

音楽とモーニング娘。

music & morning musume。

OR, the wonderful world of japanese idols and completely non-scientific trends and analytics

OR, why we built a community for the niche

o_0;

hi, i'm **bryan**

i like **design, code** and **j-pop**
(in python)



「—」

please **DO** keep an open mind.

「二」

please **DO** ask for clarification.



there are no **DONT'S**.

except being closed minded :(

アイドル

an introduction to idols

In Japanese culture, **idols** are (usually female) media personalities in their **teens and early twenties** who are considered particularly **attractive or cute** and who will, for a period ranging from several months to a few years, regularly appear in the mass media, e.g. as **singers for J-pop groups**, actors, TV personalities (tarento), models in photo spreads published in magazines, advertisements, etc.

— *Wikipedia*



IT'S NOT THIS



The Final 24



THIS
THIS



AND
THIS



AND DEFINITELY

THIS

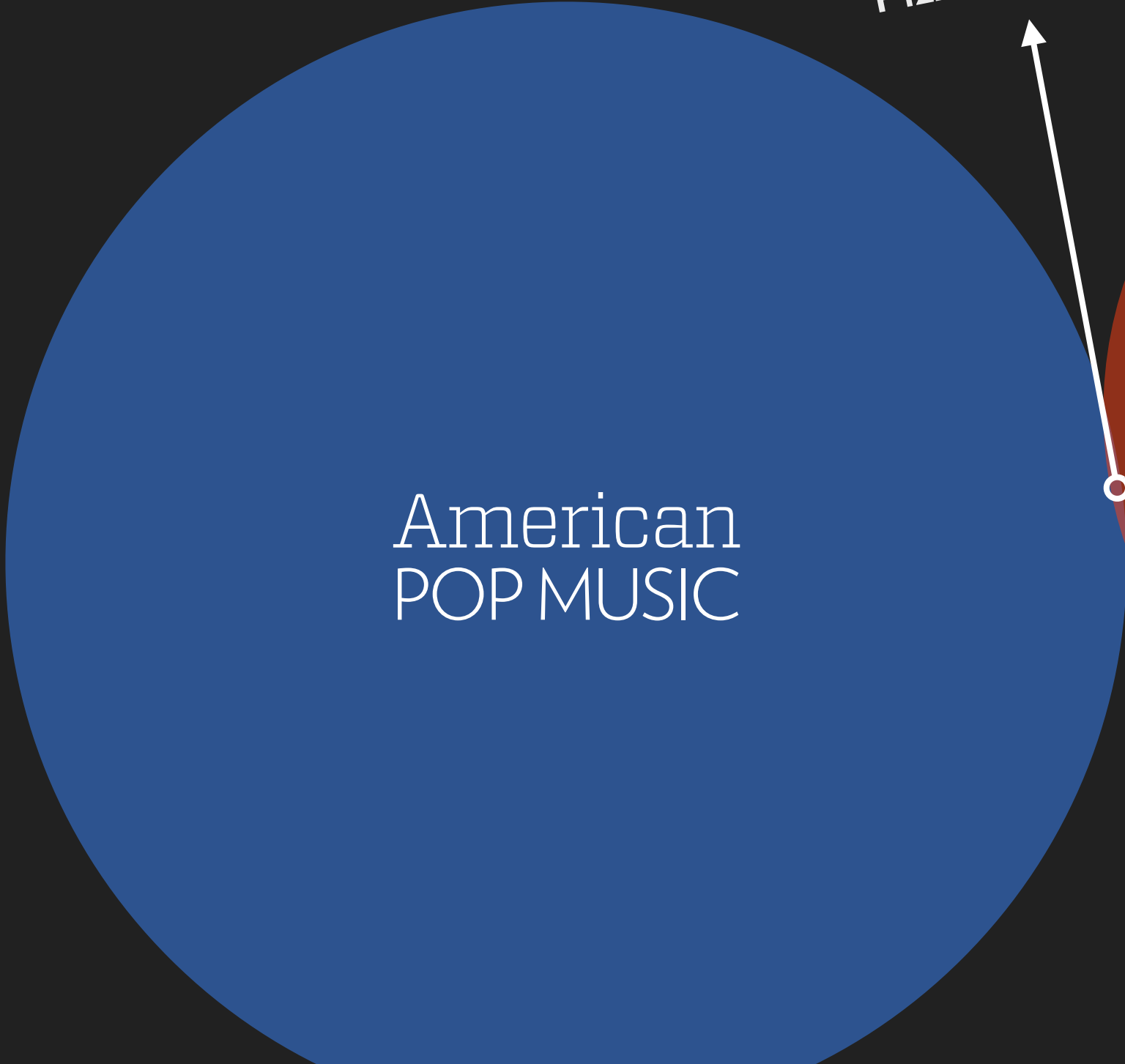
10 MY ME

MORNING MUSUME.

talent is a factor, but not as
effective as *personality* & *charm*

モーニング娘。

morning musume's
unique nature

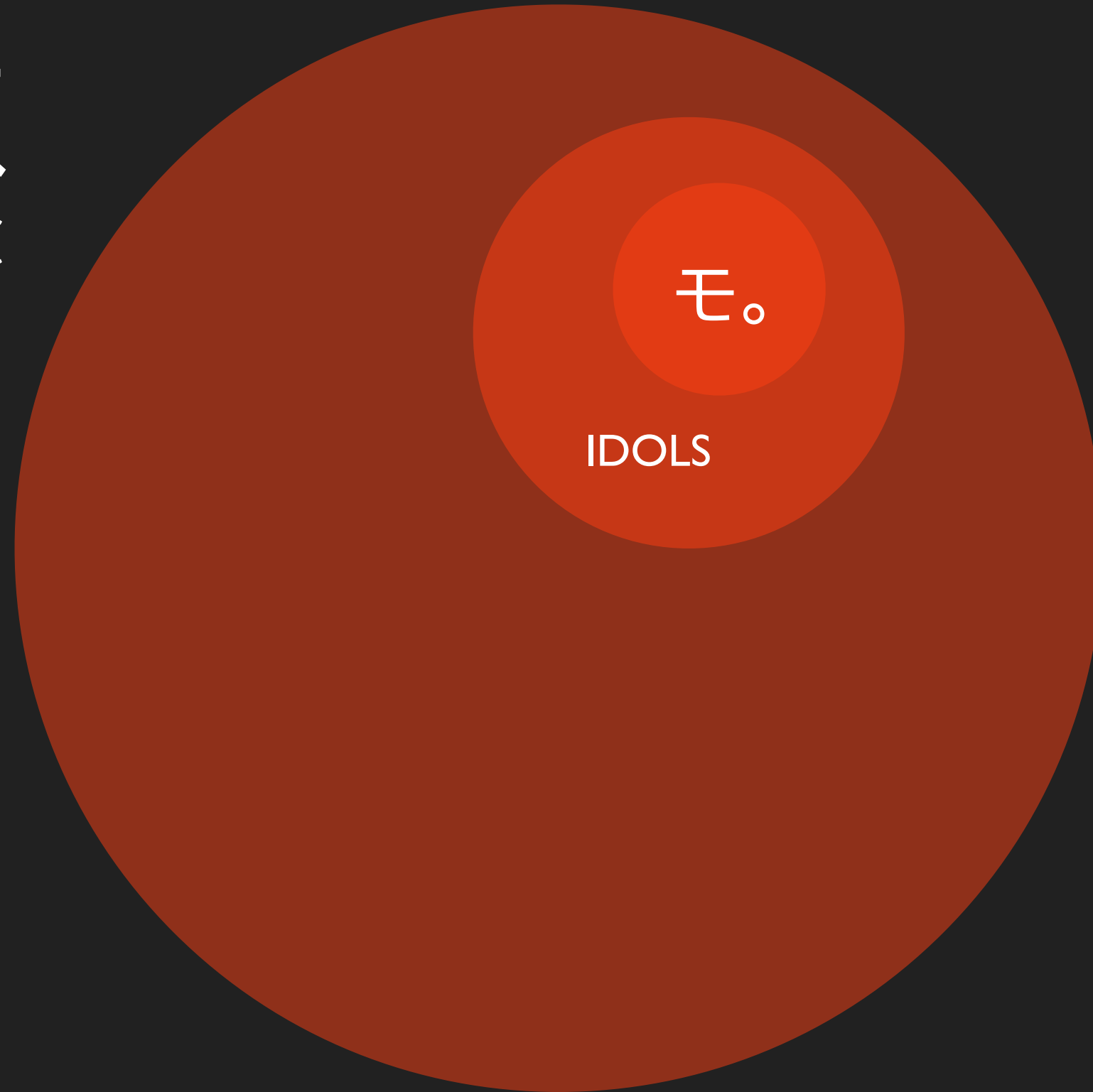


American
POP MUSIC

日本
POP MUSIC

Utada
Puffy AmiYumi
Pizzicato Five

日本
POP MUSIC



niche.

but you knew of them

before

i ever started.

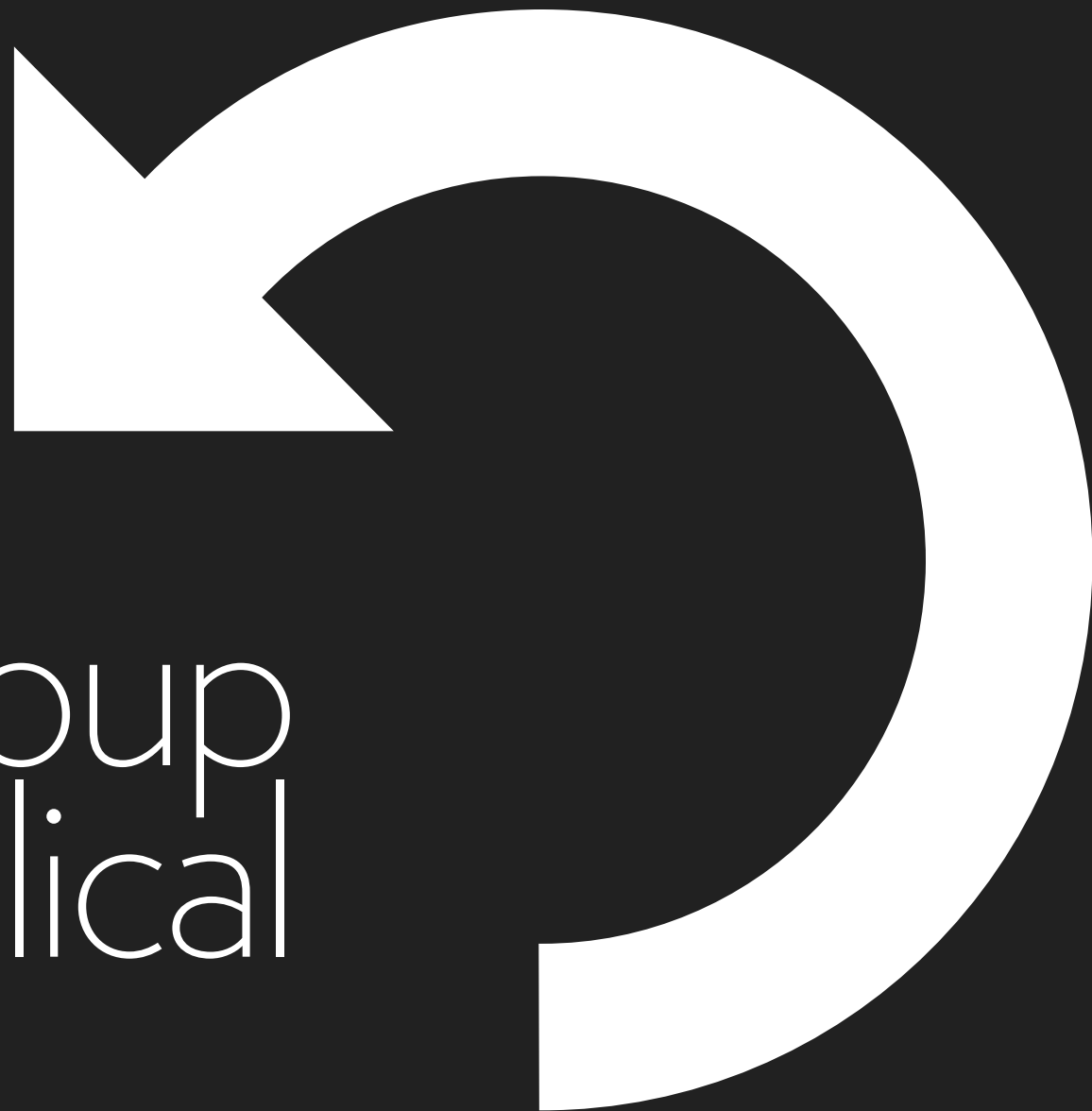




the dramatic “chipmunk” premiered
on morning musume’s *variety show*,

hello! morning

the group
is cyclical





before december 15th



between december 15th & january 2nd



after january 2nd

new members



after january 2nd

私はヲタです

fandoms and their
dynamic interests

the very nature of idols:
their personality, talent and looks
encourage favoritism

fans support their favorite

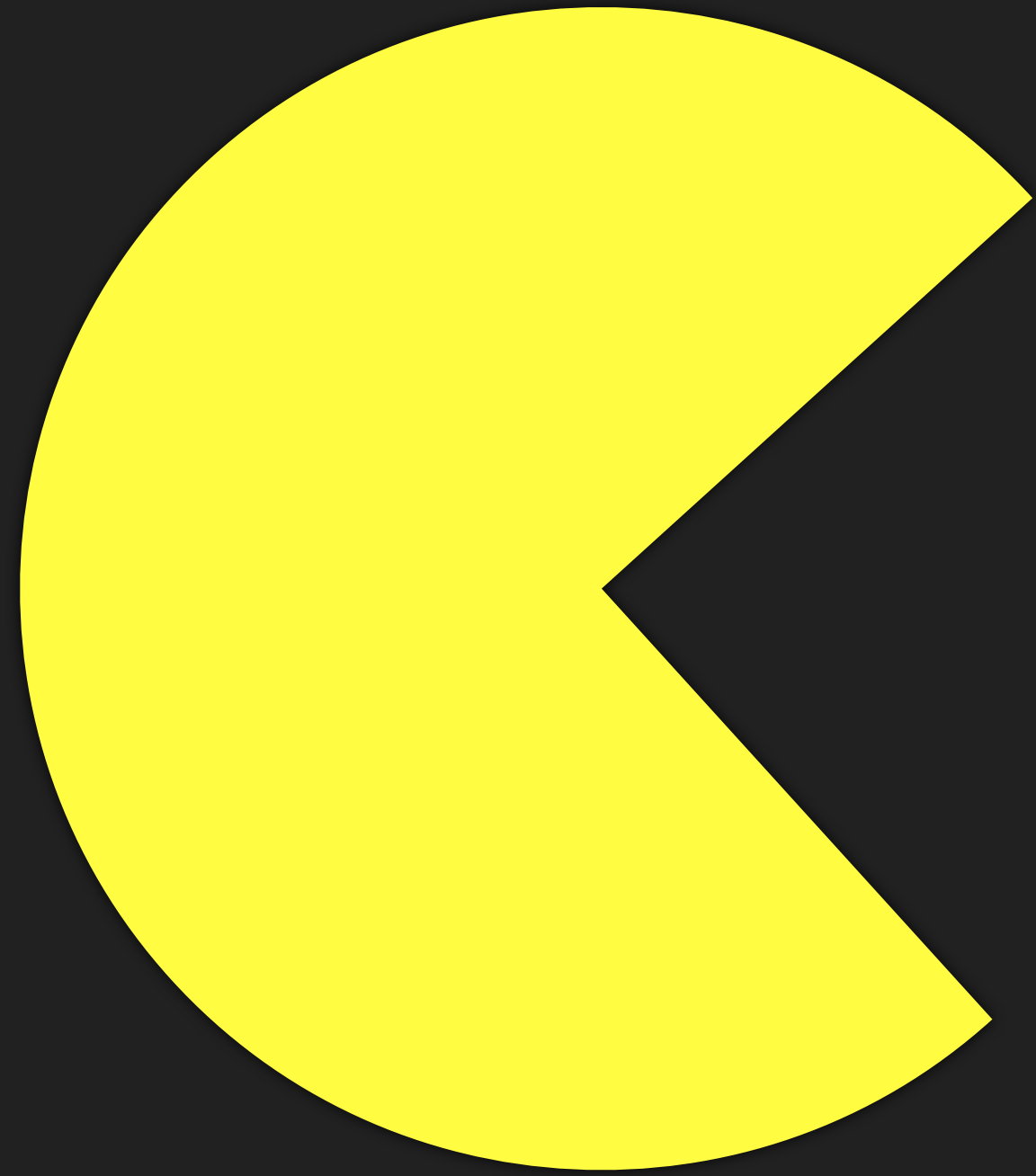
wholeheartedly

by **wearing** the idol's color,
waving glowsticks & **buying**
merchandise

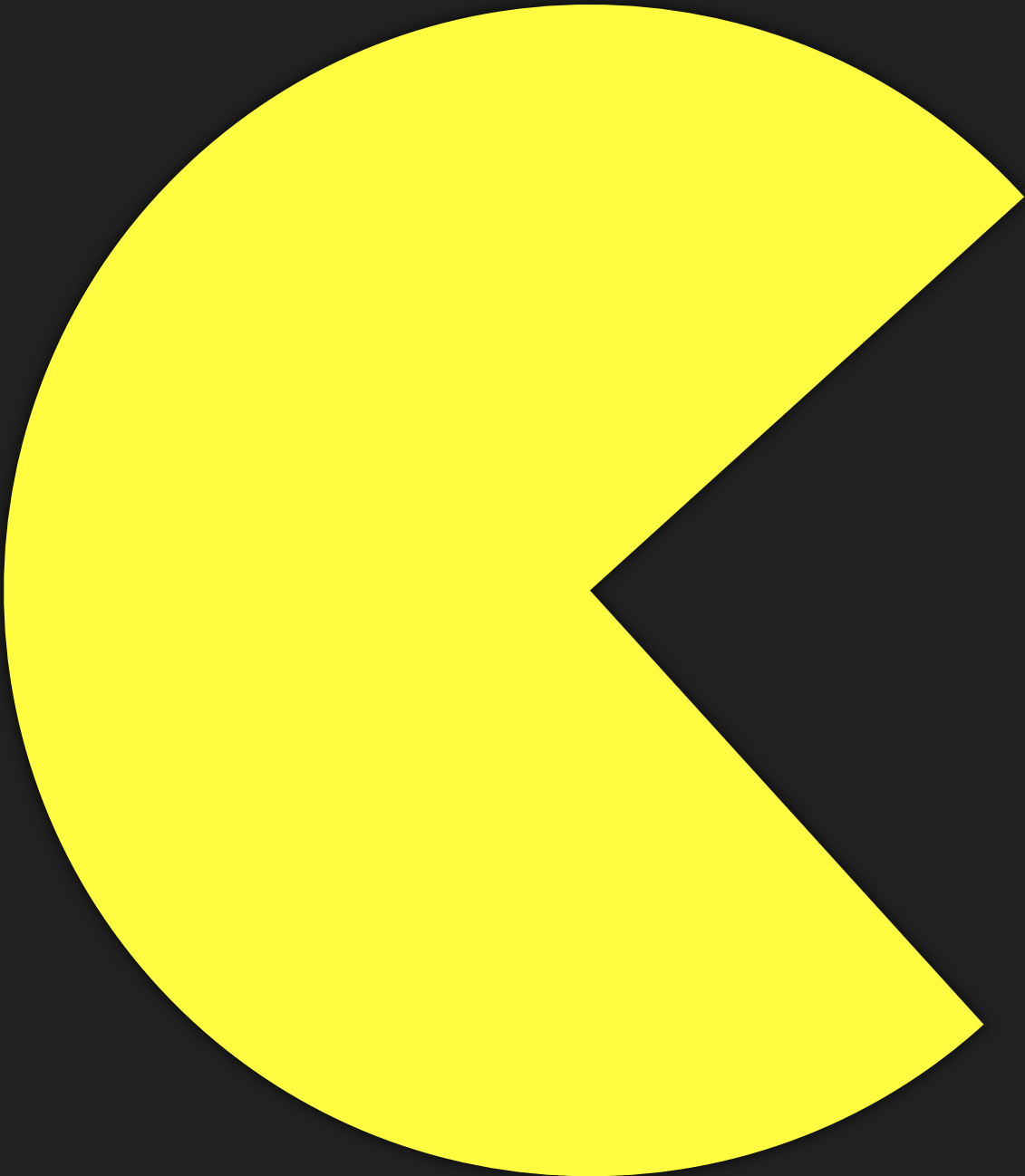
idols are **SRS BSNS**

fans buy shit

such as **t-shirts**, **photosets**,
dvds and of course, **music**



our japan
budget

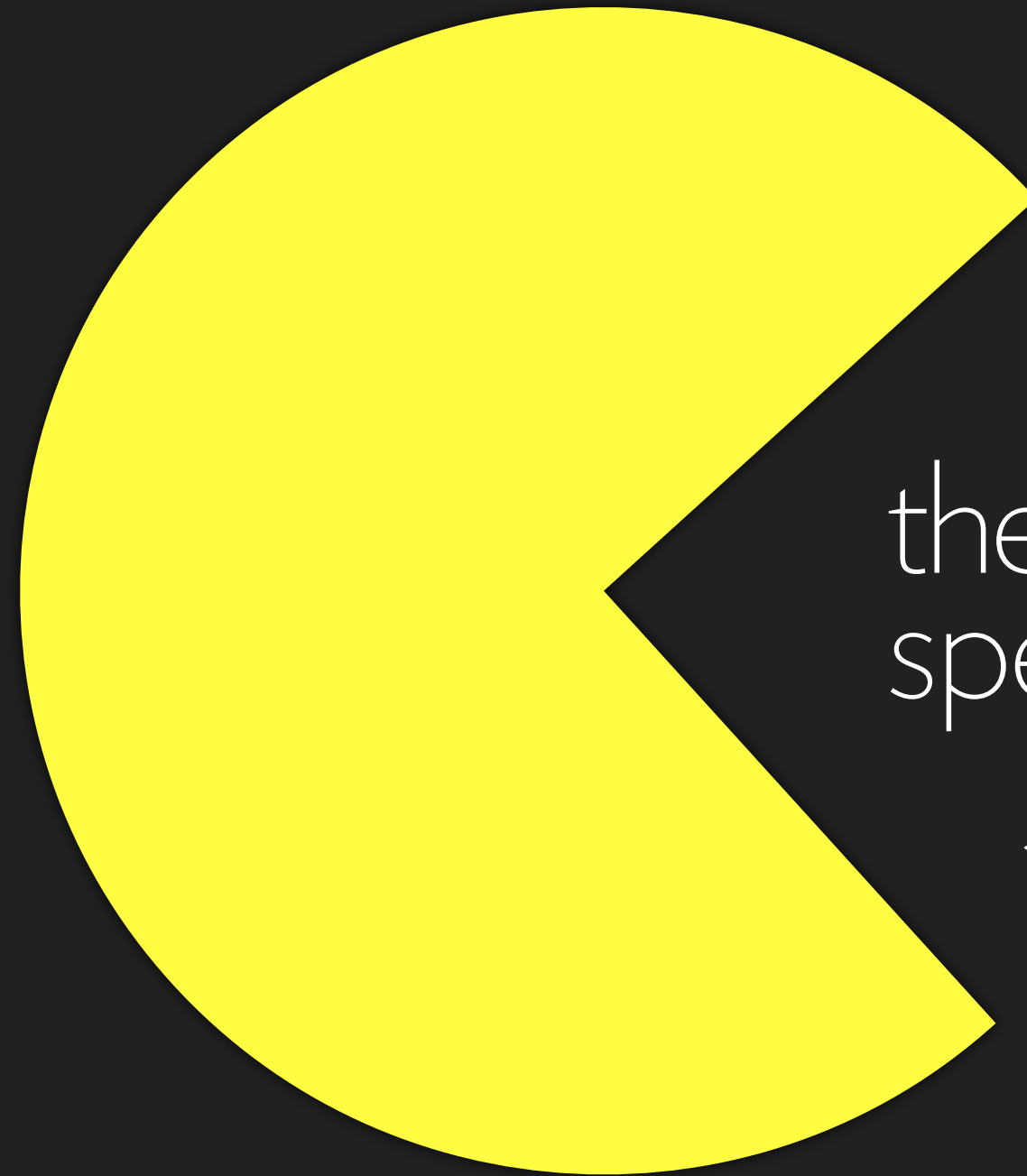


our japan
budget



the money we
spent **on stuff**

our japan
budget



nom

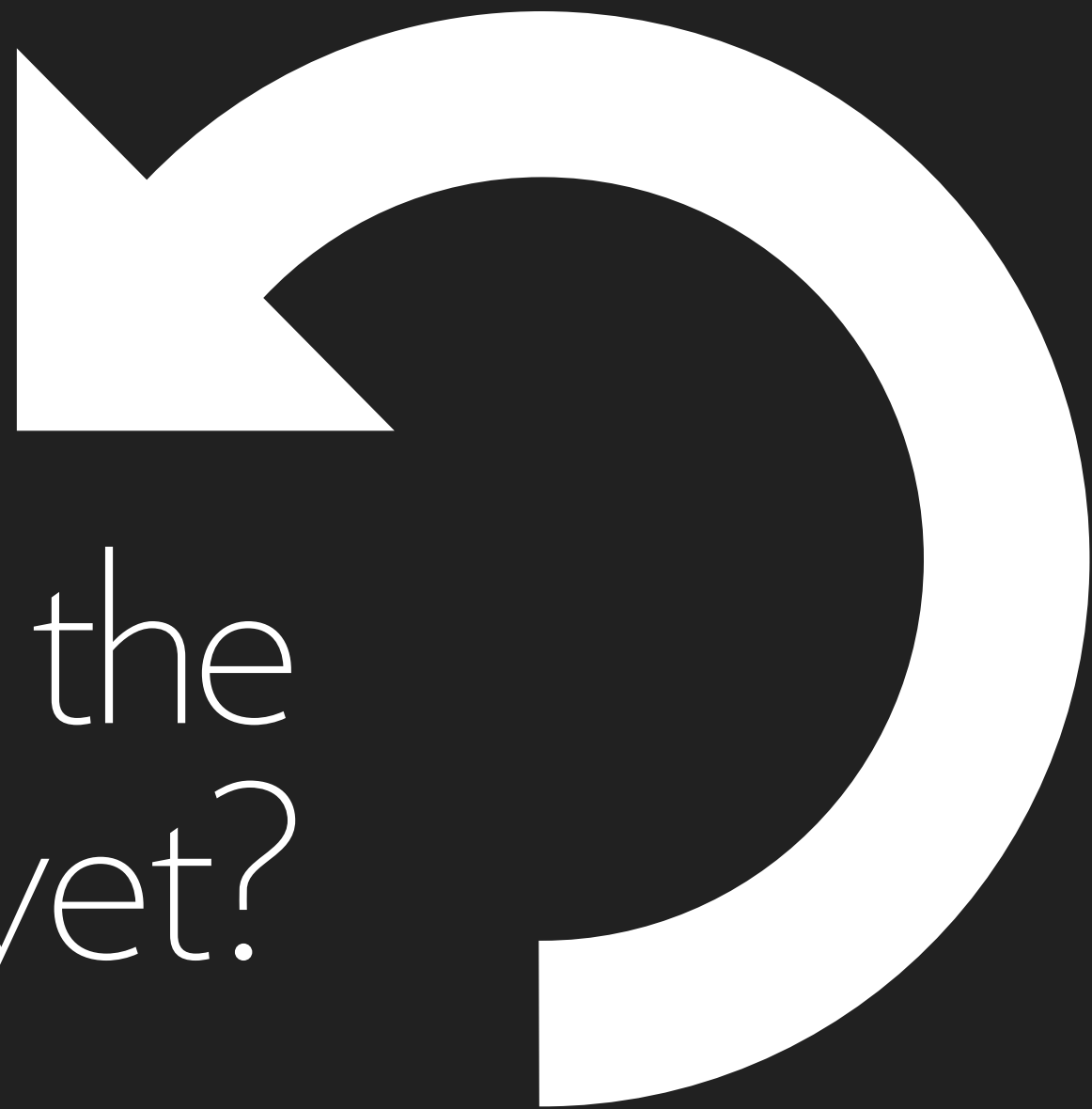
the money we
spent **on stuff**

nom



as the cycle progresses,
a fan's *favorites* change

see the
cycle yet?



ハロ！ランキング

ranking favorites and the
purpose of hello! ranking



revyver / hello-ranking

Admin

Watch

Fork

Pull Request

1

1

Source

Commits

Network

Pull Requests (0)

Fork Queue

Graphs

Branch: develop

Switch Branches (7)

Switch Tags (66)

Branch List

Search source code...

A ranking game provided to the fans of Japanese Pop idol supergroup, Hello! Project.

<http://hello-ranking.com/>

Downloads

SSH

HTTP

git@github.com:revyver/hello-ranking.git



This URL has Read+Write access

This block should go here.



bryanveloso (author)

about 21 hours ago

commit cf0a4596b2af4617d708

tree 5abe74ea229cf7e96f84

parent f2a2aae87e6c166fd720

hello-ranking /

name	age	message	history
applications/	about 23 hours ago	More spec shufflin'. [bryanveloso]	
deployment/	February 06, 2011	Reducing the amount of workers to 9 [(2 x 4 cor... [bryanveloso]	
documentation/	January 15, 2011	Renaming PeopleManager to IdolManager, since on... [bryanveloso]	
fixtures/	October 30, 2010	Using Buono instead, since they have a few more... [bryanveloso]	
requirements/	2 days ago	Let's use the new django-imagekit. [bryanveloso]	

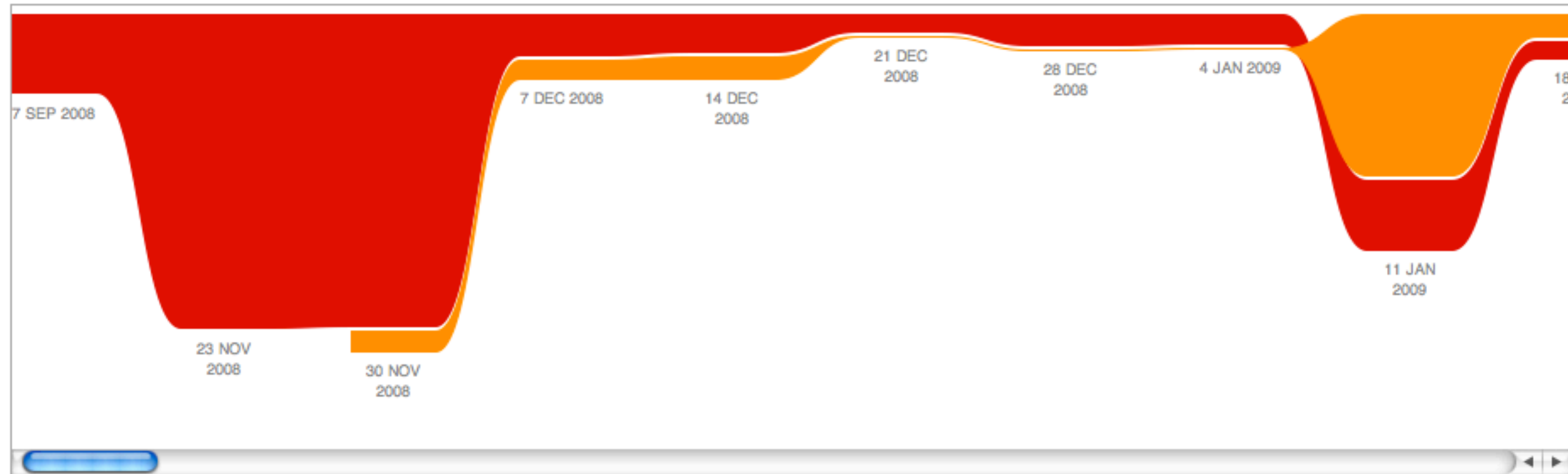
revyver / hello-ranking

Admin | Watch | Fork | Pull Request | 1 | 1

Source | Commits | Network | Pull Requests (0) | Fork Queue | Graphs | Branch: develop

Languages (3) | Impact | Punchcard | Traffic | Search source code...

mouse over the graph for more details



Blocks represent "impact". Impact is (lines added + lines deleted) for all non-merge commits during a week period.





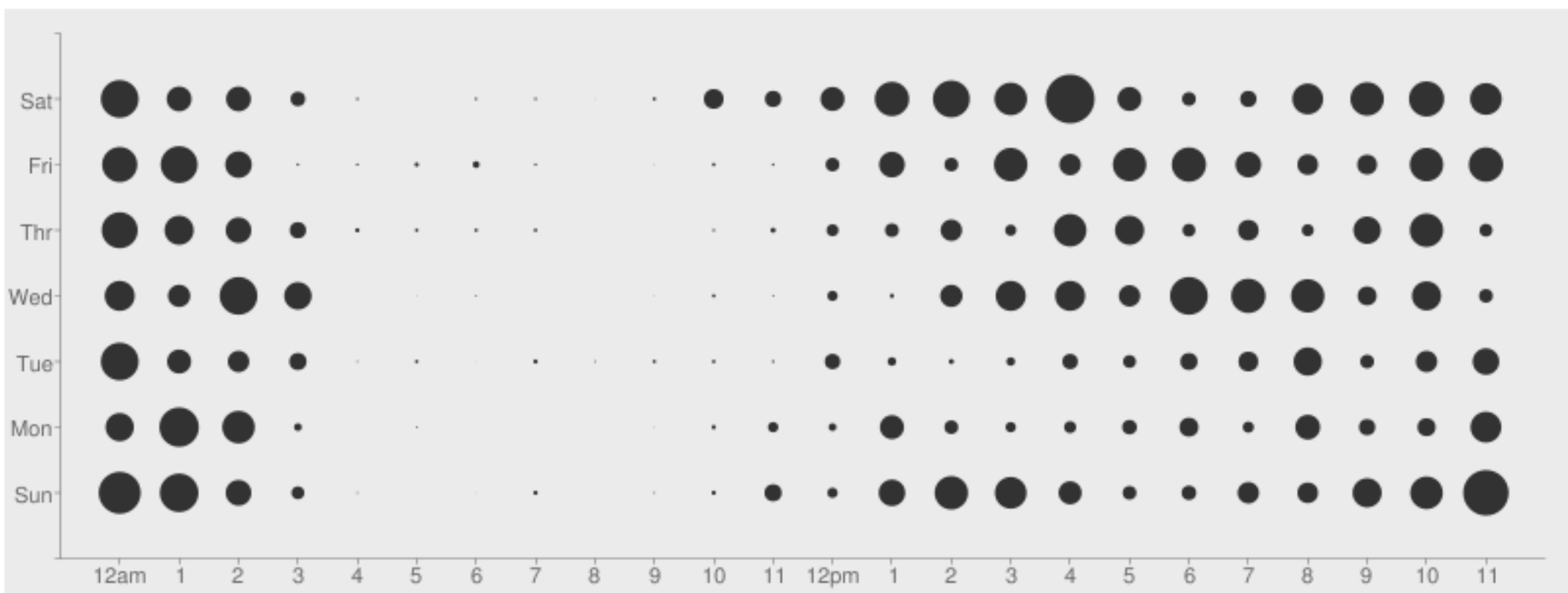
revyver / hello-ranking

Admin | Watch | Fork | Pull Request | 1 | 1

Source | Commits | Network | Pull Requests (0) | Fork Queue | **Graphs** | Branch: develop

Languages (3) | Impact | **Punchcard** | Traffic | Search source code...

Commit Activity by Day and Hour



the ethos of *hello! ranking* in 3 words

these could very well be interconnected.

pride

*“... and that’s **why** I love this girl.”*

posterity

“so why did I love this girl?”

parade

"I'm showing you why I love this girl."

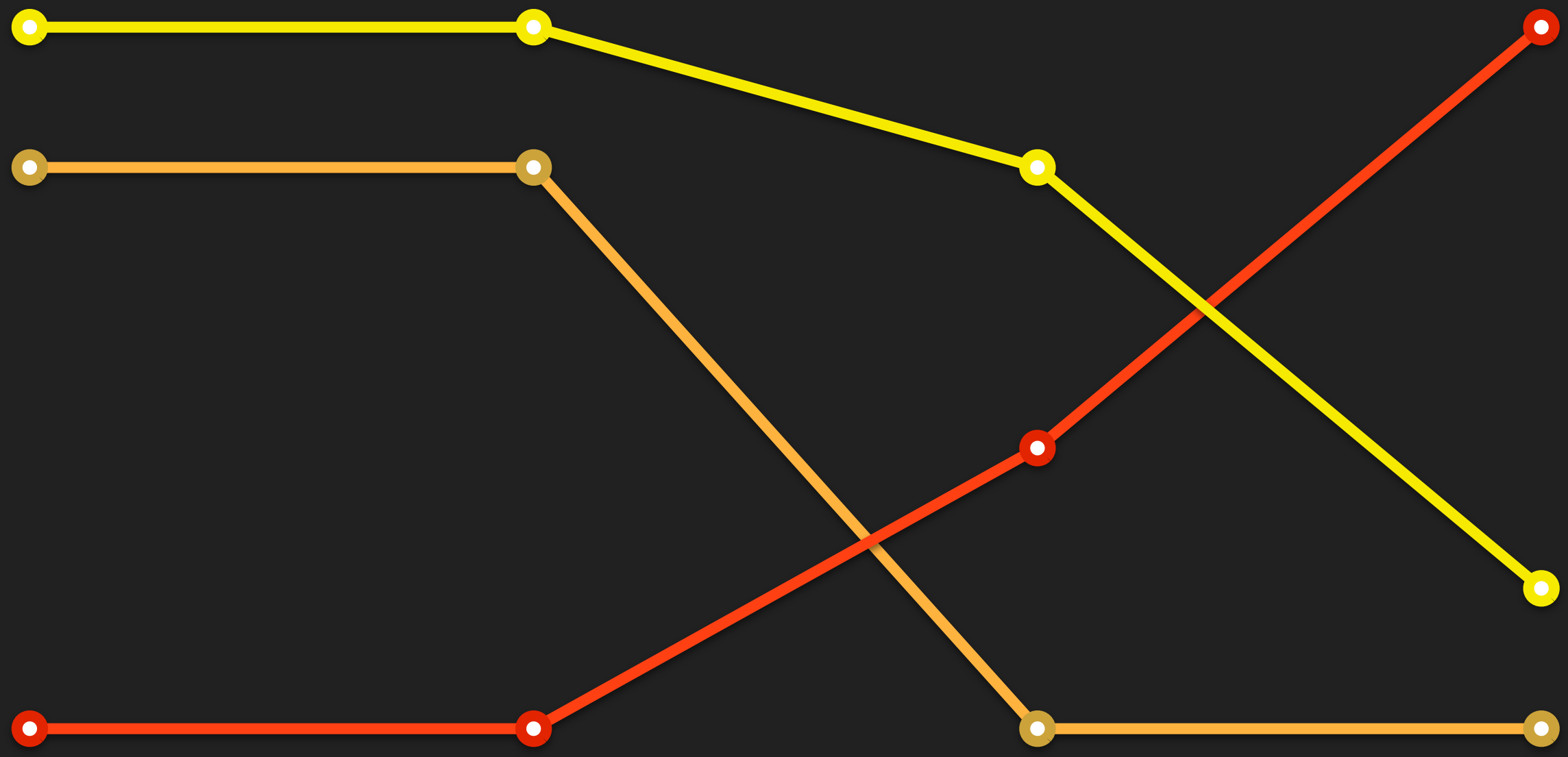
fostering a
cyclical
experience



trends matter and they matter a lot

validation & invalidation

human minds are moldable. we ponder. a lot.

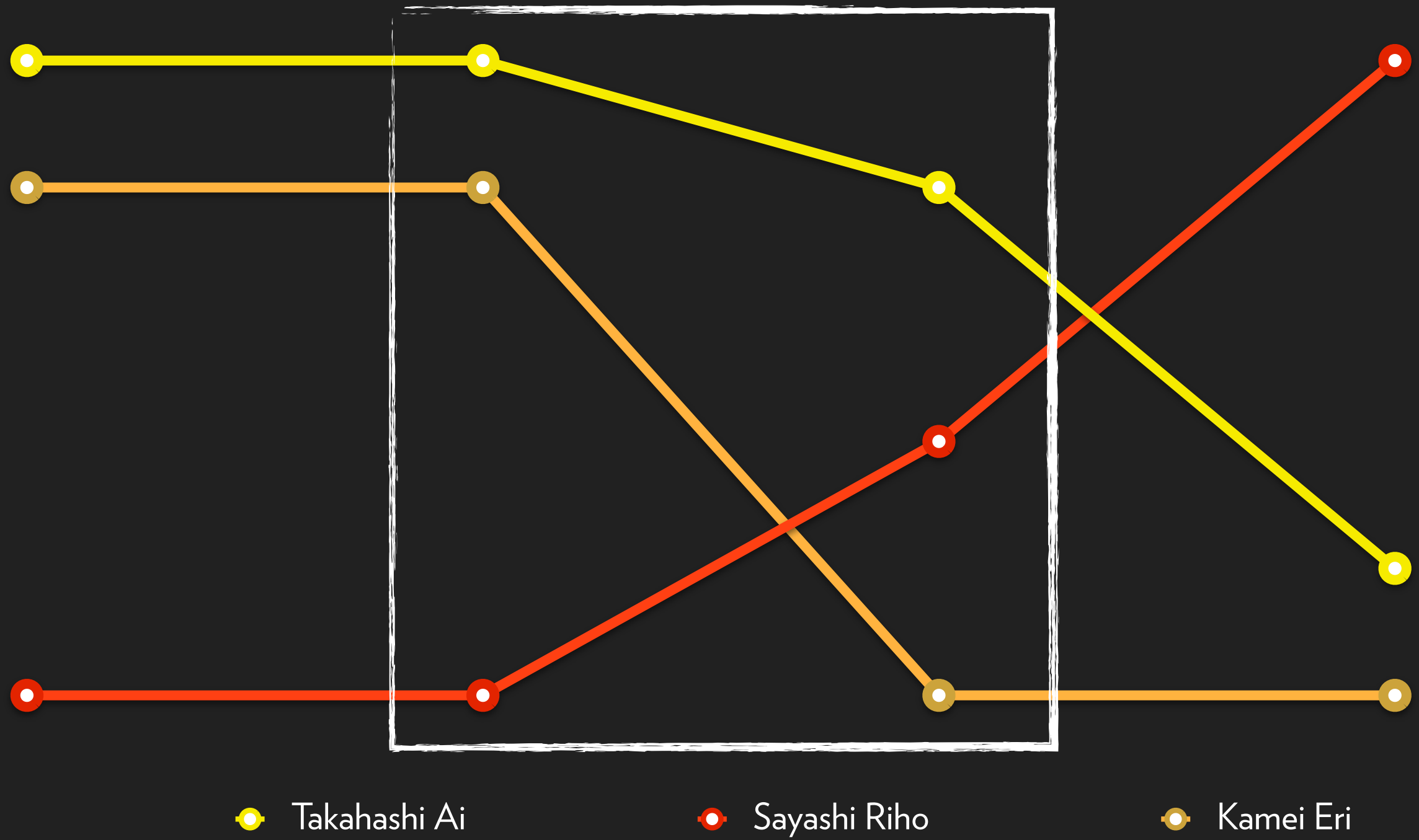


● Takahashi Ai

● Sayashi Riho

● Kamei Eri

eri graduates, riho joins



empowerment

“I love doing this.”

connection

“I found other people who love this too!”

お帰りなさい！
bringing it home



= *coding* fandom

 = *design* fandom

 = *your* fandom?

おわり
the end