

**FANS' PREFERENCES IN THE DEMON SLAYER SERIES:
MANGA VS. ANIME**

CHONG JIA JET

A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
BACHELOR OF COMMUNICATIONS (HONS) BROADCASTING
FACULTY OF CREATIVE INDUSTRIES
UNIVERSITI TUNKU ABDUL RAHMAN
OCTOBER 2024

ACKNOWLEDGEMENTS

It would have been impossible to complete this study without the cooperation and assistance of my supervisor, family, respondents, and sources from the Internet. I would like to thank my supervisor, Mr. Beh Chun Chee. Your careful guidance and valuable suggestions throughout the research process mean a lot to me. I am thankful to all the respondents who answered the questionnaire survey. Your active participation provided valuable support for the data collection. I am deeply grateful to my family and friends for their encouragement throughout the research period. I appreciate the sources from the Internet for providing resource support that enabled me to complete this study. This study has been completed with all your efforts and contributions.

CHONG JIA JET

APPROVAL FOR SUBMISSION

This research paper is attached hereto, entitled “Fans’ Preferences in the Demon Slayer Series: Manga vs. Anime” prepared and submitted by Chong Jia Jet in partial fulfillment of the requirements for the Bachelor of Communication (Hons) Broadcasting is hereby accepted.

Supervisor

Date: _____

Supervisor’s name

ABSTRACT

The goal of this research is to investigate the fans' preferences and the factors behind their preferences for manga and anime about the Demon Slayer series. 38 valid questionnaires were collected to analyze the fans' preferences for the two media forms and the main factors affecting their preferences through quantitative research methods. The study found that action scenes, visual and artistic style, and sound effects are the key factors of fan preferences. Anime attracts more audiences with its visual effects and sound performance, whereas manga has great narrative depth and detailed portrayal. This study uses transmedia storytelling theory as a theoretical approach to explore the differences between manga and anime in storytelling, audience interaction, technical performance, and their impact on fans' preferences. The findings show that different media forms have their advantages in meeting audience needs, providing an important reference for transmedia content production. This study also points out the limitations of the research sample and proposes to combine qualitative research with a larger sample size to understand fans' behavior more comprehensively. The research results provide significant inspiration for academia and industry to explore the impact of transmedia content on audience preferences.

Keyword: Demon Slayer, Manga, Anime, Fan Preferences, Transmedia Storytelling Theory, Media Consumption

Subject Area: PN1993-1999 Motion Pictures. Animation

Subject Area: PN6700-6790 Comic Books, Strips, Etc. Graphic Novels

Subject Area: HM1206 Popular Culture

Subject Area: P87-96 Communication. Mass Media

TABLE OF CONTENTS

ABSTRACT	4
CHAPTERS	
I INTRODUCTION	
1.1 Background of the Study	8
1.2 Statement of the Research Problem	9
1.3 Research Questions	9
1.4 Research Objectives	10
1.5 Significance of the Study	10
1.6 Scope and Limitations of the Study	11
II LITERATURE REVIEW	
2.1 Introduction	12
2.2 Related Research	13
2.2.1 Fans' Media Preferences	13
2.2.2 Factors that Influencing Fans' Preferences	15
2.3 Related Theory	17

2.3.1 Transmedia Storytelling Theory	18
2.3.2 Theories used in other studies	18
2.3.3 Reason for Transmedia Storytelling Theory	19

III METHODOLOGY

3.1 Research Approach	21
3.2 Sampling Design	21
3.3 Questionnaire Design	21
3.4 Data Analysis	22
3.5 Research Ethics	22
3.6 Research Limitation	22

IV ANALYSIS

4.1 Data Overview	23
4.2 Demographic Background	24
4.3 Preference Analysis	25
4.3.1 Preference Overview	26
4.3.2 Factors Influencing Fans' Preference for Anime Analysis	26

4.3.3 Factors Influencing Fans' Preference for Manga Analysis	33
4.4 Main Factors Influencing Fans' Preferences between the Demon Slayer Manga and Anime	39
4.5 Reason for Single Media Experience	40

V FINDINGS AND CONCLUSION

5.1 Research Findings	42
5.2 Limitations and Suggestions	43
5.3 Conclusion	44
5.3.1 Significance of Research	46

REFERENCES

Appendix A Survey Questionnaire	51
Appendix B Grading and Comment Sheet	64

Chapter 1

Introduction

1.1 Background of the Study

In recent years, the influence of Japanese anime has been increasing worldwide, forming a transnational fan culture phenomenon. As an outstanding representative of this, *Demon Slayer: Kimetsu no Yaiba* has been serialized since 2016 and has quickly become a popular work. In 2019, the animated version adapted by Ufotable won many fans and high praise worldwide for its high-level production quality, epic battle scenes, and touching narrative storytelling. According to Clements (2017), anime has evolved into a global phenomenon, with titles like *Demon Slayer* exemplifying the quality and depth of Japanese animation. Besides the good performance in the Japanese market, it has also promoted the popularity and growth of *Demon Slayer* in international markets such as Europe, America, and South Asia with its anime on streaming platforms like Netflix.

Transmedia storytelling is a common concept that has been telling the same storyline but explored in different media forms such as manga, anime, games, and movies to appeal to audiences with different media preferences. Steinberg (2012) said that media mix strategies employed by the anime industry have expanded storytelling across multiple platforms, allowing a more comprehensive audience experience. For a popular transmedia work like *Demon Slayer*, its manga and anime versions present the same storyline and character development in different forms. Manga, as the original work, is usually considered to be the most direct expression of the author's thoughts. At the same time, anime enhances the audience's emotional experience through various artistic techniques such as visual effects, background music, and voiceover. Therefore, the differences between manga and anime have led to the polarization of fans, with some fans preferring the narrative style of manga. In contrast, others prefer the audio-visual effects of anime.

Different media formats can greatly affect the fans' perceptions and experiences, such as emotional impact, character development, and narrative storytelling. The immersive nature of anime allows fans to engage on multiple levels, influencing their preferences between media forms (Napier, 2016). For instance, fans may watch anime and read manga and then compare the two based on their preferences. Additionally, fans tend to be more appealing to one type or another. The background of this study seeks to investigate fans' preferences

between the manga and anime of Demon Slayer and the key factors that influence such preferences.

1.2 Statement of the Research Problem

Although Demon Slayer has achieved great success in both manga and anime, there is relatively little research on the differences in fans' preferences. There remains a lack of comprehensive research into how audiences navigate their preferences across different media formats within transmedia franchises. Existing research focuses on analyzing the development history of the animation industry, character design, narrative style, and technical characteristics of animation production. However, there is still a lack of discussion on fans' media preferences, especially the choice between manga and anime and the reasons for it. Fans' choices between manga and anime are often influenced by various factors, such as story pacing, aesthetic experience, emotional resonance, and individual viewing preferences. How these factors specifically affect fans' media preferences needs to be explored through this research.

Furthermore, research has supported artistic techniques such as music, and voiceover of animations to improve the audience's experiences. Hence, fans are more likely to experience stories through animation. According to Napier (2016), the combination of visual art and sound design in animation often creates a more immediate emotional response compared to static manga. But this is understandable because manga always provide more details and expressions of inner emotions, thus some readers do get attached to the original storytelling methods. Therefore, this study will carry out a comprehensive examination of the differences in the manga and anime preferences among fans of the Demon Slayer series and find out what influences these preferences the most.

1.3 Research Questions

This study will explore the following two main questions:

1. Do fans prefer the manga or anime of the Demon Slayer series?
2. What is the main factor influencing fans' preference between the Demon Slayer manga and anime?

1.4 Research Objectives

The purposes of this study are:

1. To determine whether fans of the Demon Slayer series prefer the manga or the anime.
2. To investigate the most significant factor influencing fans' preference between the manga and anime of the Demon Slayer series.

These research objectives will help to understand better fans' media consumption behavior as well as provide important references for future transmedia production. By analyzing fans' preferences and their reasons, producers can better design works that meet the audience's demands and increase their chances of commercial success.

1.5 Significance of the Study

This study has important theoretical and practical application significance. In terms of theory, the importance of the fans' media preferences in transmedia works has something to suggest regarding the existing fan culture models, especially in the emerging field of transmedia storytelling. Transmedia storytelling reshapes how the audience participates in and interacts with the media and also challenges more traditional ways of media consumption (Steinberg, 2012). This study will contribute to the literature exploring transmedia fandoms by adding actual data on fans' preferences between manga and anime.

In terms of practicality, understanding fans' preferences is crucial to the animation industry. Demon Slayer: Kimetsu no Yaiba is immensely popular as a transmedia work. Its fans have different preferences regarding the manga or the anime. Such preferences impact how the work is communicated to the audience which also brings important aspects in promoting and selling the associated products. Therefore, analyzing fans' media preferences can help production and marketing firms formulate marketing strategies for different groups of fans. Furthermore, these findings may also be applied to the research and promotion of other transmedia works. Hence, it can enhance the market competition of the animation industry.

1.6 Scope and Limitations of the Study

This study will engage with the fans of the Demon Slayer series in all age groups. This study will conduct a quantitative survey questionnaire for data collection on preferences between manga and anime. However, it was limited in time and resources, as it focuses on particular groups of fans who have read manga and watched the anime of Demon Slayer. Thus, the sample's representativeness may be restricted and may not reflect the preferences of all fans worldwide. Since the questionnaire survey samples are mainly derived from fans active on online platforms, some sample bias may result. For example, fan groups that are not active online may not be covered. In addition, only Demon Slayer is being considered in this study, hence its results are not necessarily applicable to all kinds of works. Future research can explore more transmedia works of different themes and styles to gain a deeper understanding of how fans' preferences change in other contexts.

Chapter 2

Literature Review

2.1 Introduction

The literature review seeks to provide a conceptual base and practical background for research. It systematically reviews the findings provided in previous research and sets the stage for the next research approach. This study focuses on the fans' preferences and factors influencing them between Demon Slayer manga and anime.

Demon Slayer is a successful transmedia work in recent years. Its manga and anime present the same storyline and character development in different forms. As the original work, manga is generally considered the most direct expression of the author's thoughts. At the same time, anime enhances the emotional experience of the story through music, visual effects, and dynamic images (Napier, 2016). This difference in media form has led to a differentiation in fans' preferences. Some fans prefer the details of manga, while others are attracted by the audiovisual expressiveness of anime.

In addition, this study also explores the application of transmedia storytelling theory and analyzes how Demon Slayer attracts different types of audiences through the combination of manga and anime. According to Steinberg (2012), transmedia storytelling presents the same story content through multiple media, which enriches the narrative level and enhances the audience's emotional involvement. This study summarizes the findings of existing research through a literature review and provides theoretical support for subsequent data analysis.

In this study, preference refers to the higher identification and fans' choices towards one of the two media forms after consuming both manga and anime. Specifically, fans who have watched anime and read manga will choose the medium that better meets their needs as their first choice based on their perception, emotional connection, narrative experience, or visual expression

2.2 Related Research

This section will review the literature related to the fans' preferences for manga and anime based on the research objectives. The research objectives are divided into two parts: First, to determine whether fans of the Demon Slayer series prefer the manga or the anime. Second, to investigate the most significant factor influencing fans' preference between the manga and anime of the Demon Slayer series.

2.2.1 Fans' Media Preferences

Anime and mangas are the two most conspicuous aspects of Japanese culture and have a large and loyal audience worldwide. Fans' preference between manga and anime reflects the unique value of the two media forms in terms of narrative, visual expression, emotional connection, and media consumption habits. Existing research has explored in depth the appeal of manga and anime, and how both meet the diverse needs of fans for content and experience.

Visual-audio appeal in anime

Anime attracts a lot of audiences who seek gratification with its visual and audio experience. Napier (2016) pointed out that anime provides a highly immersive experience for the audience through the comprehensive expressiveness of character voice acting, background music, and action scenes. Napier's research shows that most anime fans believe that the combination of sound and visuals significantly enhances the tension of the plot and the emotional impact. In addition, Reysen et al. (2017) further support this perspective. They found that most anime fans said visuals and sound effects played a key role in expressing emotions and advancing the story. For example, when watching anime, viewers can feel the emotional layers of the characters through the voice acting of the characters. Adding this audio element makes anime more emotionally impactful than manga.

Narrative Depth in manga

Manga provides a deep narrative experience and free interpretation space due to its static nature. According to Clements (2017), manga allows readers to interpret the plot independently through narratives chapter by chapter and rich details. The research shows that most manga fans believe that the manga narrative rhythm is more flexible and can understand

the story content based on the reader's speed and preference. This interactivity provides a unique experience for manga fans. This freedom specifically attracts fans who pay attention to details and depth. Steinberg (2012) found that manga can delicately express psychological activities and characters' complex emotions through detailing designed storyboards and dialogue frames. For instance, the static frames of manga allow readers to repeatedly stay on a specific plot and explore the deep meaning beyond the frame, forming a more personalized reading experience. In addition, the artistic style of manga also increases its appeal. The author carefully designed each manga frame and brings visual enjoyment to readers. This static artistic expression is considered as more artistically valuable than moving images in manga fan groups.

Transmedia Consumption

With the rise of transmedia storytelling, fans prefer to consume both manga and anime to experience the story content from multiple perspectives. Transmedia storytelling provides fans with various choices, allowing them to delve into plot details through manga while experiencing the shock of dynamic performance through anime (Steinberg, 2012). For example, many fans choose to read the manga to understand the overall story plot after experiencing dynamic performance and emotional resonance by watching anime. This phenomenon indicates the complementary relationship between manga and anime. Steinberg's research data shows that most of the fans think that manga and anime have their advantages in narrative and expression, and they can get a more complete experience by consuming both media. For instance, manga may contain more character background information, while anime presents this information to the audience simply through sound and action. This transmedia consumption trend expands the fans' cultural experience and provides the common development of manga and anime possibilities.

Social Interaction

Anime plays an important role in global dissemination. The popularity of streaming platforms such as Netflix has significantly expanded the scope of dissemination of anime works. Allison shows that anime has become a core medium for fan socialization due to its easy dissemination characteristics. Some of the fans said they prefer to share story content in anime with friends, while manga is more of a personal reading experience. For example, viewers often discuss the plot, share screenshots, or create related content through social

media platforms after watching anime of a series. This interactivity further enhances the influence of anime on fan culture.

2.2.2 Factors that Influencing Fans' Preferences

Manga and anime as two core narrative media attract their unique fan groups. The factors that influence fans' preferences mainly focus on story rhythm and narrative style, emotional resonance and role substitution, visual expression and aesthetic experience, accessibility and reading habits, as well as social interaction and fans' culture.

Story Rhythm and Narrative Style

The difference in storytelling between manga and anime significantly affects fans' preferences. The narrative rhythm of manga is more flexible, allowing readers to read and understand content at their own speed. Clements (2017) shows that most manga fans prefer delicate plot development and complex manga character portrayal. This kind of static narrative allows readers to stop and reflect on the details of the frame while reading. The narrative depth and detailed characterization make fans like the slow pace and in-depth exploration of plots prefer manga.

In contrast, the narrative rhythm of anime is more compact and suitable for the fast consumption habits of modern audiences. Steinberg (2012) mentions that anime promotes the plot at a preset rhythm through shot editing and storyboard design, attracting most of the audience. The anime-efficient narrative can provide a complete story experience in a shorter period for audiences who have limited time. This rhythm-driven narrative is suited to scenes that are epic action and emotionally dramatic. This style is popular with fans who have busy daily lives and require efficient entertainment.

Emotional Resonance and Character Involvement

Emotional resonance is one of the factors for fans to prefer anime or manga. Most anime fans think that the combination of voice acting, background music, and sound effects enhances the authenticity of the character's emotions (Napier, 2016). For instance, the voice actor's tone and the background music can trigger a deep resonance in the audience when a character expresses anger, sadness, or joy in anime. Visuals and sound enhance the emotional expression of the audience to enter the characters' inner world. On the other hand, the

emotional expression of manga is more restrained. Readers are to experience it independently through dialogue boxes and storyboard designs. Manga provides more imagination and interpretation freedom through detailed facial expressions and psychological descriptions (Steinberg, 2012). This emotional involvement is crucial for fans with deep emotional experiences. In addition, most manga fans said they prefer to feel the characters' complex emotions through delicate text and picture details.

Visual Expression and Aesthetic Experience

Visual expression is an important feature of both manga and anime. It is also an important factor in influencing fans' preferences. Anime attracts audiences because of its dynamic visual effects and color expression. According to Reysen et al. (2017), most anime viewers prefer content with outstanding dynamic visual effects, especially in action and battle scenes. Anime enhances visual impact through smooth movements and full special effects. This dynamic visual expression is attractive to audiences who pursue strong sensory stimulation.

Manga shows unique aesthetics through static images and artistic styles, providing readers with a different visual experience. Clements (2017) emphasized that manga uses lines, composition, light, and shadow to satisfy readers with deep visual enjoyment. The advantage of static images is that readers can interpret each frame repeatedly. They can stay at a certain detail for in-depth interpretation. This visual freedom attracts fans sensitive to artistic details and artistic values.

Access Convenience and Reading Habits

Convenience of access is an important external factor that influences fans' preferences of anime or manga. The popularity of streaming media for anime has provided great convenience, allowing viewers to access content anytime and anywhere. The development of streaming platforms such as Netflix lowered the threshold for viewing. It also provided viewers with multilingual subtitles and dubbing support, expanding the number of international anime fans. Research shows that most anime fans choose this media form because of its convenience, especially young audiences who tend to access entertainment content through mobile devices (Allison, 2006). In contrast, manga are obtained more traditionally, mainly through physical books or digital platforms. Although the popularity of digital manga has increased in recent years, physical versions are still the main form.

Clements (2017) found some manga fans prefer to collect physical books, and they believe that this reading method is more ritualistic and collectible. This reading habit also reflects the manga audience's high attention to the durability and quality of the work. Although the acquisition method is slightly more complicated than anime, this physical media form also has a unique charm to manga.

Social Interaction and Fans' Culture

Social interaction is central to the culture of anime and manga fans. Anime attracts a lot of attention on social media due to varying visuals and sound effects. According to Steinberg (2012), some anime fans post on social media about their experience with watching anime or the anime storyline. This interactivity enhances the spread of anime and forms a highly active fan community. For instance, classic scenes or character quotes in anime are often used as secondary creative work to further increase the popularity of anime. On the other hand, manga have weaker social attributes, but their in-depth discussions are prominent in specific groups. Clements (2017) noted that manga fans prefer in-depth discussions through forums or specific book clubs. Their discussions typically revolve around narrative, artistic style, and character development. This interactive form of work that focuses on content analysis makes manga important in cultural exploration and academic discussion.

2.3 Related Theory

This study uses the Transmedia Storytelling Theory as the main theoretical framework to analyze fans' preferences between Demon Slayer manga and anime and the factors behind them. According to Jenkins (2011), transmedia storytelling theory emphasizes complete and unified story dissemination through multiple media forms, allowing each form to play a unique role in the narrative. This theory is highly applicable in analyzing the interaction between manga and anime, revealing how they work together to attract audiences and meet the diverse emotional, visual, and narrative needs of fans.

In addition, other related studies have also adopted the Uses and Gratifications Theory and Cultivation Theory to explore the audience's media selection motivations and behavior patterns between manga and anime. These theories provide different perspectives and provide important references for this study. However, the holistic nature of the Transmedia Storytelling Theory makes it more suitable for analyzing the interaction and fans' behavior between manga and anime in transmedia content dissemination.

2.3.1 Transmedia Storytelling Theory

The transmedia storytelling theory was first proposed by Jenkins in 2003. He believes stories through multiple media forms can attract a wider audience. It can add depth and complexity to the narrative. Each medium can expand the other media content to enrich the story experience under this theoretical framework. For example, manga as a static visual medium, can provide more delicate plots and in-depth character creation. Anime enhances emotional expression through dynamic images, sounds, and music.

The core of transmedia storytelling lies in media collaboration. Steinberg (2012) mentioned that the transmedia combination of manga and anime can expand the audience range of works. For example, Demon Slayer built a solid narrative foundation through manga and enhanced the work appeal through the visual dynamics and emotional rendering of anime. This media collaboration enables the transmedia storytelling model to meet the needs of different audiences while enhancing the work's cultural influence. Evans (2019) stated that transmedia storytelling can stimulate fans' participation and desire for exploration. For instance, fans may read the manga to continue the plot after watching the anime. This interactivity strengthens the emotional connection between fans and promotes the further development of fan culture.

2.3.2 Theories used in other studies

Uses and Gratifications Theory

Rubin proposed the Uses and Gratifications Theory in 1983 and believed audiences choose specific media forms to meet their special needs, including entertainment, knowledge acquisition, and emotional connection (Rubin, 1983). This theory was used to explore the driving factors of fans' preferences in studies related to manga and anime. Reysen et al. (2017) found that many fans choose anime because dynamic visual effects and sound design can quickly meet their entertainment needs. However, manga attracts audiences who pursue immersive experiences because of their narrative depth and reading freedom. This theory can explain the fans' motivation to choose manga or anime, but its limitation is that it fails to pay enough attention to the interaction and collaboration between media. In contrast, transmedia storytelling theory regards manga and anime as complementary parts of the overall narrative, which can more comprehensively analyze the fans' behavior of transmedia works.

Cultivation Theory

Cultivation Theory to analyze how long-term media exposure affects audience cognition and preferences was proposed by Gerbner (Shrum, 2017). Schodt (1996) applied this theory to study how the visual dynamics of anime affect fans' aesthetic experience and media preferences in the long term. He found that viewers who watch dynamic narrative content for a long time may be more inclined to choose anime as the preferred media because anime provides immediate sensory stimulation and emotional satisfaction. However, the limitation of the cultivation theory is that it focuses more on the long-term impact of a single media and fails to explain the collaborative effect of manga and anime in transmedia storytelling. In contrast, transmedia storytelling theory can analyze the synergy between media and reveal how it can meet the needs of different fan groups through diversified narratives.

2.3.3 Reason for Transmedia Storytelling Theory

This study chooses transmedia storytelling theory as the main theoretical framework due to its comprehensive applicability in the analysis of multimedia works. Transmedia storytelling theory emphasizes the synergy between media and their complementarity in building a unified narrative experience compared with other theories. Jenkins (2011) pointed out that transmedia storytelling can expand the story breadth through multiple media and inject unique narrative value into each media, hence attracting audiences with different interests and consumption habits. This is especially important for series such as *Demon Slayer*, which combines manga and anime. Furthermore, the theory can explain how the differences in content presentation between manga and anime can meet the needs of different fans. For instance, manga provides deep narratives and delicate emotional portrayals through static images and dialogues. On the contrary, anime enhances the drama and immersion of the narrative through dynamic visual effects and sound design (Evans, 2019). This media collaboration improves the influence of the work and provides fans with a multilevel experience.

The uses and gratifications theory and cultivation theory can explain fans' motivations or long-term preferences in choosing a specific media. Nevertheless, their analysis is often limited to one media form. It is hard to cover the complexity of transmedia storytelling. Therefore, transmedia storytelling theory is used in this study to explain media collaboration

and its impact on fans' behavior when analyzing factors behind fans' preferences for manga and anime. Moreover, it can help this study explore the role and influence of manga and anime in the Demon Slayer narrative. This theoretical framework provides a new perspective for understanding the fans' preferences. It also provides practical and theoretical support for the future evolution of transmedia.

Chapter 3

Methodology

3.1 Research Approach

This study chose a quantitative research method to explore the preferences of Demon Slayer fans for manga and anime. Quantitative methods can objectively process and analyze large amounts of data, which is suitable for the goal of this study to assess fan preferences on a large scale (Gregar, 2014). In addition, quantitative data facilitate using statistical tools to identify patterns and trends in the preference determinants, providing verifiable analytical results.

According to Gregar (2014), a qualitative approach can provide detailed data descriptions that are suitable for exploring new perspectives and obtaining in-depth experience. However, they are very subjective and the data analysis process is relatively complex, which makes it difficult to conduct a large-scale sample analysis. The researchers assume this study requires a large number of fans' preferences comparison and hope that the results will be generally applicable, the quantitative approach is considered to be a more appropriate choice.

3.2 Sampling Design

This study used a random sampling method to recruit Demon Slayer fans by posting a questionnaire link on social media. This sampling method is quick and effective in reaching a wide range of target populations, especially when resources and time are limited (Bryman, 2012). In this way, the study was able to include fans from various backgrounds, which may introduce some bias but is acceptable for preliminary trend analysis. This approach can ensure data collection for this study is statistically significant, extensive, and diverse. Hence providing solid data support for this study of fans' preferences in the Demon Slayer series between manga and anime.

3.3 Questionnaire Design

The research questionnaire can be divided into three sections which are basic information, preference assessment, and open-ended questions. First, the demographic data aims to obtain the respondent's age, gender, and frequency of reading manga or watching

anime. Second, the preference assessment measures fans' preferences for different media through Likert scales and multiple-choice questions. Third, the open-ended questions aim to gain in-depth insights into fans' experiences and feelings. These questions are designed to obtain detailed feedback on aspects such as storytelling, character development, aesthetic experience, and resonance. Through this comprehensive questionnaire design, this study was able to obtain quantitative data for statistical analysis and capture more descriptive and explanatory qualitative data. Hence, the researchers can fully understand fans' preferences and behavior patterns.

3.4 Data Analysis

The data analysis phase includes preliminary data cleaning, verification, and removing invalid questionnaires via IBM SPSS Statistics. Then, use descriptive statistics to analyze basic characteristics. In addition, this study will conduct exploratory factor analysis and multiple regression analysis to identify the key factors that influence fans' preferences (Field, 2024). These analyses help understand how different variables interact and their specific impact on preferences. It can comprehensively evaluate and explain the fans' preferences in the Demon Slayer series between manga and anime from different perspectives.

3.5 Research Ethics

All research activities comply with ethical standards, ensuring that all participants fully understand the purpose of the research and their rights before filling out the questionnaire. All the respondents are voluntary, and all data are processed anonymously to protect personal privacy. In addition, this research study was reviewed and approved by the Ethics Review Committee of the university before it was launched.

3.6 Research Limitation

Although this study intends to be comprehensive, it still has limitations. First, this study is a voluntary online questionnaire, which might be self-selection bias. Second, although questionnaires can collect a large amount of data, it is hard to explore more respondents' personal experiences. Future research can address these limitations by adopting a mixed methods research design that combines quantitative and qualitative data.

Chapter 4

Analysis

4.1 Data Overview

What is your experience of Demon Slayer series?

50 responses

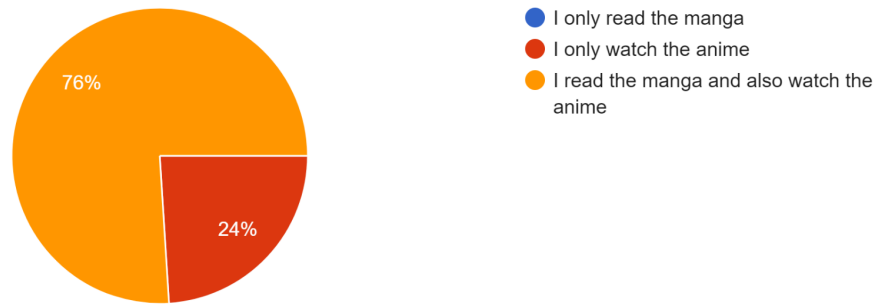


Chart 1:

This study collected 50 questionnaires and obtained 38 valid questionnaires (76% of the total), ensuring that all respondents had experience reading manga and watching anime of the Demon Slayer series. It is key to accurately filter respondents to ensure they have sufficient exposure to both media, as this can provide more accurate preference data (Reysen et al., 2017). This data set provides a solid foundation for us to analyze the Demon Slayer fans' preferences in media selection.

This method ensures the data reliability and the validity of the research results. Sutrisno (2023) emphasizes using appropriate respondent filtering criteria in the research is crucial for obtaining meaningful transmedia preference data. We can ensure that the data obtained reflects real and in-depth user experiences through this precise method, providing a solid foundation for research on the main factors influencing fans' preferences for different media of Demon Slayer.

4.2 Demographic Background

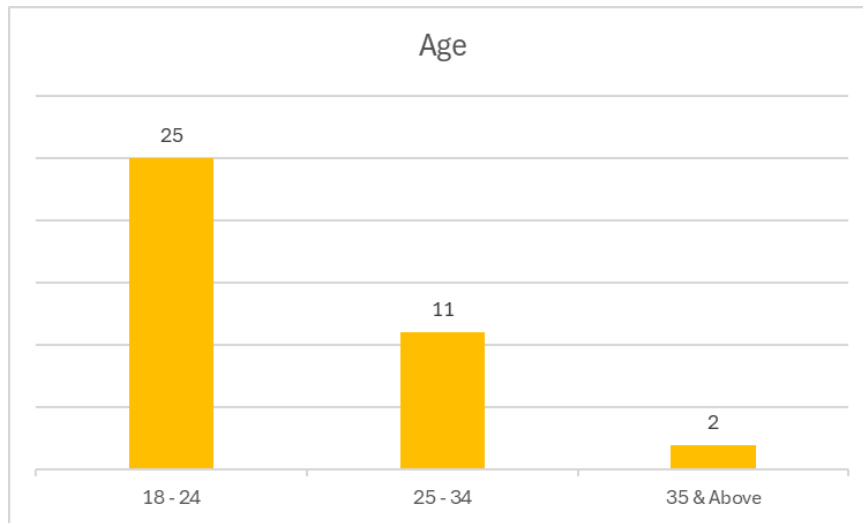


Chart 2:

The valid sample of this study mainly consists of young adults, with 66% (25) of respondents aged 18 to 24, 29% (11) aged 25 to 34, and 5% (2) aged above 35. According to Ito et al. (2012), young adults constitute the majority of global anime consumption, and their participation in anime culture promotes the innovation of related media and shapes current consumption trends. This demographic reflects the dominance of young people in anime consumption.

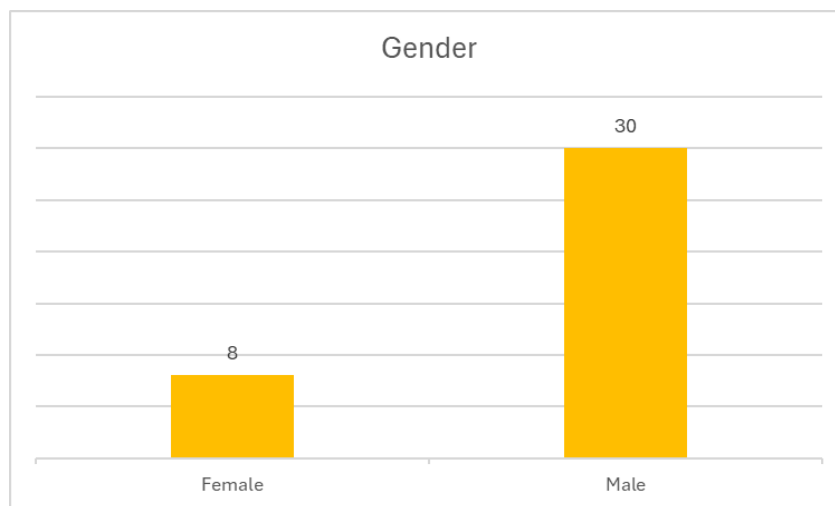


Chart 3:

In gender, males account for 79% (30) and females account for 21% (8). This gender ratio difference can be explained from multiple perspectives. The early market audience of the anime industry is mostly male. For example, the weekly Shonen "Jump" series, where the

dominant male heroes and action-driven narratives attract a majority of male audiences (Napier, 2016). This trend continues in the Demon Slayer series. In addition, men tend to participate more frequently in anime online communities and discussion activities, which may also lead to a higher proportion of male respondents in the questionnaire. However, Hemmann (2018) pointed out that although men are more active in animation consumption, the proportion of female audiences in animation consumption has gradually increased in recent years, and many works have begun to customize content for female audiences, such as paying more attention to emotional resonance and diverse character development. This change shows that understanding how gender affects media preferences is crucial for the animation industry.

4.3 Preference Analysis

This section aims to explore the media preferences of Demon Slayer fans between manga and anime and analyze the key factors that influence these preferences. We can gain a detailed understanding of fans' choice trends and reveal the logic and motivations behind these choices by examining the data from 38 valid questionnaires.

Fans' preferences reflect how the media form impacts them, including the platform where the content is presented and their personal consumption habits and cultural background. As Napier (2016) mentioned, anime has an advantage in sensory stimulation and emotional transmission with its dynamic expression and comprehensive artistic effects, while manga provides greater imagination space through rich narrative details and readers' participation.

4.3.1 Preference Overview

Do you prefer manga or anime of Demon Slayer?
38 responses

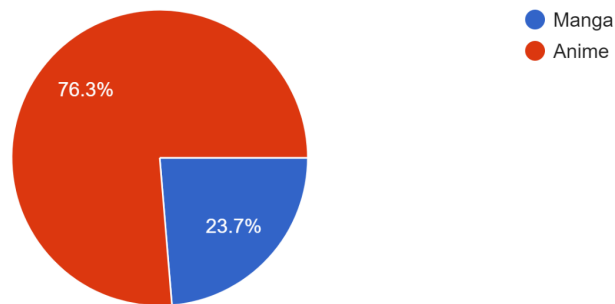


Chart 4:

According to the questionnaire data, 29 out of 38 valid participants (76.3%) preferred anime of the Demon Slayer series, while 9 (23.7%) preferred manga. This preference distribution reveals the significant advantages of anime in visual expression and multi-sensory experience. According to Berndt (2018), anime creates a unique immersive experience for the audience through dynamic narrative and emotional expression, which is enhanced by video and audio integration. The following is a Likert Scale data analysis of the specific reasons.

4.3.2 Factors Influencing Fans' Preference for Anime Analysis

Audio Enhancement

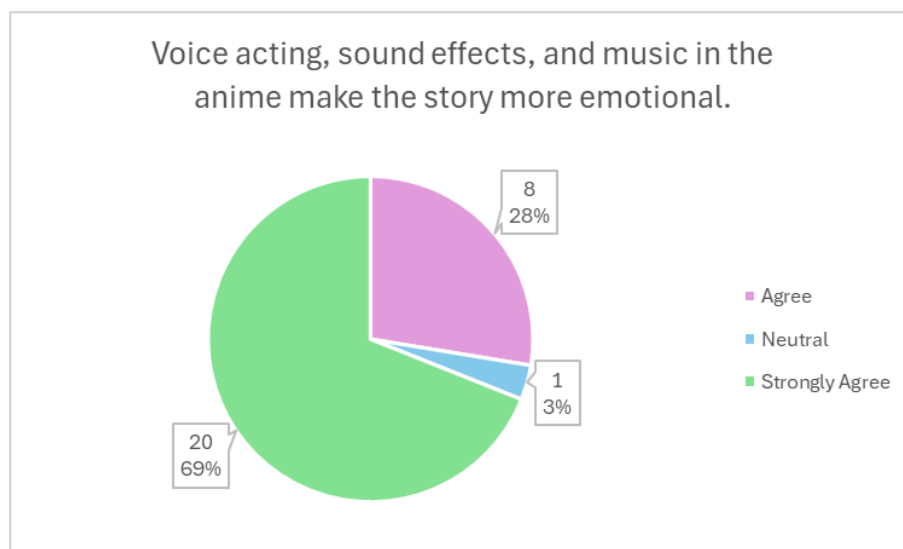


Chart 5:

In the anime Demon Slayer, sound effects are widely considered to be an important factor in enhancing emotional experience. The data shows that 69% (20) of respondents "strongly agree" that voice acting, sound effects, and music in the anime make the story more emotional, and another 28% (8) of respondents chose "agree". This result shows that the sound element provides the audience with the emotional background of the plot, and makes the characters more vivid and lively through the voice actors' performance (Zhao, 2019).

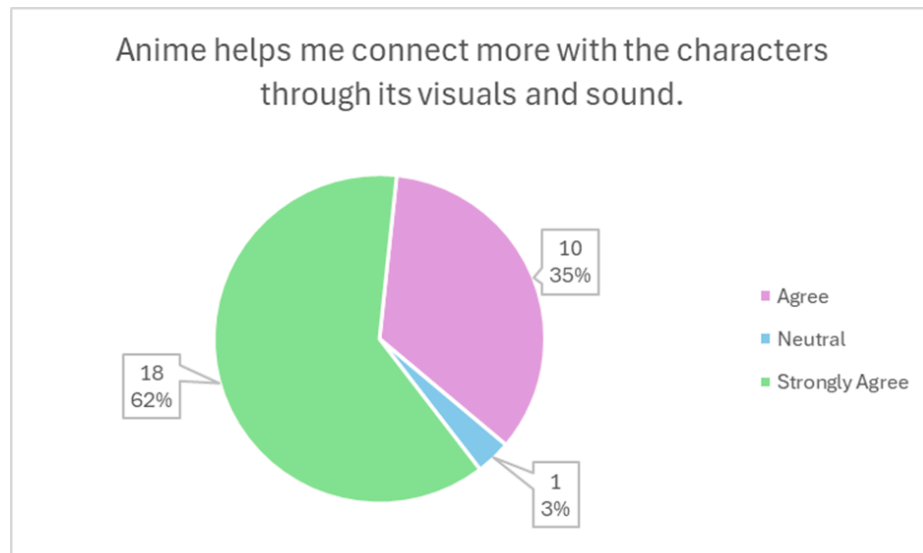


Chart 6:

Furthermore, 62% (18) of respondents "strongly agree" that anime helps them connect more with the characters through the combination of vision and sound. This is inseparable from the characters' ability in anime to convey strong emotions through sound. For instance, the voice performance of the protagonist Tanjiro when facing the death of his family deeply touched the audience. This audio-visual combination effect has a unique advantage in enhancing the emotional narrative.

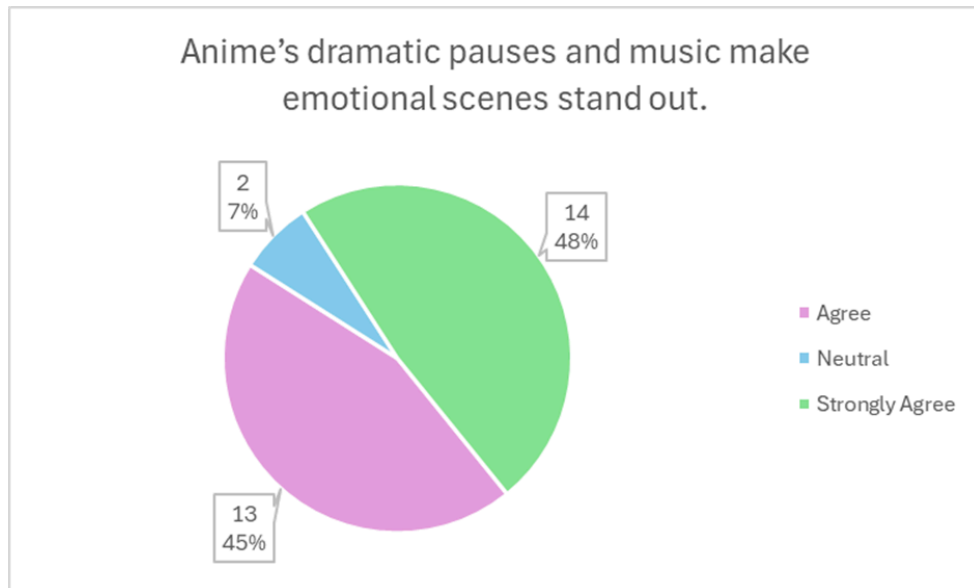


Chart 7:

In addition, 48% (14) of the respondents "strongly agree" that the anime's dramatic pauses and music make emotional scenes stand out, while 45% (13) of respondents agreed with that. The perfect combination of background music and rhythm allows the audience's emotions to fluctuate with the plot development (Steinberg, 2012). It amplifies the emotional tension in key plots, making the story more exciting. The role of sound in transmedia narratives is to enhance audience immersion and emotional participation.

Visual Expression

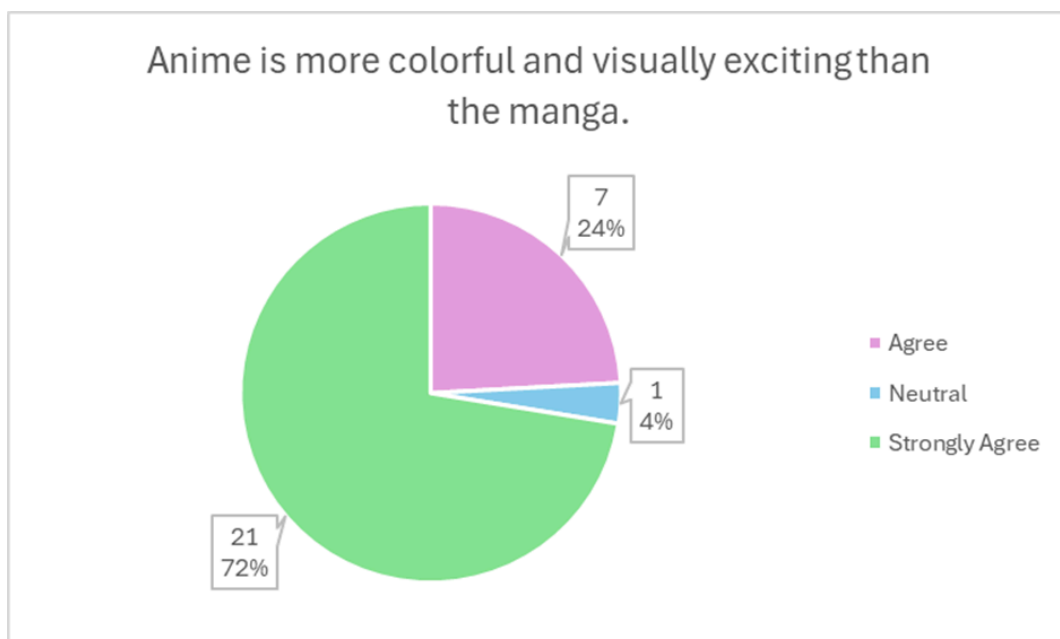


Chart 8:

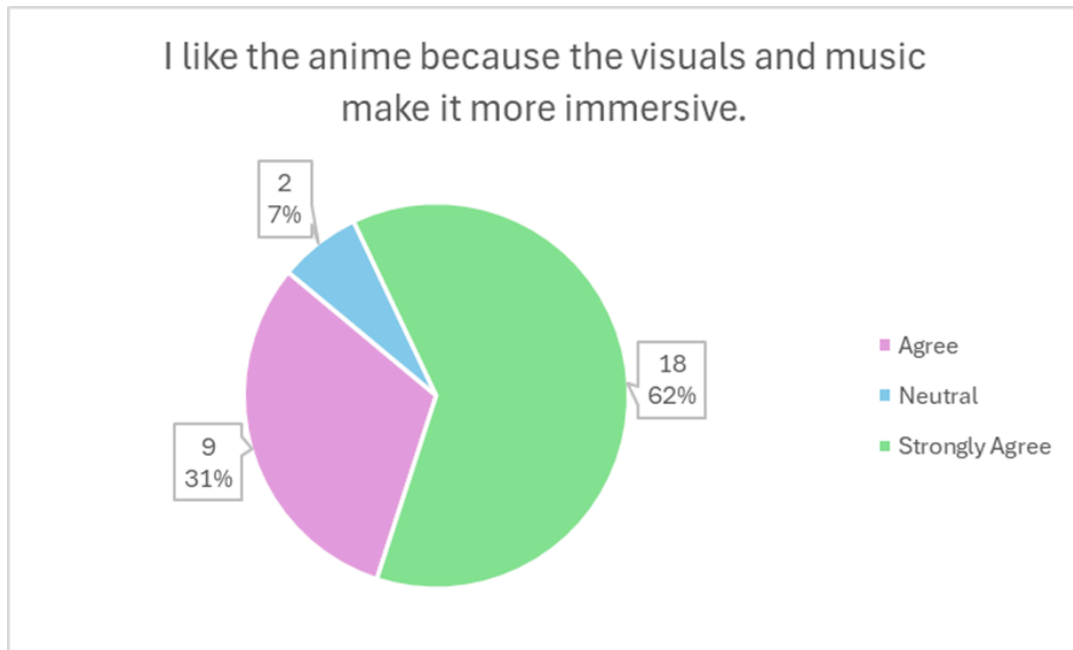


Chart 9:

The visual effects of anime have always been one of the important factors that attract fans. The survey data showed that 21 out of 29 respondents (72%) "strongly agree" that anime is more colorful and visually exciting than manga. 18 of the respondents (62%) "strongly agree" that visuals and music make them more immersive in anime. This phenomenon has been widely studied in transmedia narratives. According to Steinberg (2012), moving images and visual details often become an important basis for audiences to evaluate anime as superior to manga. Bright colors and smooth action performances make the scenes in anime more vivid. For example, the detailed visual effects in the battle between Tanjiro and the demon in the anime successfully transform the two-dimensional images of the original manga into a dynamic three-dimensional experience.

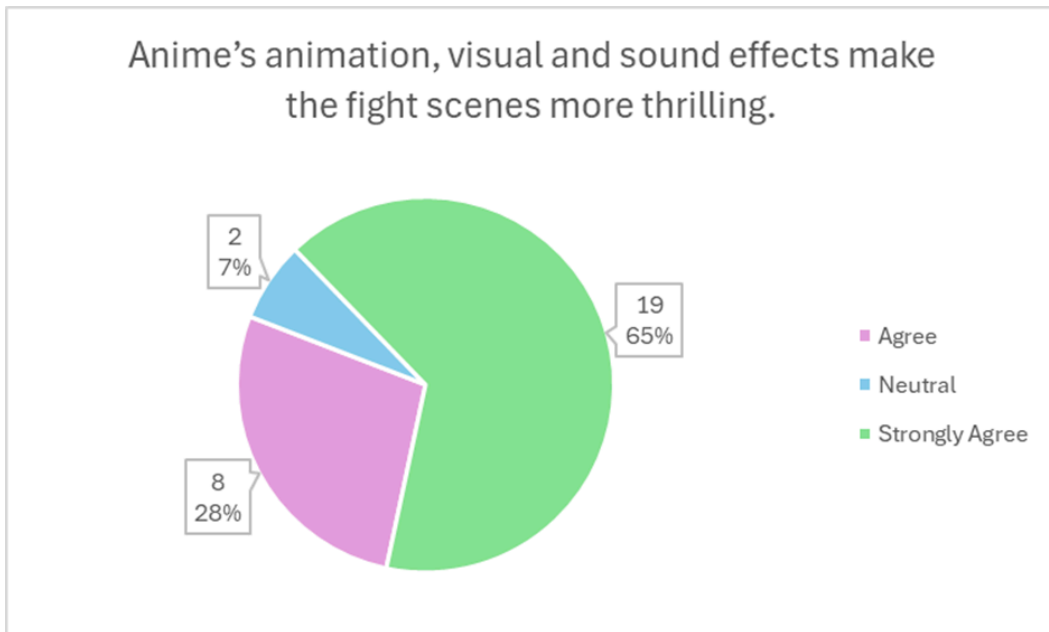


Chart 10:

In addition, 19 of the respondents (65%) "strongly agree" that the anime's animation, visual, and sound effects make the fight scenes more thrilling, which shows the importance of moving images in enhancing the expressiveness of action scenes. This strong sense of immersion allows the audience to experience the worldview of "Demon Slayer" more deeply and makes them feel like they are in the scene. The high level of visual effects production makes the Demon Slayer anime more attractive worldwide, further illustrating the advantages of visual expression in transmedia works (Clements, 2017).

Action Scenes

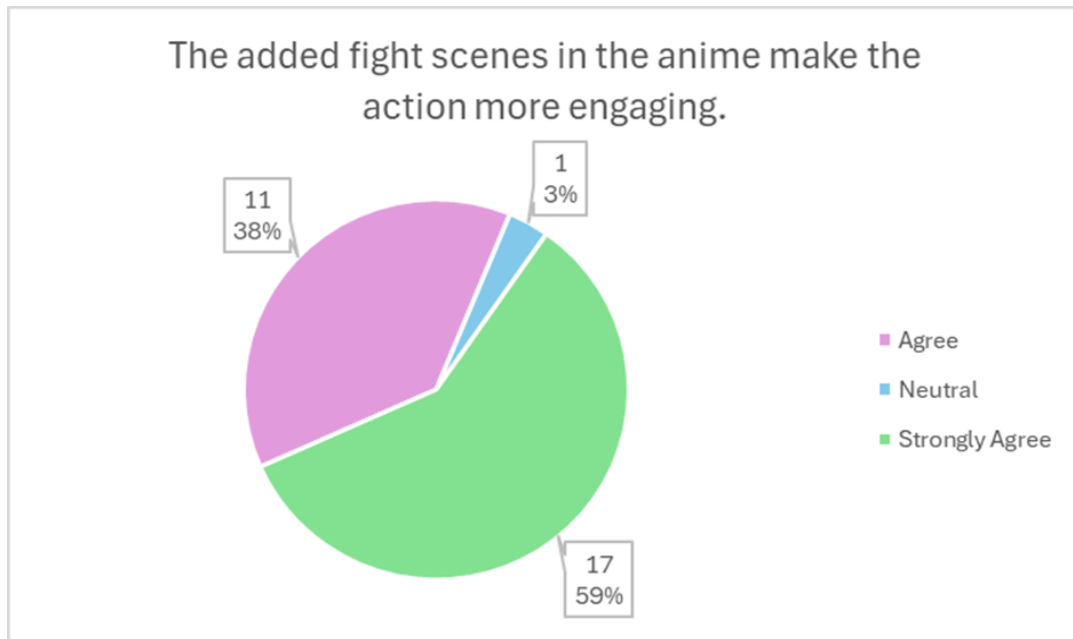


Chart 11:

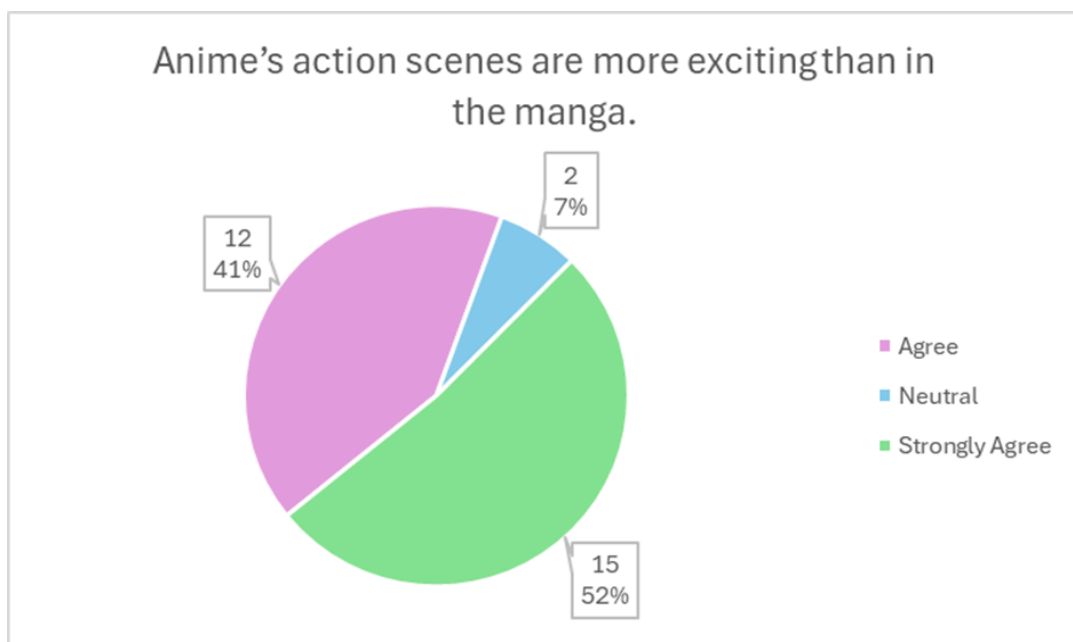


Chart 12:

The battle scenes are one of the core attractions of Demon Slayer, and the anime has shown great advantages in this regard. The data shows that 59% (17) of the respondents "strongly agree" that the added fight scenes in the anime make the action more engaging. 52% (15) of the respondents "strongly agree" that anime's action scenes are more exciting than in the manga. These data show that the enhancement of the action scenes' expressiveness by

dynamic images cannot be ignored. The advantages of dynamic images are maximized in action scenes, especially the tension and smoothness of the battle, which allows the audience to feel the power and emotions of the characters more directly (Zhao, 2019).

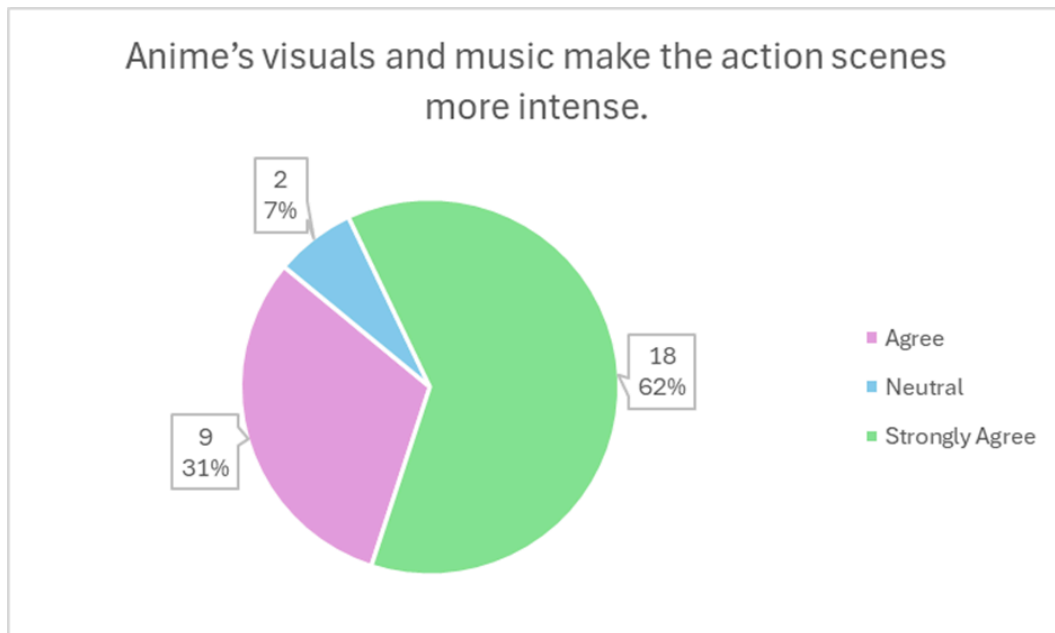


Chart 13:

Furthermore, 62% (18) of the respondents "strongly agree" that anime's visuals and music make the action scenes more intense. This indicates that the potential of transmedia works in dynamic narratives is an important factor in attracting audiences, especially in the performance of the action genre, where anime is significantly better than manga (Napier, 2016). Through high-precision action design and sound effect synchronization, anime allows the audience to experience more tense and exciting battle scenes than manga.

4.3.3 Factors Influencing Fans' Preference for Manga Analysis

Narrative Details

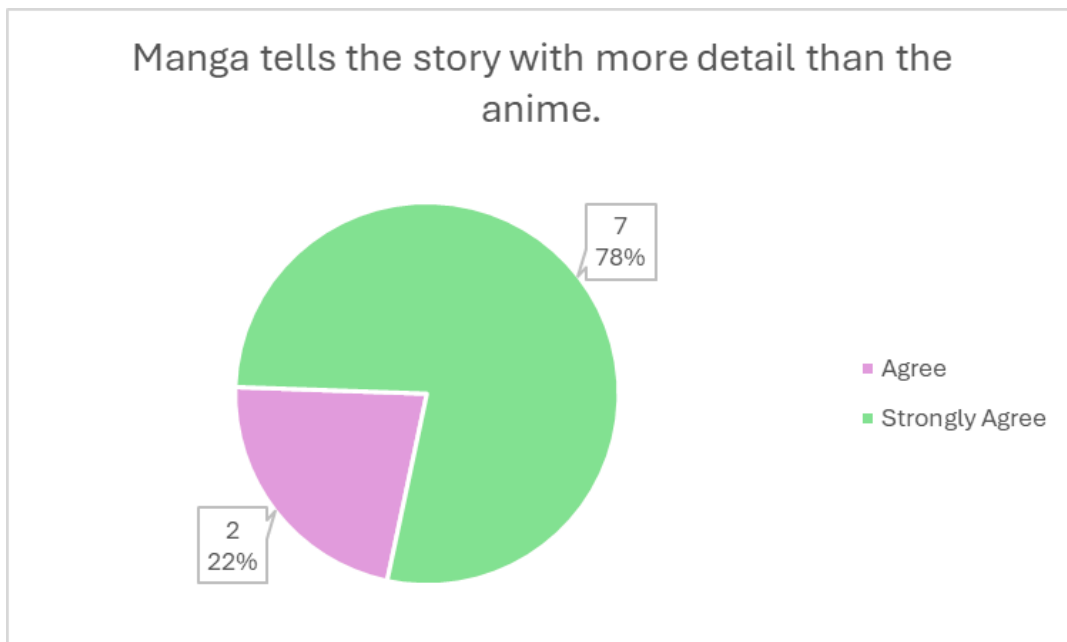


Chart 14:

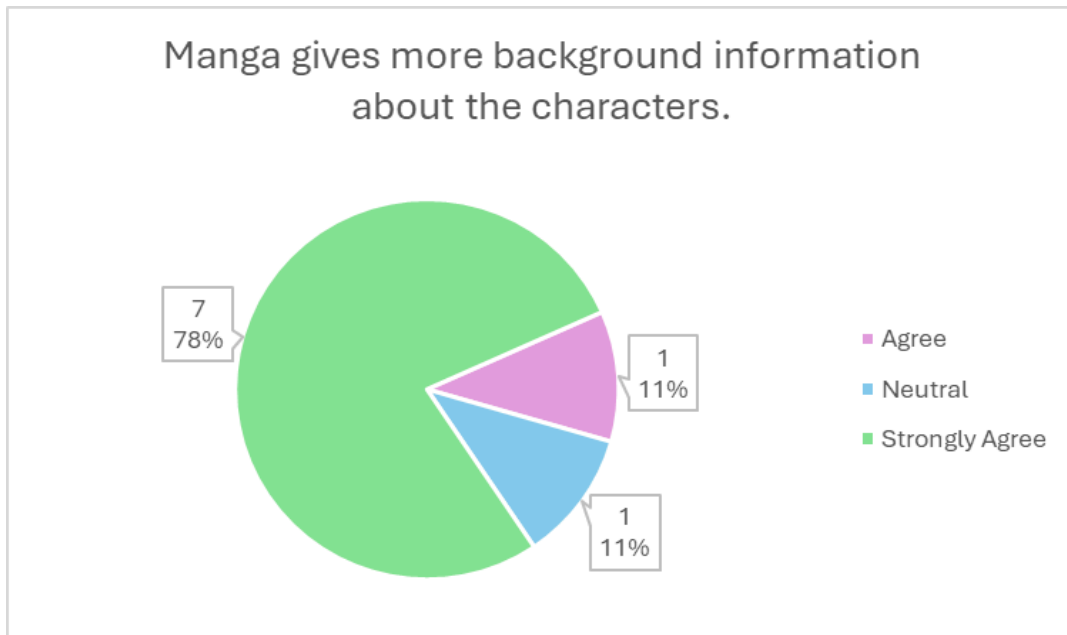


Chart 15:

The data shows that 78% (7) of respondents "strongly agree" that manga tells the story with more details than anime, while 22% (2) of respondents chose "agree". In addition, 78% (7) of respondents "strongly agree" that manga gives more background information about the

characters. This result shows that manga has advantages in narrative rhythm and detail presentation. For example, the detailed description of Tanjiro's family background and the Demon Slayer Corps' history in the manga is more in-depth than in the anime, where these plots are simplified due to time constraints. Detailed narratives can provide readers with a wider range of background information. It enhances readers' sense of involvement in the characters and plots through delicate descriptions (Reysen et al., 2017). This feature is important for readers who like immersive experiences because they can understand the story's complexity through these details.

Independent Reading Flexibility

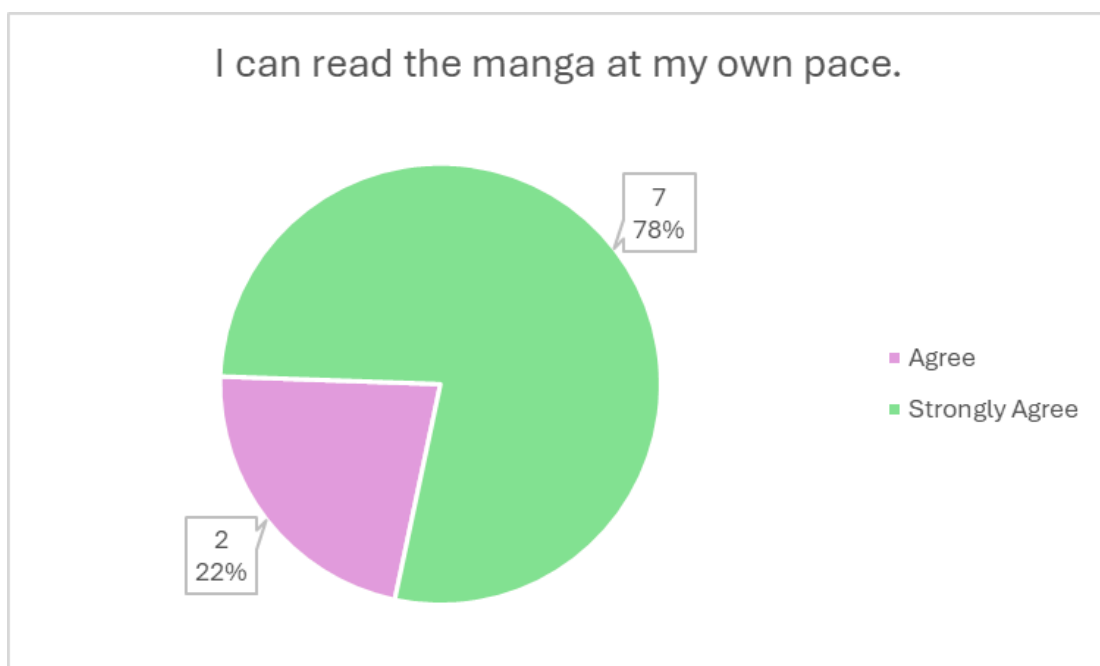


Chart 16:

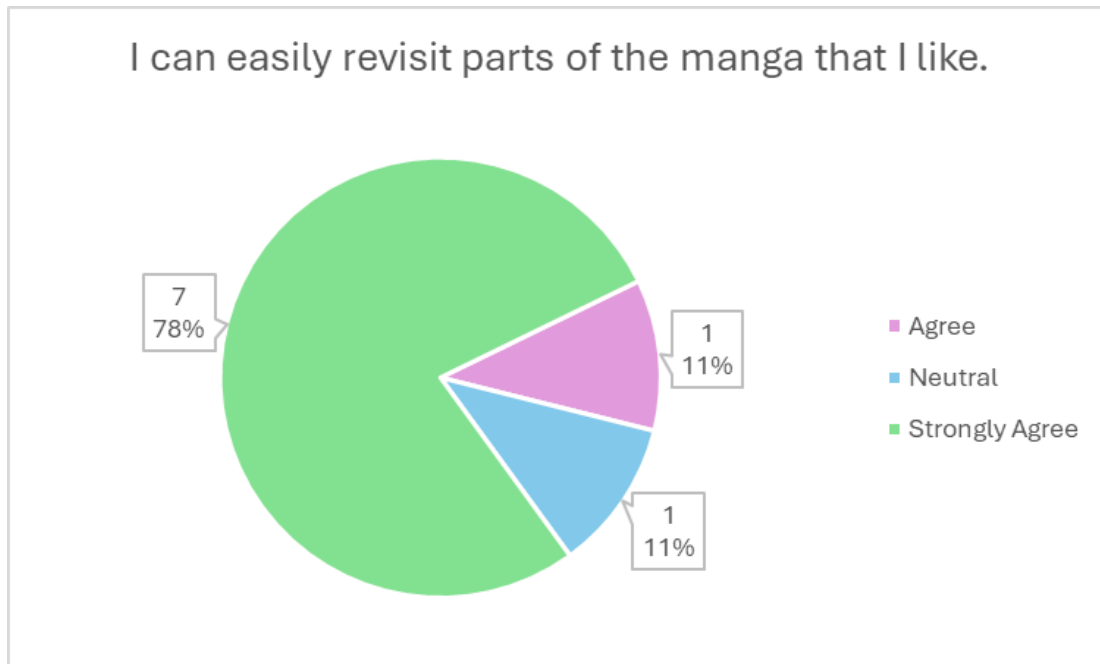


Chart 17:

In terms of independent reading experience, 78% (7) of respondents "strongly agree" that they can read the manga at their own pace, while 22% (2) of respondents chose "agree". According to Zhao (2019), this flexibility provides readers with a unique reading experience, allowing them to invest more personal emotions in understanding the story. Furthermore, 78% (7) of respondents said they could easily revisit their favorite manga parts. For instance, many fans will repeatedly read the key battle plot between Tanjiro and Nezuko against the upper demons because the manga allows them to review the details and discover new information. This manga flexibility allows readers to revisit specific plots at any time according to their needs.

Visual Style and Artistic Expression

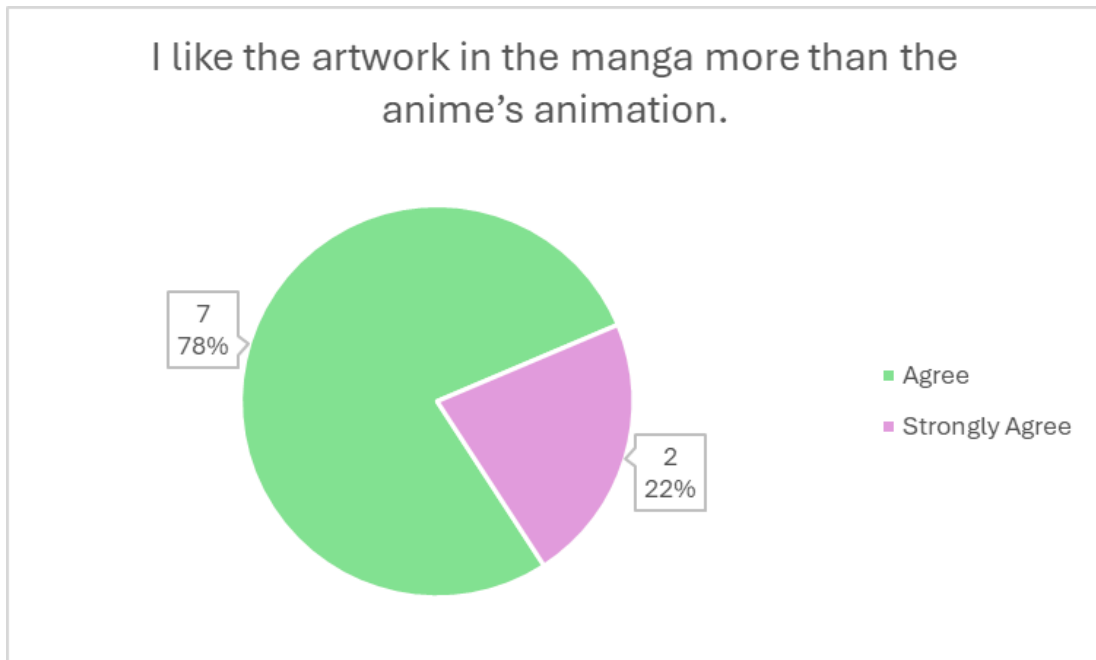


Chart 18:

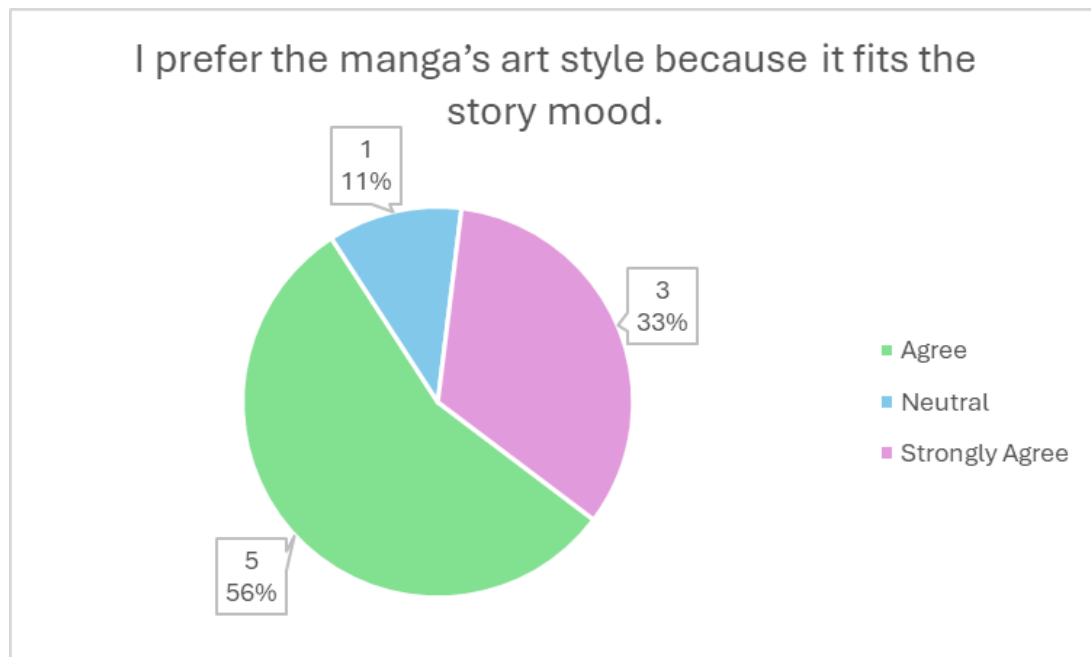


Chart 19:

The data shows that 7 out of 9 respondents (78%) "strongly agree" that they like the artwork in the manga more than the anime's animation, while 2 of the respondents (22%) agreed with that. Moreover, 5 of the respondents (56%) said they prefer the manga's art style because it fits the story's mood. This result shows that manga has a significant advantage in artistic

expression. Static images allow artists to depict more emotions through dialogue and composition while moving images are difficult to depict fully (Schodt, 2011).

Completeness

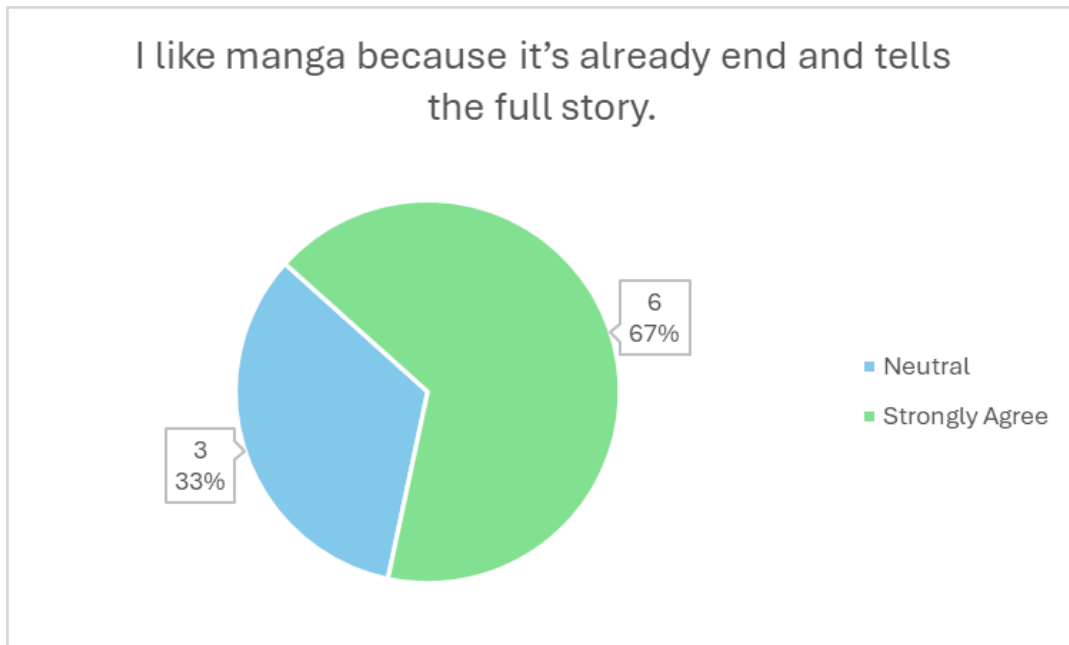


Chart 20:

The data shows that 67% (6) of respondents "strongly agree" that they like manga because it's already ended and tells the full story. This indicates that manga as a complete narrative form, allows readers to experience the complete story development, thus satisfying their expectations for the ending. In addition, since anime is based on manga, some viewers will have a strong interest in the story development after watching the anime and hope to explore further the content not covered by the anime through manga. Napier (2016) mentioned that this interest triggered by anime reflects the key role of manga as the story's starting point. For example, the manga describes in detail the ending of Tanjiro and other slayers at the end, showing the future development of the Demon Slayer Corps, which has not yet been fully shown in the anime. This completeness makes manga more popular with fans who want to finish the story. For Demon Slayer fans, the complete ending satisfies readers' expectations of the story's direction and brings closure to the characters' fate.

Personal Interpretation

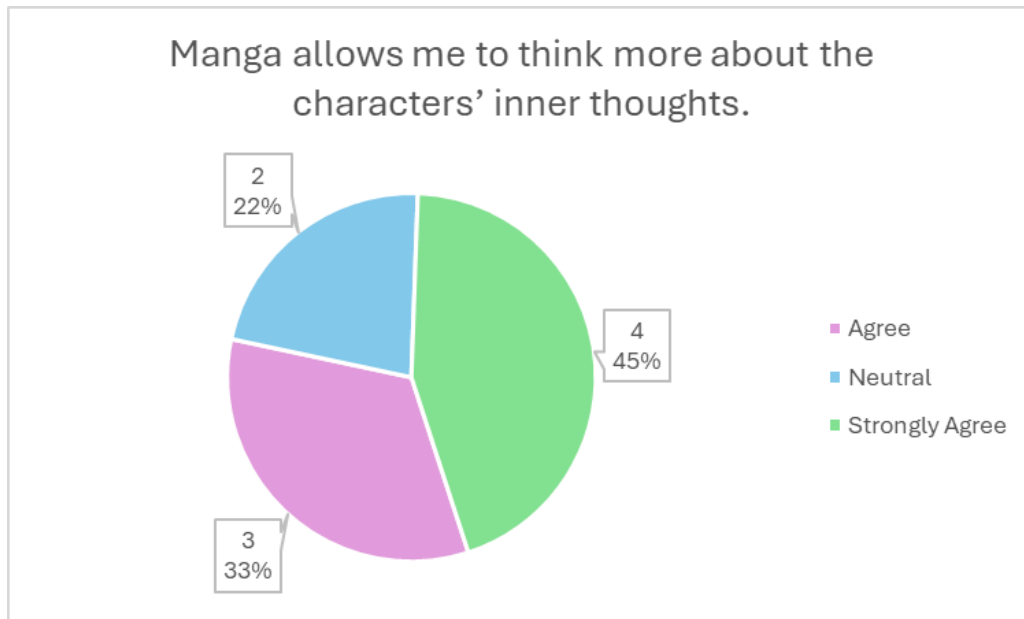


Chart 21:

45% (4) of respondents “strongly agreed” that manga allows them to think more about the characters' inner thoughts, while 33% (3) agreed with that. Manga has more space for personal interpretation through static images and dialogues. For instance, readers can interpret the character’s psychological activities with their imagination, thereby establishing a deeper emotional connection (Rubin, 1983). This can enrich the reading experience of readers and enable them to reiterate the story content from a unique perspective.

4.4 Main Factors Influencing Fans' Preferences between the Demon Slayer Manga and Anime

What influenced your choice between the manga and anime of Demon Slayer the most?

38 responses

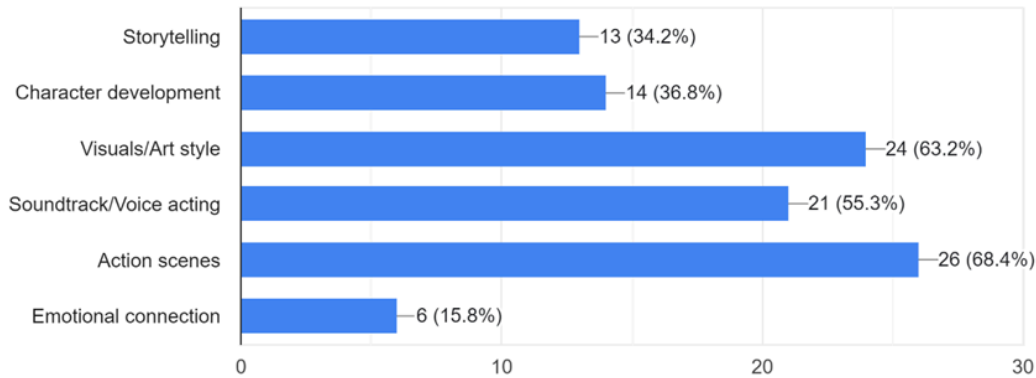


Chart 22:

According to the survey data, the main factors affecting the fans' preferences for Demon Slayer include action scenes (68.4%), visual and artistic style (63.2%), sound effects and voice acting (55.3%), character development (36.8%), storytelling (34.2%) and emotional connection (15.8%). These data are the joint selection results of 29 preferred anime fans and 9 preferred manga fans, each person can have multiple choices. These data show that although sound effects and voice acting are anime's unique advantages, the other factors play an important role in manga and anime, reflecting the two media commonalities in meeting the audience's needs. Action scenes are the main factor that influence fans' preference followed by visual and artistic styles, reflecting the audience's high attention to visual impact and narrative presentation. Moreover, character development and storytelling emphasize fans' attention to content depth and plot design. Emotional connection reveals that some fans prefer to experience the series through personal substitution although less influential. Analyzing these factors helps us understand fans' preferences and indicates the unique advantages and common characteristics of manga and anime in attracting fans. This provides direction for balancing the advantages and disadvantages of different media forms in future creations and provides crucial inspiration for the further optimization of transmedia narratives.

4.5 Reason for Single Media Experience

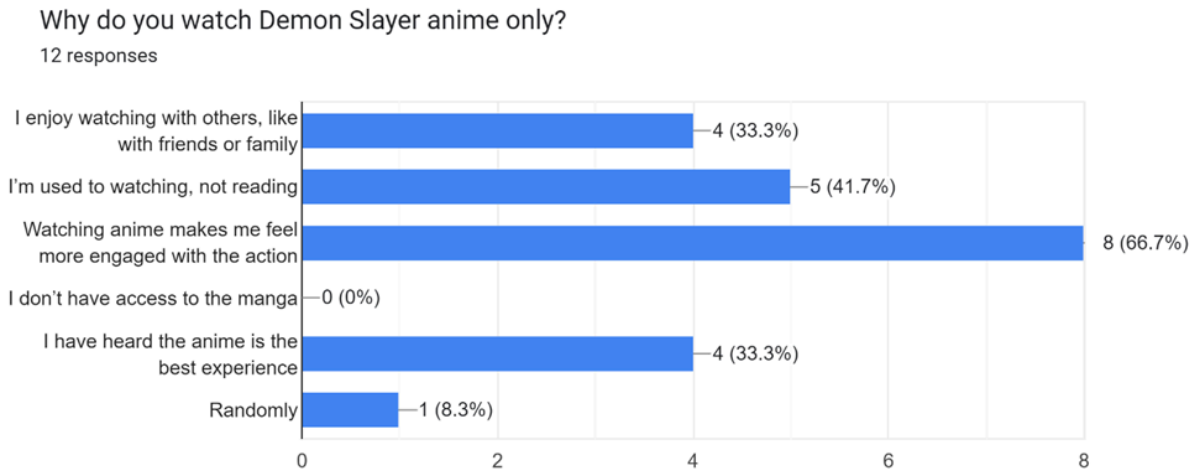


Chart 23:

In this study, 12 respondents indicated that they had only been exposed to the Demon Slayer anime and had not experienced another medium. The choices of these respondents provide valuable insights into the reasons behind single media experience. As can be seen from the chart, the reasons respondents who chose to watch only the Demon Slayer anime mainly focused on the following aspects:

66.7% (8) of the respondents said watching anime made them more engaged in action scenes. This highlights the advantages of the Demon Slayer anime through audio-visual effects, especially in battle scenes. Napier (2016) pointed out that anime can enhance the audience's sense of participation through the combination of vision and hearing to create a more immersive experience. This also conforms to the survey of this study that the anime audio-visual effects are an important attraction for the fans.

Besides, 41.7% (5) of the respondents mentioned that they are used to watching rather than reading. This shows that compared with static text and pictures, moving video content is more likely to fit the media consumption habits of modern audiences. According to Steinberg (2012), young audiences in the digital age tend to rely more on the immediacy and intuitiveness of audiovisual media, which is one of the obvious advantages of anime over manga.

The survey data shows that 33.3% (4) of the respondents choose to watch anime because they like to watch it with friends or family. This reflects the important position of anime in modern social situations. Clements (2017) emphasized that there is often a direct correlation between the audience's social needs and media choices, especially as a media form that can share easily, the social attributes of anime further enhance the fans' preference for it.

Moreover, 33.3% (4) of the respondents said that they chose to watch anime because they heard that it was the best form of experience for the Demon Slayer series. This indicates the crucial role of communication in media selection. Reysen et al. (2017) also pointed out that group cognition and social influence in fan culture have a significant effect on the formation of individual preferences.

Last but not least, although only 8.3% (1) of the respondents said that they randomly chose to watch anime, this also reveals the accidental nature of some viewers' media choices.

Chapter 5

Findings & Conclusion

5.1 Research Findings

This study deeply explored the Demon Slayer fans' preferences between manga and anime and their main factors through data analysis of 38 valid questionnaires. The main research findings are as follows:

1. Overall Fans' Preferences

This study found that most fans prefer anime. Questionnaire data showed that 29 respondents (76.3%) preferred anime, while 9 (23.7%) preferred manga. This result indicates that anime has become the fans' preference for the Demon Slayer series with its dynamic expression, visual effects, and aesthetic experience. This trend is universal in transmedia narrative works, consistent with Napier's (2016) research on the attractiveness of anime performance. However, manga still won the favor of some fans with its unique narrative style and artistic details, especially in terms of detailed description and narrative pace.

2. Main factors influencing fans' preferences

The analysis results show that the main factors influencing fans' preferences include action scenes (68.4%), visual and artistic style (63.2%), sound effects and voice acting (55.3%), character development (36.8%), storytelling (34.2%) and emotional connection (15.8%).

Action scenes are considered the most important factor. This shows that fans pay attention to the work's visual impact and motion narrative. Besides, visual style is the second crucial factor in influencing both anime and manga fans' preferences. Anime creates immersion through color and moving effects, while manga enhances artistic expression through unique painting styles and detailed descriptions. Moreover, sound effects and voice acting are unique advantages of anime, reflecting the benefits of anime in multi-sensory storytelling. The voice performance and background music can enhance the emotional resonance of the audience.

3. Transmedia Storytelling Success

The results further show that the Demon Slayer succeeds in the attractiveness of its content and the effective transmedia storytelling application. The manga as original work provides a rich narrative framework, while the anime further amplifies the story influence through dynamic presentation and enhanced audiovisual elements. Steinberg (2012) mentioned a multimedia collaborative narrative can attract a more diverse audience, which is the global success of the Demon Slayer series.

5.2 Limitations and Suggestions

Although this study has achieved certain results, there are still the following limitations and space for improvement. These limitations could affect the universality of the research conclusions and provide clear directions for future research improvement.

Sample Size and Distribution

The sample size of this study is small, only including 38 valid questionnaire respondents. The preference for anime and manga ratio is unevenly distributed (29:9). This may lead to the results being biased towards explaining the anime preference and failing to represent the accurate perspectives of manga fans. In addition, the respondents of this study are mostly concentrated in the young group, especially the 18 to 24 age group. It makes the research results more likely to represent this group's preferences and may ignore the audience's perspectives in other age groups. For example, middle-aged or older groups may have different understandings of the manga narrative style. Future research should expand the sample range such as increasing the number of survey respondents and ensuring sample diversity. A more comprehensive sample distribution can more accurately reveal the media preferences of different fan groups.

Research Method Singleness

This study used a quantitative questionnaire survey, which is efficient and easy to analyze but lacks an in-depth exploration of fans' internal psychology and emotional motivations. For instance, the questionnaire cannot reveal the specific emotional experience or personal values behind fans' preferences for a certain medium. The structured questionnaire nature limits the respondents' possibility of expressing complex opinions and

fails to capture fans' media preferences in specific situations. Future research recommends combining qualitative research methods, such as in-depth interviews or focus group discussions. It tends to better understand fans' psychology and emotional motivations. In addition, observation or text analysis can be used to conduct in-depth research on fans' discussions on social media or forums.

External Factors

This study mainly focuses on the characteristics of manga and anime. However, fans' media preferences are often affected by external factors, such as marketing strategies, cultural background, and community activities. These factors may play a key role in fans' media preferences. For example, the global promotion of anime and the popularity of streaming platforms have significantly expanded its audience base. Nevertheless, manga may rely more on the traditional publishing market. Future research can analyze external factors that influenced fans in different regions to prefer manga or anime from other perspectives. Moreover, it is also possible to explore how fan community interaction strengthens their media preferences, such as through online discussions, secondary creations, or offline activities like Comic Fiesta.

Limitations of Time and Resource

This study was unable to conduct an in-depth discussion on the synergy between different media for specific transmedia works such as Demon Slayer due to time and resource limitations. Future research can extend the focus to media forms other than manga and anime, such as video games, or peripheral products, to explore the overall impact of transmedia storytelling.

5.3 Conclusion

This study has answered two research questions, the fans' preference for manga and anime of Demon Slayer and its main influencing factors. This study also further explored the practical application value of transmedia storytelling. The study shows that fans' media preferences are influenced by media characteristics and their expressiveness. These findings give support for the application of transmedia storytelling theory and provide practical guidance for the creation and promotion of manga and anime.

The results show that most fans (76.3%) prefer anime, mainly because anime enhances the immersion and emotional resonance of the narrative through dynamic visual effects, multi-sensory experience, and high-quality sound effects and voice acting. Relatively, manga has attracted some fans with its unique narrative depth, artistic details, and reading freedom, especially those readers who attach more importance to emotional substitution and personalized interpretation. This dual attraction indicates that manga and anime have their characteristics in attracting fans.

Furthermore, the study found that action scenes and visual art styles are the core factors of fans' preferences by analyzing the main factors affecting them. These two factors are widely recognized in both manga and anime, although the specific forms of expression are different. In addition, sound effects and voice acting significantly enhance fans' emotional connection and viewing experience. Secondary factors such as character development, storytelling, and emotional resonance also play a key role in fans' preferences, indicating that fans' media preferences are the result of multi-dimensional considerations.

The findings strongly endorse the practical importance of transmedia storytelling, again demonstrating that different media combination forms can attract more varied audiences as well as increase fans' affection for the work. For example, Demon Slayer manga developed a solid narrative framework and character image, whereas anime brings the character lively through visual expression and voice acting. This transmedia approach increases the appeal of work while ensuring that fans have a good consumption experience. Demon Slayer succeeds in the multimedia narrative as it meets the needs of different fans through different media.

In the future, creators should pay more attention to achieving complementary advantages between different media forms. For instance, anime producers can improve action scenes and audiovisual design to attract more audiences who like dynamic visual performance. Besides, manga creators can enhance their uniqueness through more detailed plot descriptions and innovative narrative structures. At the same time, future transmedia storytelling works can also explore how to maintain the loyalty of core fan groups while attracting new fans.

5.3.1 Significance of Research

This study provides empirical support for the application of transmedia storytelling theory in fans' preferences research. It also suggests the production and dissemination of manga as well as anime. The study offers creators and publishers reference directions for optimizing content by identifying the factors influencing fans' preferences. Moreover, the study reveals how transmedia storytelling can enhance the attractiveness of work and its fan base through multimedia synergy. In short, this study focuses on the Demon Slayer series and analyzes the fans' media preferences to demonstrate the unique value of manga and anime in attracting fans. It helps to understand the complexity of fan culture and offers significant theoretical and practical guidance for the creation of future transmedia storytelling works.

References

- Allison, A. (2006). *Millennial monsters: Japanese toys and the global imagination* (Vol. 13). Univ of California Press.
https://books.google.com.my/books?hl=en&lr=&id=Ck2Q5qPVSlyC&oi=fnd&pg=PR9&dq=Millennial+Monsters:+Japanese+Toys+and+the+Global+Imagination.+University+of+California+Press&ots=7kjM5BUHoR&sig=344ViT4cuupkVerQKM8TiOrAehU&redir_esc=y#v=onepage&q=Millennial%20Monsters%3A%20Japanese%20Toys%20and%20the%20Global%20Imagination.%20University%20of%20California%20Press&f=false
- Berndt, J. (2018, September). Anime in academia: Representative object, media form, and Japanese studies. In *Arts* (Vol. 7, No. 4, p. 56). MDPI.
<https://www.mdpi.com/2076-0752/7/4/56>
- Bryman, A. (2012). *Social Research Methods*. Oxford University Press.
<https://lib.mdpu.org.ua/wp-content/uploads/2024/03/Alan-Bryman-Social-Research-Methods2016.pdf>
- Clements, J. (2023). *Anime: A history*. Bloomsbury Publishing.
<https://books.google.com/books?hl=en&lr=&id=0LnMEAAAQBAJ&oi=fnd&pg=PP1&dq=Anime:+A+History.+British+Film+Institute.&ots=lyTKoEpKqr&sig=I-8nErumA9DrBuG6NKeXJJODs5U>
- Evans, E. (2019). Transmedia television: New trends in storytelling. *International Journal of Communication*, 13, 479-499.
<https://ijoc.org/index.php/ijoc/article/viewFile/10003/2646>

Field, A. (2024). *Discovering statistics using IBM SPSS statistics*. Sage publications limited.
https://books.google.com.my/books?hl=en&lr=&id=83L2EAAAQBAJ&oi=fnd&pg=PT8&dq=Discovering+Statistics+Using+IBM+SPSS+Statistics&ots=UbLSAjEKC P&sig=RKxwVh8baTzjUbfcXOG23LSEFTU&redir_esc=y#v=onepage&q=Discovering%20Statistics%20Using%20IBM%20SPSS%20Statistics&f=false

Gregar, J. (2014). *Research Design (Qualitative, Quantitative and Mixed Methods Approaches)*. <https://e-pedagogium.upol.cz/pdfs/epd/2016/04/08.pdf>

Hemmann, K. (2018). *Manga in America: Transnational book publishing and the domestication of Japanese comics*, by Casey Brienza. *Transformative Works and Cultures*, 27.
https://d1wqtxts1xzle7.cloudfront.net/56826768/Hemmann_Review_of_Manga_in_America-libre.pdf?1529442020=&response-content-disposition=inline%3B+filename%3DReview_of_Casey_Brienzas_Manga_in_Americ.pdf&Expires=1732556123&Signature=Vf9WMRBqnyX8szXoM42dO3JjB-yIawmJHAMbjIPasTQQNLG28O3HPhvHN-NvfFuk12s0hSs5wbC93Ss7izGvXadcifTg6fhNsoOI7Hiwa2IWkILO75bXh1mRbg5GPDo27vii-gl2d-2ufbKBi8-Q~sgc3H~1NdxACCI2WyBWB1ShMlimuv8YWfvLwKo1vm3HIIW67eNJ1URN73WTyNv2XpVvjIBefeDMzO0R1UNgUQJ85GYIH6rmeviDZ4xT9XUpPQ3cJ9Fiu4tFd5UA7aj7CJ2m63Y1Pq0q3fMHqzWaa4thKGOukchcUXoNjh1W9vPnVwllKP-68w25oSAPFWKEQ__&Key-Pair-Id=APK-AJLOHF5GGSLRBV4ZA

Ito, M., Okabe, D., & Tsuji, I. (Eds.). (2012). *Fandom unbound: Otaku culture in a connected world*. Yale University Press.
<https://books.google.com.my/books?hl=en&lr=&id=FpOzAwAAQBAJ&oi=fnd&pg=PP1&dq=Fandom+Unbound:+Otaku+Culture+in+a+Connected+World&ots=VeV>

WqvaSQf&sig=gaT2u_ZLR3rr7RQQmrrIyDuymXs&redir_esc=y#v=onepage&q=Freedom%20Unbound%3A%20Otaku%20Culture%20in%20a%20Connected%20World&f=false

Jenkins, H. (2011). Convergence culture. Where old and new media collide. *Revista Austral de Ciencias Sociales*, 20, 129-133. <http://revistas.uach.cl/pdf/racs/n20/art09.pdf>

Napier, S. J. (2016). *Anime from Akira to Howl's moving castle: Experiencing contemporary Japanese animation*. St. Martin's Griffin.

https://books.google.com.my/books?hl=en&lr=&id=UnuLCwAAQBAJ&oi=fnd&pg=PR1&dq=Anime+from+Akira+to+Howl%27s+Moving+Castle:+Experiencing+Contemporary+Japanese+Animation.&ots=bBYZK9-Hg6&sig=_wvMjyDGuQwvCrQhNERj4xYwspw&redir_esc=y#v=onepage&q=Anime%20from%20Akira%20to%20Howl's%20Moving%20Castle%3A%20Experiencing%20Contemporary%20Japanese%20Animation.&f=false

Reysen, S., Plante, C. N., Roberts, S. E., & Gerbasi, K. C. (2017). Anime genre preferences and paranormal beliefs. *The Phoenix Papers*, 3(1), 327–343.

https://www.researchgate.net/profile/Stephen-Reysen/publication/319353206_Anime_Genre_Preferences_and_Paranormal_Beliefs/links/59a6ac564585156873cfaf53/Anime-Genre-Preferences-and-Paranormal-Beliefs.pdf

Rubin, A. M. (1983). Television uses and gratifications: The interactions of viewing patterns and motivations. *Journal of Broadcasting & Electronic Media*, 27(1), 37-51.

<https://doi.org/10.1080/08838158309386471>

Schodt, F. L. (2011). *Dreamland Japan: Writings on modern manga*. Stone Bridge Press, Inc..

<https://books.google.com.my/books?hl=en&lr=&id=-Og4pBRxtkcC&oi=fnd&pg=P>

A1&dq=Dreamland+Japan:+Writings+on+Modern+Manga.&ots=Dexqzr4cau&sig=0KRshk3eD51g7-Ui9bjO7YBUUWs&redir_esc=y#v=onepage&q=Dreamland%20Japan%3A%20Writings%20on%20Modern%20Manga.&f=false

Shrum, L. J. (2017). Cultivation theory: Effects and underlying processes. *The international encyclopedia of media effects, 1*, 1-12.

https://www.researchgate.net/profile/L-Shrum/publication/314395025_Cultivation_Theory_Effects_and_Underlying_Processes/links/59dbad4d458515e9ab451b33/Cultivation-Theory-Effects-and-Underlying-Processes.pdf

Steinberg, M. (2012). *Anime's media mix: Franchising toys and characters in Japan*. U of Minnesota Press.

https://books.google.com.my/books?hl=en&lr=&id=rzGqyHaUGYkC&oi=fnd&pg=PP2&dq=Anime%27s+Media+Mix:+Franchising+Toys+and+Characters+in+Japan.+University+of+Minnesota+Press.&ots=HTjBWT6Fr5&sig=D5_iW13FbNknm7BT0keetmRTLOw&redir_esc=y#v=onepage&q=Anime's%20Media%20Mix%3A%20Franchising%20Toys%20and%20Characters%20in%20Japan.%20University%20of%20Minnesota%20Press.&f=false

Sutrisno, S. (2023). Changes in Media Consumption Patterns and their Implications for People's Cultural Identity. *Technology and Society Perspectives (TACIT), 1*(1), 18-25. <https://journal.literasisainsnusantara.com/index.php/tacit/article/view/31>

Zhao, J. (2019, April). Analysis of Miyazaki's Anime Movie Audiovisual Language. In *3rd International Conference on Culture, Education and Economic Development of Modern Society (ICCESE 2019)* (pp. 432-434). Atlantis Press.

<https://www.atlantis-press.com/proceedings/iccese-19/55915724>

Appendix A

Survey Questionnaire

Fans' Preferences in Demon Slayer: Manga vs. Anime

Thank you for participating in this survey. I am Chong Jia Jet, studying Broadcasting in my final year at Universiti Tunku Abdul Rahman Sungai Long. This questionnaire aims to explore fans' preferences between the *Demon Slayer: Kimetsu no Yaiba* manga and anime. It is part of my research paper that studies the factors that influence why fans might prefer one medium over the other.

Your responses will provide valuable insights into how storytelling, character development, aesthetics experience, emotional engagement, and other factors impact fans' preferences. This survey should take around **10-15 minutes** to complete, and your answers will remain **anonymous** and used solely for academic purposes.

Please answer all questions honestly based on your experience with manga and anime, even if you have only consumed one of the mediums. Your participation is greatly appreciated!

* Indicates required question

1. Gender *

Mark only one oval.

Male

Female

2. Age *

Mark only one oval.

Below 18

18 - 24

25 - 34

35 & Above

3. How often do you read manga? *

Mark only one oval.

- Daily
- Weekly
- Monthly
- Occasionally
- Other: _____

4. How often do you watch anime? *

Mark only one oval.

- Daily
- Weekly
- Monthly
- Occasionally
- Other: _____

Manga vs. Anime Preferences

Demon Slayer: Kimetsu no Yaiba has been serialized since 2016 and has quickly become a popular work.



5. How did you first discover *Demon Slayer*? *

Mark only one oval.

- Friends / Parents
- Social Media
- Online Review
- Random Discovery
- Other: _____

6. What is your experience of *Demon Slayer* series? *

Mark only one oval.

- I only read the manga *Skip to question 16*
- I only watch the anime *Skip to question 17*
- I read the manga and also watch the anime

Manga vs. Anime Preferences

7. Do you prefer manga or anime of *Demon Slayer*? *

Mark only one oval.

Manga *Skip to question 8*

Anime *Skip to question 9*

Factors Influencing Fans' Preferences for the *Demon Slayer* Manga

8. Please rate each of the following statements to show how strongly you **agree** or **disagree** with the **reason** behind your preference for the *Demon Slayer* manga. *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Manga tells the story with more detail than the anime.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can read the manga at my own pace.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manga sticks to the original story.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the artwork in the manga more than the anime's animation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manga gives more background information about the characters.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer manga because I can interpret the characters'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

emotions
on my own.

I like manga
because it's
already end
and tells
the full
story.

Manga
shows
important
story details
that the
anime
skips.

The action
scenes in
the manga
are easier
to follow
compared
to the
anime.

Manga
allows me
to think
more about
the
characters'
inner
thoughts.

Manga
gives more
time to
explain the
world than
the anime
does.

Manga shows subtle character moments that the anime doesn't focus on.

I prefer the manga's art style because it fits the story mood.

I can easily revisit parts of the manga that I like.

Manga's dialogue explains the characters' motivations more clearly.

Skip to question 10

Factors Influencing Fans' Preferences for the *Demon Slayer* Anime

9. Please rate each of the following statements to show how strongly you **agree** or **disagree** with the **reason** behind your preference for the *Demon Slayer* anime. *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Voice acting, sound effects, and music in the anime make the story more emotional.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anime is more colorful and visually exciting than the manga.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the extra scenes in the anime that aren't in the manga.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anime's pacing makes emotional moments more impactful than the manga.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anime helps me connect more with the	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

characters
through its
visuals and
sound.

Anime's
action scenes
are more
exciting than in
the manga.

The added
fight scenes
in the anime
make the
action more
engaging.

The extra
story in the
anime adds
more to the
story world-
building.

Anime's
visuals and
music make
the action
scenes more
intense.

I like the
anime
because the
visuals and
music make
it more
immersive.

The anime's
voice acting
makes the

characters
more
relatable
than the
manga.

The extra
scenes in
the anime
show
character
relationship
better than the
manga.

Anime's
dramatic
pauses and
music make
emotional
scenes stand
out.

Anime's
animation,
visual and
sound
effects
make the
fight scenes
more
thrilling.

The colors
in the anime
make the
world feel
more alive
compared
to the
manga.

Skip to question 10

Fans' Engagement and Preferences in *Demon Slayer*

10. What influenced your choice between the manga and anime of *Demon Slayer* the most? *

Check all that apply.

- Storytelling
 Character development
 Visuals/Art style
 Soundtrack/Voice acting
 Action scenes
 Emotional connection
 Other: _____

11. Do you think that *Demon Slayer* being on multiple platforms (manga, anime, movies) increases your interest in the story? *

Mark only one oval.

- Yes
 No, I only follow the manga
 No, I only follow the anime
 Not sure

12. If you have only watched the anime or read the manga, does it make you want to try the other platform? *

Mark only one oval.

- Yes
 No
 Maybe

13. Which version of *Demon Slayer* is more immersive for you? *

Mark only one oval.

- Manga
 Anime
 Both

14. Would *Demon Slayer* be as popular if it was only a manga or anime? *

Mark only one oval.

- Yes, the story is strong enough
 No, both formats are important for its success

15. Do you prefer experiencing a series like *Demon Slayer* across multiple platforms or sticking to just one? *

Mark only one oval.

- I like multiple platforms
 I prefer just one

Reasons for Reading *Demon Slayer* Manga Only

16. Why do you read *Demon Slayer* manga only? *

Check all that apply.

- Reading manga is more affordable for me
 I just like reading better than watching
 I didn't feel a need to watch the anime
 It is hard for me to access the anime
 I have limited time, so reading is easier
 Other: _____

Reasons for Watching *Demon Slayer* Anime Only

17. Why do you watch *Demon Slayer* anime only? *

Check all that apply.

- I enjoy watching with others, like with friends or family
- I'm used to watching, not reading
- Watching anime makes me feel more engaged with the action
- I don't have access to the manga
- I have heard the anime is the best experience
- Other: _____

This content is neither created nor endorsed by Google.

Google Forms

Appendix B

Grading and Comment Sheet

Faculty of Creative Industries

Research Project Evaluation Form

Supervisor / Reviewer : Mr. Beh Chun Chee

Student's Name : Chong Jia Jet

Student ID : 1704475

Programme : Bachelor Of Communication (Honours) Broadcasting

Research Project Title : Fans' Preferences in the Demon Slayer Series: Manga vs. Anime

Instruction:

Please score each descriptor based on the scale provided below:

(1 = very poor, 2 = poor, 3 = average, 4 = good and 5 = very good)

Abstract (5%)	Score	Convert
1. Adequately describes the entire project		
2. States clearly the research problem		
3. Describe briefly and clearly the approach/methodology of the study		
4. Highlights the outcomes/significance of the study		
Sum		
Subtotal (sum / 4)		
Remark:		

Introduction (10%)	Score	Convert
1. Fitting introduction to the subject of the study		
2. Concepts/definitions well explained		
3. Scope of study well described		
4. Statement of the research problem/research questions		
Sum		
Subtotal (sum / 2)		
Remark:		

Literature Review (15%)	Score	Convert
1. Latest research/work done in the area of study		
2. Explication of theories used		
3. Constructive discussion on publications in relation to the topic of study		
Sum		
Subtotal (sum *1)		
Remark:		

Methodology (10%)	Score	Convert
1. Research method explained clearly(inclusive of clear explanation of sampling techniques used, where applicable only)		
2. Appropriate research design/framework/questionnaire		
Sum		
Subtotal (sum * 1)		
Remark:		

Findings & Analysis (20%)	Score	Convert
1. Data analysis is appropriate		
2. Data analysis is detailed		
3. Pertinent use of diagrams/tables/graphs, correlated with content/Analysis supported by evidence		
4. Clear interpretation, well explained		
Sum		
Subtotal (sum * 1)		
Remark:		

Discussion & Conclusion (15%)	Score	Convert
1. Appropriate; related to the objective of the study		
2. Shortcomings of the study & recommendations for future study		
3. Conclusion is apt, clear		
Sum		
Subtotal (sum * 1)		
Remark:		

Language & Organization (15%)	Score	Convert
1. Correct use of English and technical language		
2. APA format is followed		
3. Comprehensiveness of content and presentation		
Sum		
Subtotal (sum * 1)		
Remark:		

Presentation (10%)	Score	Convert
1. Ability to answer questions from the panel (4 Marks)		
2. Presentation delivery is clear (4 Marks)		
3. Body language (2 Marks)		
Subtotal (sum * 1)		
Remark:		
	TOTAL	100%

<p>Penalty: maximum 10 marks for late submission or poor attendance for consultation with supervisor</p>		
	<p>FINAL MARK</p>	<p>100%</p>

****Overall Comments:**

Signature: _____

Date: _____