Analysis on The Process of Optimization and Industrialization of Domestic Animation

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Abstract: The article firstly uses the combination of big data search and consumer satisfaction survey to study the predominant factor of domestic animation optimization by correlation analysis. Secondly, through the analysis of network data, the article studies the process of domestic animation industrialization from the perspective of influence and recognition. Finally, combining the national policies and consumer satisfaction, influence and recognition of animation works over the years, the article makes a stage division of the development process of domestic animation, and points out the path of reform for the development of domestic animation.

1. Introduction

In recent years, with the national policy of China tilting and supporting the animation industry, domestic animation has ushered in a rare historical opportunity. With the promulgation of relevant policies to support the vigorous development of the cultural industry in the Sixth Plenary Session of the Seventeenth Central Committee, China's cultural industry will gain more room for development, and relevant talents in the cultural industry will also gain a broad platform. This work studies the predominant factors of domestic animation optimization as the influencing factors, and analyzes the process of domestic animation industrialization from the perspective of consumer attention and satisfaction. On this basis, the author has staged the process of domestic animation, which helps animation companies to conduct self-examination and evaluation, and specify the development and reform of domestic animation. The path helps domestic animation to learn from outstanding works in foreign animation, and provides support for the improvement of domestic animation quality and market share, and provides a reference for domestic animation in the international market.

2. Discourse

2.1 Research on Predominant Factors of Domestic Animation Optimization

The author used python to edit the crawler program. Based on the three reputable network platforms, "bilibili", "Tencent Anime" and "Douban", which are anime related and audio or video related,I randomly selected 100 cartoon works and 100 comic works totaling 200 pieces. The comments on animation works, with the help of Tuyue word frequency analysis tools and existing academic research results, determine the six impact indicators of the quality of domestic animation works, which are plot, character shaping, soundtrack dubbing, painting style, theme and core or world view.

Based on these six impact indicators, the author designed a questionnaire. In order to make the respondents more familiar with the research subjects, the high school students, college students, young workers and other groups were sampled to respectively obtain six indicator scores of the 200 animation works.The correlation analysis of the six scores of the anime works and the Douban scores yielded the results as shown in Table 1.

Table 1 The First Correlation Analysis Result

Impact Indicators	Douban Scores
plot	.570**
character shaping	.389*
soundtrack dubbing	.503**
painting style	.651**
theme	.702**
core or world view	.621**
*. Significantly correlated at 0.05 level (both sides).	
**. Significantly correlated at 0.01 level (both sides).	

It can be seen from Table 1 that the correlation analysis result shows the six impact indicators will significantly affect the Douban score, and the higher the production level of the anime works, the higher the Douban score. Therefore, to divide the development process of domestic animation, we must not deviate from the research on the six impact indicators, that is, we should study the progress of domestic animation by studying the predominant factors of animation optimization.

2.2 Research on Post Results of Domestic Animation Industrialization

To more objectively reflect the influence of the animation works in the surveyed group, the author chose the Douban network to collect data, which is more suitable for the age group of the research group, and to study the influence by the number of viewers on Douban. Through the research on the influence of animation works, the author examines the effectiveness of the results of the animation industrialization, that is, whether it produces the expected social influence.

Considering the influence of predominant factors on the post results, the author analyzed the six impact indicators and the number of viewers. The results are shown in Table 2.

Table 2 The Second Correlation Analysis Result

Impact Indicators	The Number of Viewers
plot	.336*
character shaping	.499**
soundtrack dubbing	.512**
painting style	.469**
theme	.439**
core or world view	.449**
*. Significantly correlated at 0.05 level (both sides).	
**. Significantly correlated at 0.01 level (both sides).	

It can be seen from Table 2 that the regression analysis results show the six impact indicators will significantly affect the number of viewers on Douban. The higher the production level of animation works, the more viewers. The predominant factors have a significant impact on the post results. The quality of animation has a significant impact on the influence of animation, that is, it has a significant impact on the social effects of industrialization.

Therefore, to divide the development process of domestic animation, we must also consider the influence of animation works, that is, we should study the development progress of domestic animation by studying the post factors of animation industrialization.

3. Summary

From the above research, the author comprehensively analyzed the predominant factors of domestic animation optimization and the post results of domestic animation Industrialization, and combined the relevant policies,thus the stage of the development of domestic animation was divided, and the conclusions are as shown in Table 3.

Table 3 Stage Division Result

Number	Stage	Time	Optimization Rating	Industrialization Rating
1	peak period	1941—1980	4	1
2	transition period	1980—2004	3	2
3	revival period	2004—2007	5	4
4	decline period	2007—2013	2	3
5	revival period	2013—2018	3	4

At present, China's animation industry is in the revival period, and a number of high-quality, well-received animation works have emerged.In the process of industrialization, it has taken another step and gradually realized the transformation from traditional media platform to Internet platform.During this period, domestic animation works are getting rid of the characteristics of younger age in the decline period, reproducing the vividness of characters and the innovation of the plot setting   in the No.3 revival period, and initially showing the characteristics of abundant cultural atmosphere in the peak period. For further development, animation companies should not only learn the advantages of representative works at different stages, but also innovate and develop in the new historical stage,such as incubating IP works, cross-platform development, and moving toward full aging.

References

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