Coefficient	Worse Coefficient
plot	0.824	-0.008
painting style	0.030	-0.797
soundtrack dubbing	0.018	-0.009
character shaping	0.030	-0.813
theme	0.773	-0.015
core and world view	0.718	-0.015
Note1: Better=(A+O)/(A+O+M+I)		
Worse=-1*(O+M)/(A+O+M+I)		

3. Summary

Since"required attribute> expected attribute > charisma attribute >no difference attribute > reverse attribute ", and the same type function should give priority to the influence index with higher Better coefficient and lower Worse coefficient, the author drew the following conclusion: character shaping > painting style> plot> theme> core and world view> soundtrack dubbing.

Therefore, in the optimization reform of domestic animation, the authors of animation companies and animation works should first focus on optimizing character shaping and painting style, and then

carry out innovative reforms on plots, themes, cores and worldviews, and finally complemented by beautiful soundtrack dubbing. In this direction, the optimization reform of animation works will help animation products to better meet the expectations of consumers while improving quality, and help to improve the influence and recognition of animation works among consumers and the audience.

References

[1] Jun Li. Domestic Animation into the Era of Quality [J]. Chinese and Foreign Toy Manufacturing, 2018 (01): 66.

[2] Qiang Zu. Research on Customer Classification Evaluation System Based on Kano Model for Consumers [J]. Chinese Journal of Tobacco, 2017, 23 (01): 122-129.

[3] Dandan Deng, Hanxiao Zhang, Xingyu Ma, Wei Hong. Research on the Optimization Sequence of Domestic Animation Works Supply from the Perspective of Consumers [J]. Value Engineering, 2018, 37(27): 110-113.