

HOW DID SEASON 2 AFFECT THE NUMBERS OF

Our **Flag**  
means  
**Death**

FANFICTION ON ARCHIVE OF OUR OWN

by Tikli on 13 December 2023

# The Observed OFMD Ship Tags on AO3

## & the ship names this study uses

- Blackbeard | Edward Teach/Stede Bonnet **[GentleBeard]** \*
- Blackbeard | Edward Teach/Israel Hands **[Edlizzy]**
- Blackbeard | Edward Teach/Stede Bonnet/Israel Hands **[SteddyHands]**
- Black Pete/Lucius Spriggs **[LuPete]** \*
- Oluwande Boodhari/Jim Jimenez **[TealOranges]** \*
- Stede Bonnet/Israel Hands **[Stizzy]**
- Israel Hands/Lucius Spriggs **[Sprizzy]**
- Israel Hands/"Calico" Jack Rackham **[CJizzy]**
- Israel Hands/Roach (Our Flag Means Death) **[Rizzy]**

The observed ship tags were the ones that are most frequently used on AO3 under the OFMD fandom tag.

There's another study that focused on finding out what were the most frequently used OFMD ship tags on AO3:

[\*\*Ship Tags and Ratings of OFMD Fanfiction on AO3 \(2023 Rerun\)\*\*](#)

\*Canon ship = romantic relationship featured in the show

# Collecting the Data

## Using AO3's "Sort and Filter" tool

- The collected data was the cumulative number of published fanfics under the Our Flag Means Death fandom tag and also under the most frequently used ("popular" for short) ship tags.
- Please note that some fics might have been deleted between the data collection dates. This report uses the phrase "new fics" as shorthand for "the net gain in number of fics between the data collection dates".
- The data was saved as screenshots of filtered AO3 search results.
- Steps for collecting data of the popular ship tags:
  1. Go to [Our Flag Means Death \(TV\)](#) fandom tag: total number of fics for fandom
  2. Sort and Filter → Include → Open "Relationships" menu: 10 most used ship tags and the number of fics using them (for Rizzy, the ship tag needed to be included manually in order to see the number of fics, because Rizzy was not in the 10 most used ship tags when looking at the whole OFMD fandom tag)
  3. At the bottom of Sort and Filter is "Search within results" → Write **OTP: true** → Click *Sort and Filter*: the same sort of data as before, but now it only includes fics that use a single ship tag

# The Data

## Fandom tag with and without "OTP: true"

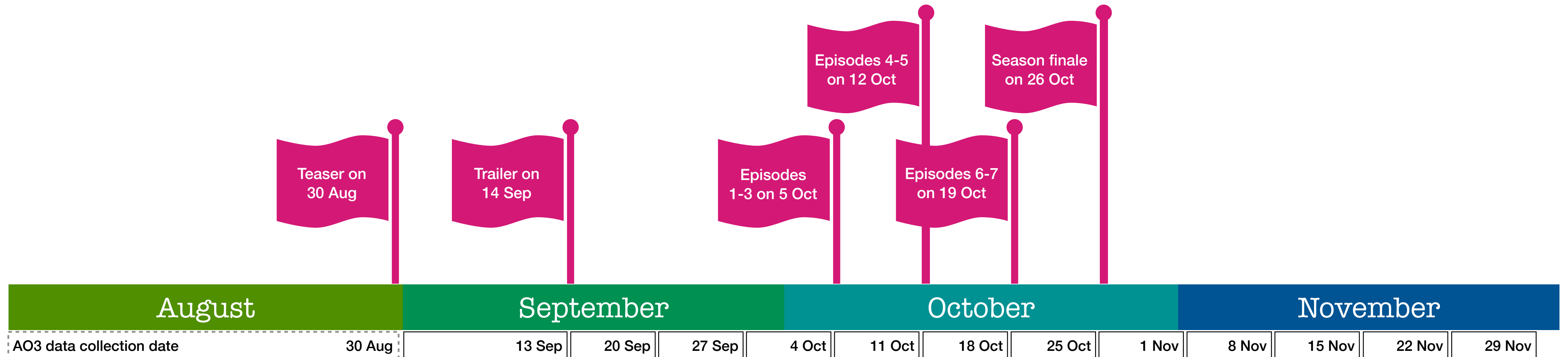
- On 30 Aug there were 22,528 fanfics tagged with "Our Flag Means Death (TV)" fandom tag. 14,592 fanfics tagged only one ship.
- On 29 Nov there were 27,583 fanfics tagged with the fandom tag. 17,934 fanfics tagged only one ship.
- Total net gain ("new fics") during the observation period was 5,055, and 3,342 of those fics tagged only one ship.
- The ratio between fics that tag only one ship and fics that tag several ships didn't change.
  - 65% of fics tagged only one ship.

Data collection date	Several ship tags	Only one ship tag	All fics
30 Aug 2023	7,936	14,592	22,528
13 Sep 2023	8,138	14,938	23,076
20 Sep 2023	8,206	15,032	23,238
27 Sep 2023	8,271	15,142	23,413
4 Oct 2023	8,377	15,417	23,794
11 Oct 2023	8,530	15,775	24,305
18 Oct 2023	8,648	16,190	24,838
25 Oct 2023	8,819	16,642	25,461
1 Nov 2023	9,109	17,038	26,147
8 Nov 2023	9,272	17,337	26,609
15 Nov 2023	9,426	17,574	27,000
22 Nov 2023	9,545	17,753	27,298
29 Nov 2023	9,649	17,934	27,583
Net gain ("new fics")	1,713	3,342	5,055



# Season 2 of Our Flag Means Death

Autumn 2023: The timeline and the data collection dates



The data was collected from [Archive of Our Own](#).

The first data set was collected on 30 Aug 2023, before season 2 teaser trailer aired. This data set was used as the starting point when looking into how the new season affected the overall numbers.

The second data set was collected on 13 Sep 2023, before the actual trailer of season 2 aired. Comparing the first and the second data set shows how the fandom reacted to the teaser trailer.

The rest of the data sets were collected on a weekly basis on Wednesday evenings (time zone UTC +3h; UTC +2h in Nov). The final data collection date was 29 Nov.

# Presenting the Data

## Time frames and indicators

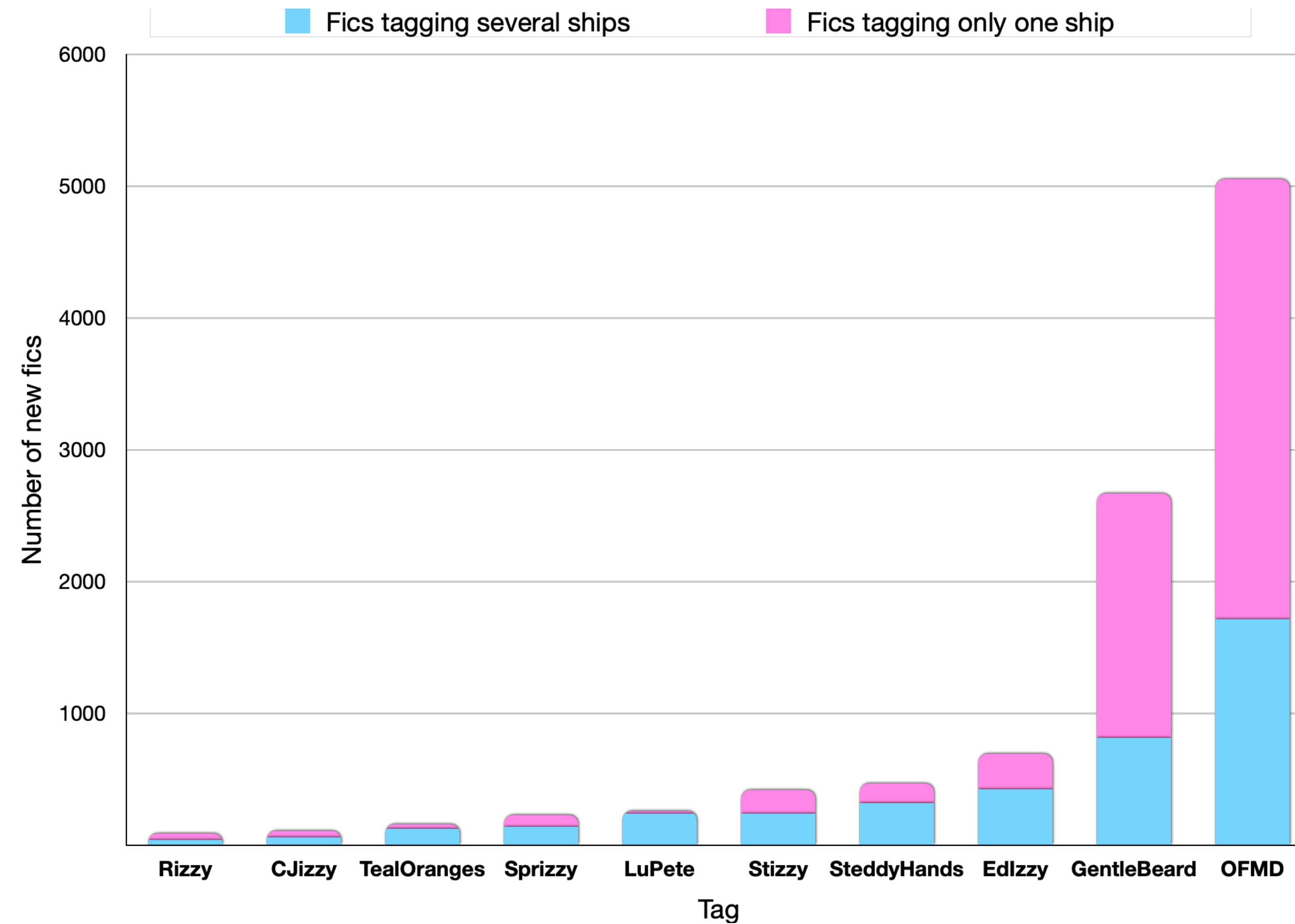
- The data was used to observe the change within three different time frames:
  1. The full data collection period (30 Aug - 20 Nov)
  2. Two weeks post-teaser and post-trailer (30 Aug - 13 Sep & 14 Sep - 27 Sep)
  3. Weekly data (13 Sep - 29 Nov)
- The following indicators were used to measure the change in fanfic numbers:
  1. Net gain (number of “new fics”)
    - The difference between the cumulative number of fics in the data set and in the previous data set.
  2. Increase in the number of fics (%)
    - The number of new fics divided by the cumulative number of fics in the previous data set.
  3. The share of the new fics compared to the cumulative number of fics (%) (used only for the full data collection period)
    - The number of new fics divided by the cumulative number of fics in the data set.
  4. The share of the new fics that tagged the most popular ships
    - The number of new fics tagging the ship divided by the cumulative number of all fics in the data set.
- Fics that tagged several ships and fics that tagged only one ship were handled separately, except when processing data on ship tag level.

# The Total Effect of Season 2

The full data collection period  
30 Aug - 29 Nov 2023

# The Total Effect of Season 2: Number of New Fics

## Between 30 Aug and 29 Nov 2023



Number of new fics (net gain) that were tagging the most popular ships. Fics are separated into those that tag several ships and those that tag only one ship. The number of all new fics under the fandom tag is shown for comparison.

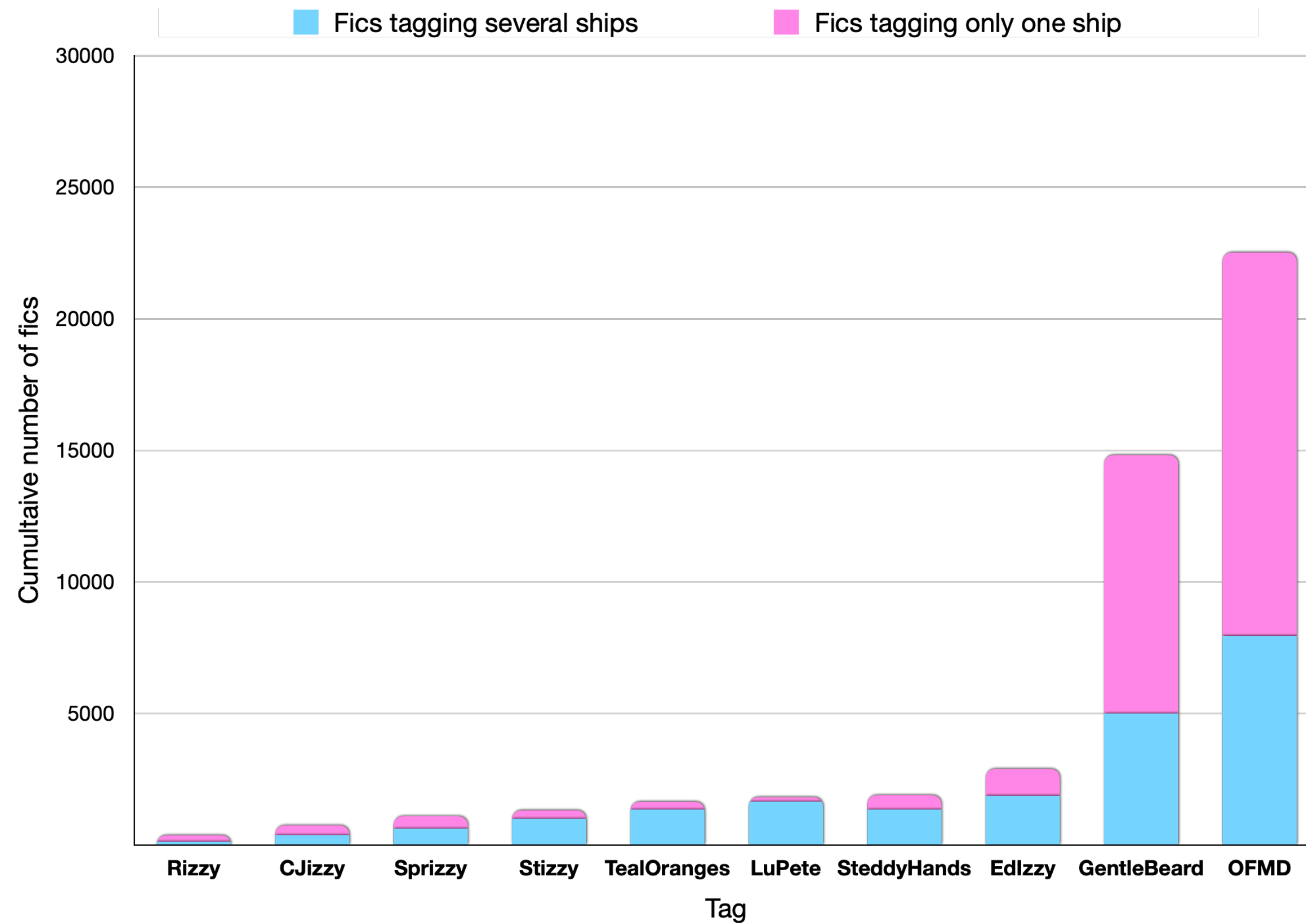
[Click here to see the definitions of each ship name.](#)



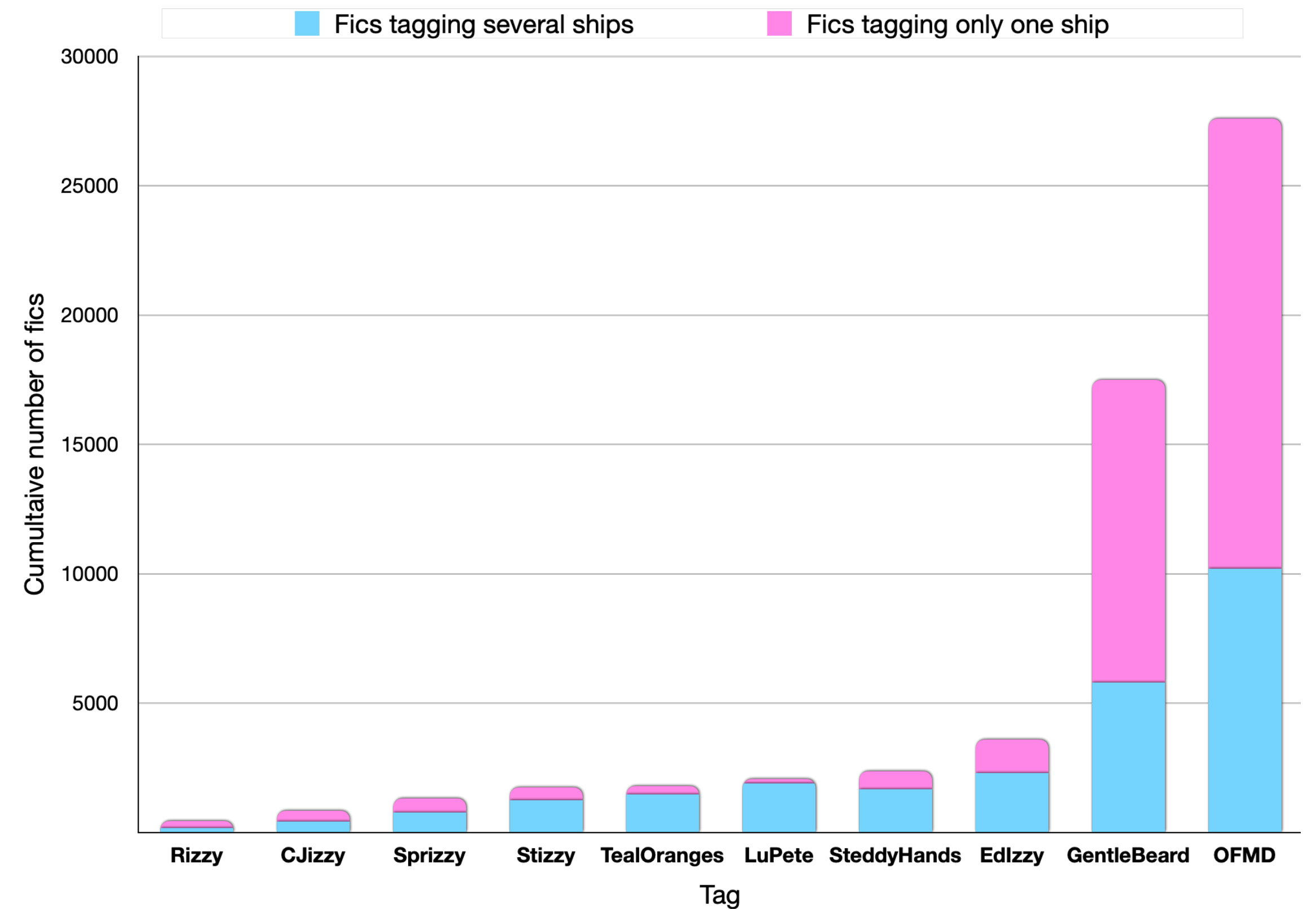
# The Total Effect of Season 2: Change in the Number of Fics

## Comparing the Cumulative Numbers Before and After

### Cumulative Number of Fics on 30 Aug 2023



### Cumulative Number of Fics on 29 Nov 2023

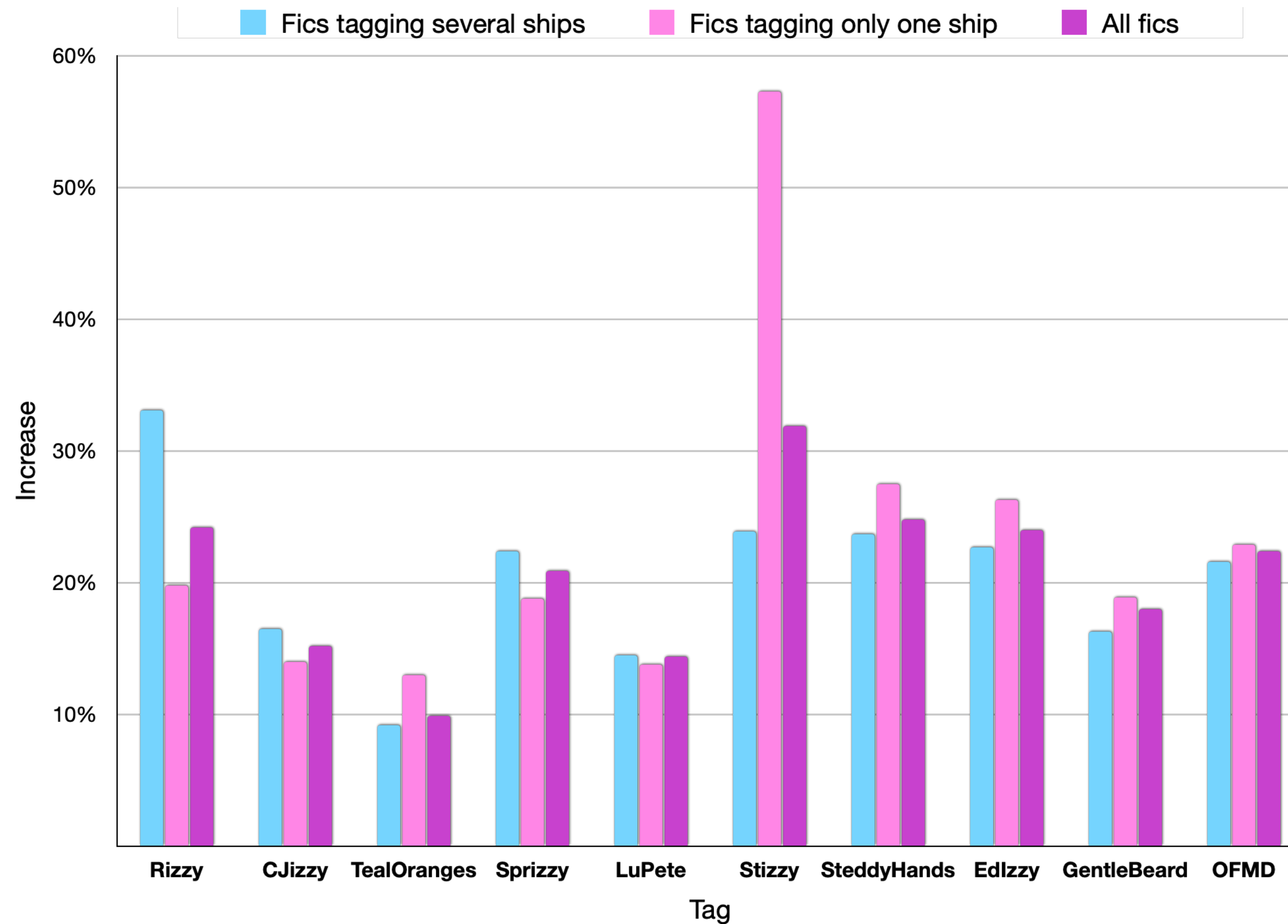


The cumulative number of fics that were tagging the most popular ships on 30 Aug and 29 Nov 2023. Fics are separated into those that tag several ships and those that tag only one ship. The number of all fics under the fandom tag is shown for comparison.

[Click here to see the definitions of each ship name.](#)

# The Total Effect of Season 2: Increase in the Number of Fics

## Between 30 Aug and 29 Nov 2023



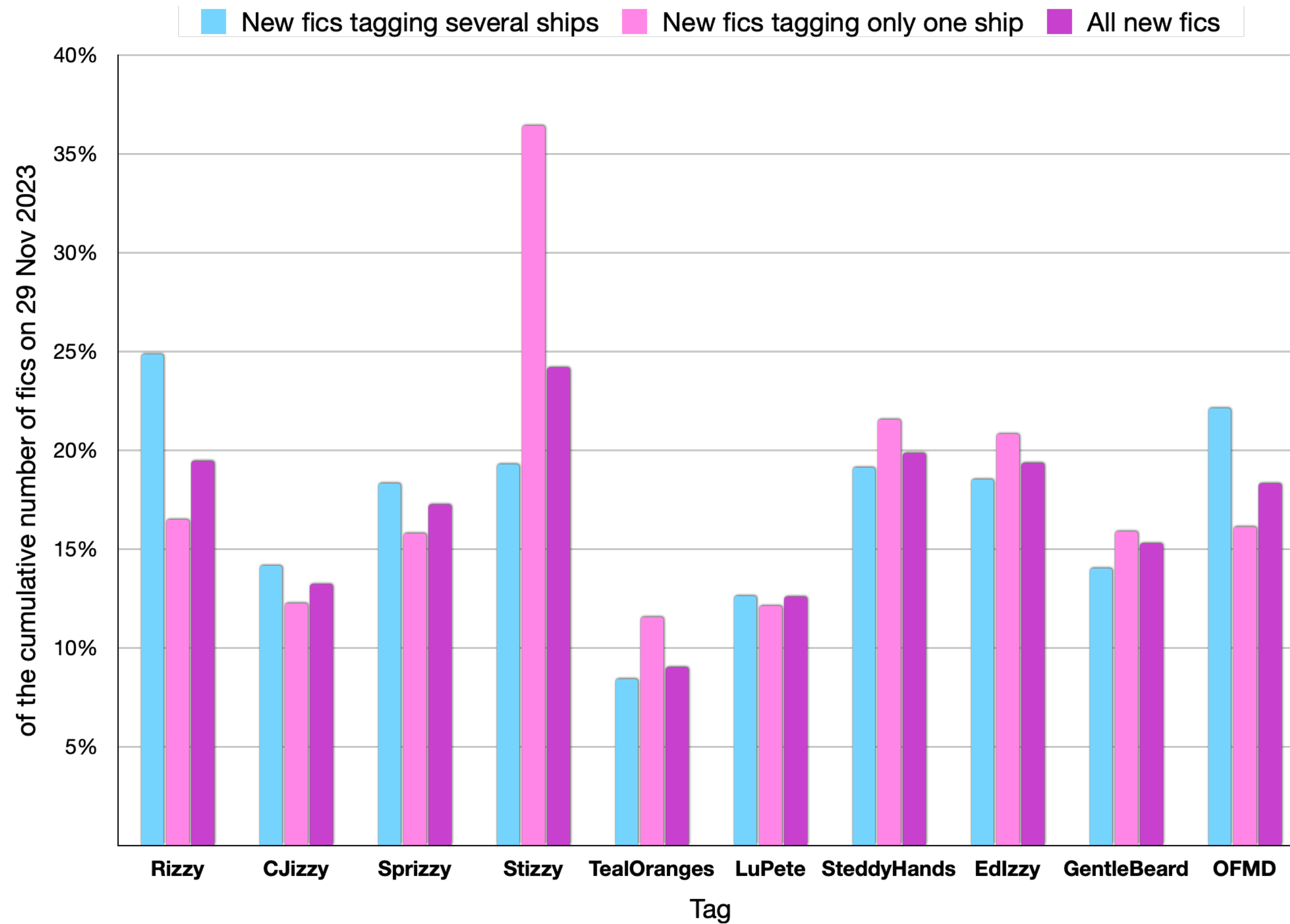
Ship	30 Aug 2023	29 Nov 2023	Net gain ("new fics")	Increase
Stizzy	1,317	1,737	420	32%
SteddyHands	1,901	2,372	471	25%
Rizzy	364	452	88	24%
EdIzzy	2,902	3,598	696	24%
Sprizzy	1,093	1,321	228	21%
GentleBeard	14,817	17,489	2,672	18%
CJizzy	735	847	112	15%
LuPete	1,813	2,074	261	14%
TealOranges	1,634	1,796	162	10%

Increase in the number of fics that were tagging the most popular ships. The increase is counted separately for fics that tag several ships and fics that tag only one ship. The total increase for each ship is also shown. The increase for all fics under the fandom tag is shown for comparison.

[Click here to see the definitions of each ship name.](#)

# The Total Effect of Season 2: The Share of New Fics

## of the Cumulative Number of Fics on 29 Nov 2023



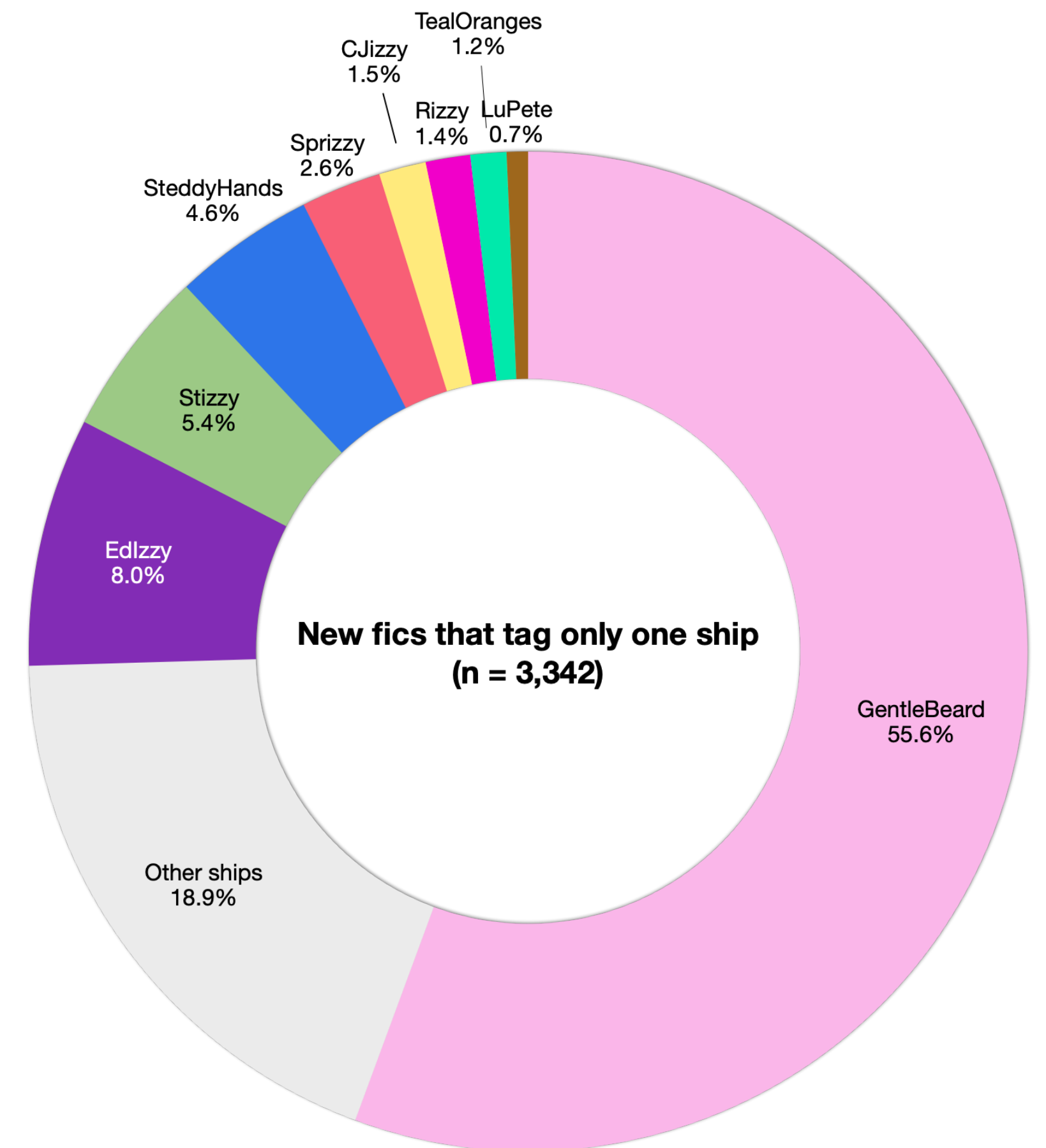
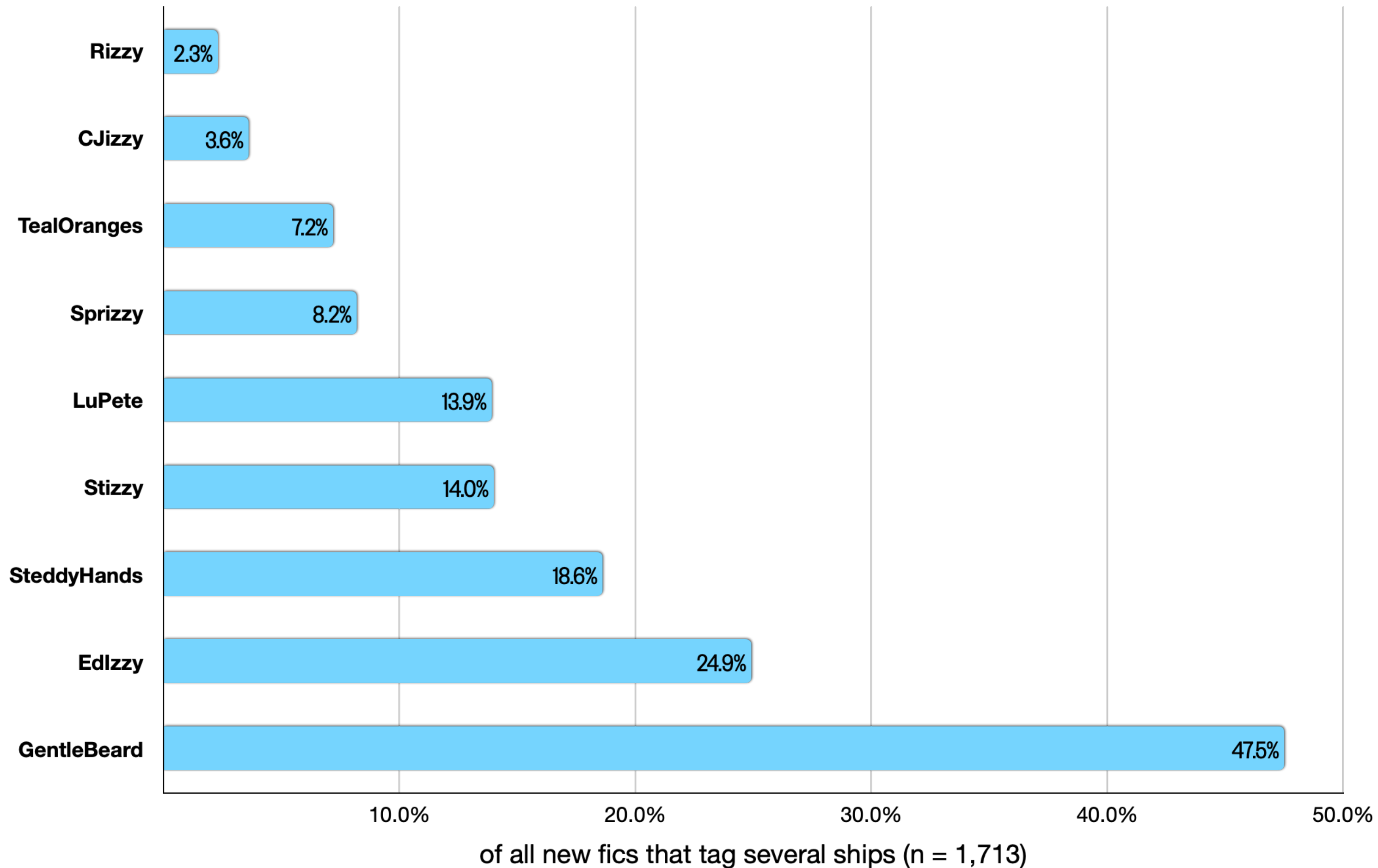
Ship	30 Aug 2023	29 Nov 2023	Net gain ("new fics")	Share of new fics
Stizzy	1,317	1,737	420	24%
SteddyHands	1,901	2,372	471	20%
Rizzy	364	452	88	19%
EdIzzy	2,902	3,598	696	19%
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TealOranges	1,634	1,796	162	9%

The share of new fics (net gain) of the cumulative number of fics that were tagging the most popular ships. The share is counted separately for fics that tag several ships and fics that tag only one ship. The total share for each ship is also shown. The share for all fics under the fandom tag is shown for comparison.

[Click here to see the definitions of each ship name.](#)

# The Total Effect of Season 2: Popular Ship Tags of New Fics

## Between 30 Aug and 29 Nov 2023



The use of popular ship tags in new fics (net gain) that tag several ships is shown on the left. These percentages are overlapping, and the combined total is 140.2%.

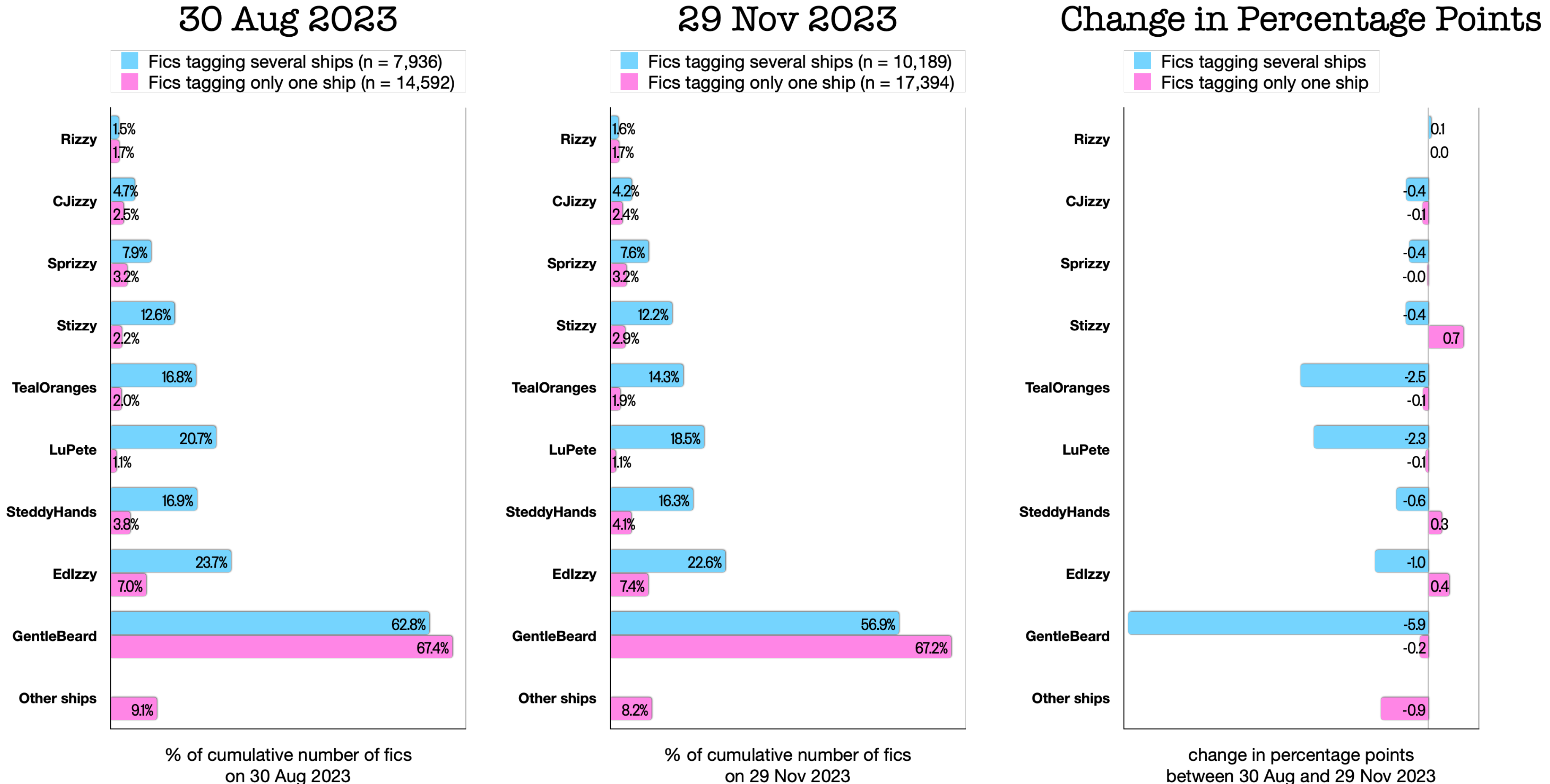
The distribution of popular ship tags in new "OTP: True" fics is shown on the right. Since these fics tag only one ship, there is no overlap in the percentages. 81.1% of the fics focused on a frequently tagged ship.

[Click here to see the definitions of each ship name.](#)



# The Total Effect of Season 2: Change in the Popular Ship Tags

## Comparing the Distributions of Tagged Ships Before and After



The share of fics that tag popular ships of the cumulative number of all fics on 30 Aug and 29 Nov 2023. Fics are separated into those that tag several ships and those that tag only one ship. The change in distributions is shown in the third graph.

Please note that the third graph uses percentage points as a unit, not percentages. The scale is also different than in the other graphs.

[Click here to see the definitions of each ship name.](#)



# The Effect of Season 2 Marketing

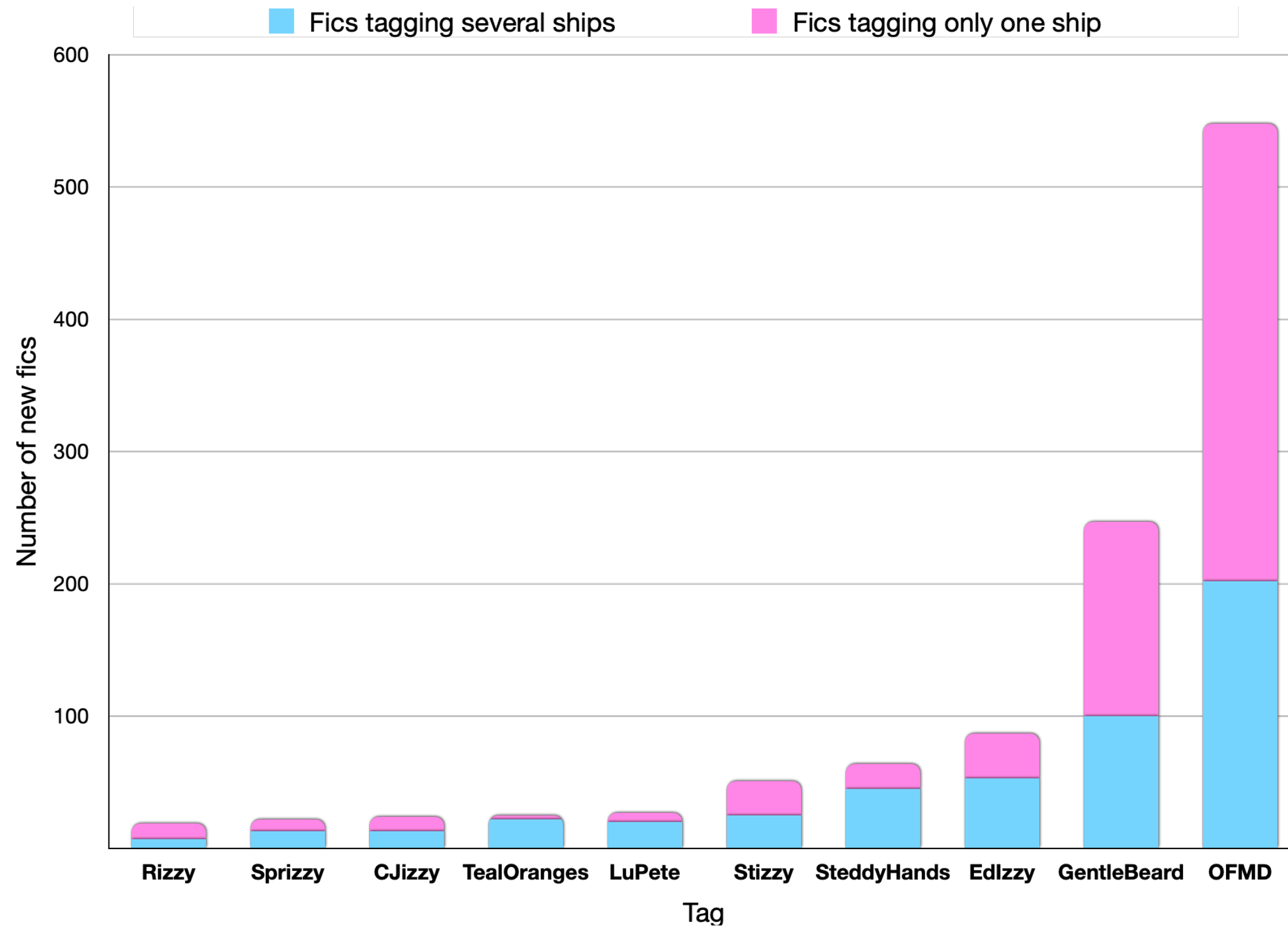
Post-teaser data: 30 Aug - 13 Sep 2023

Post-trailer data: 14 Sep - 27 Sep 2023

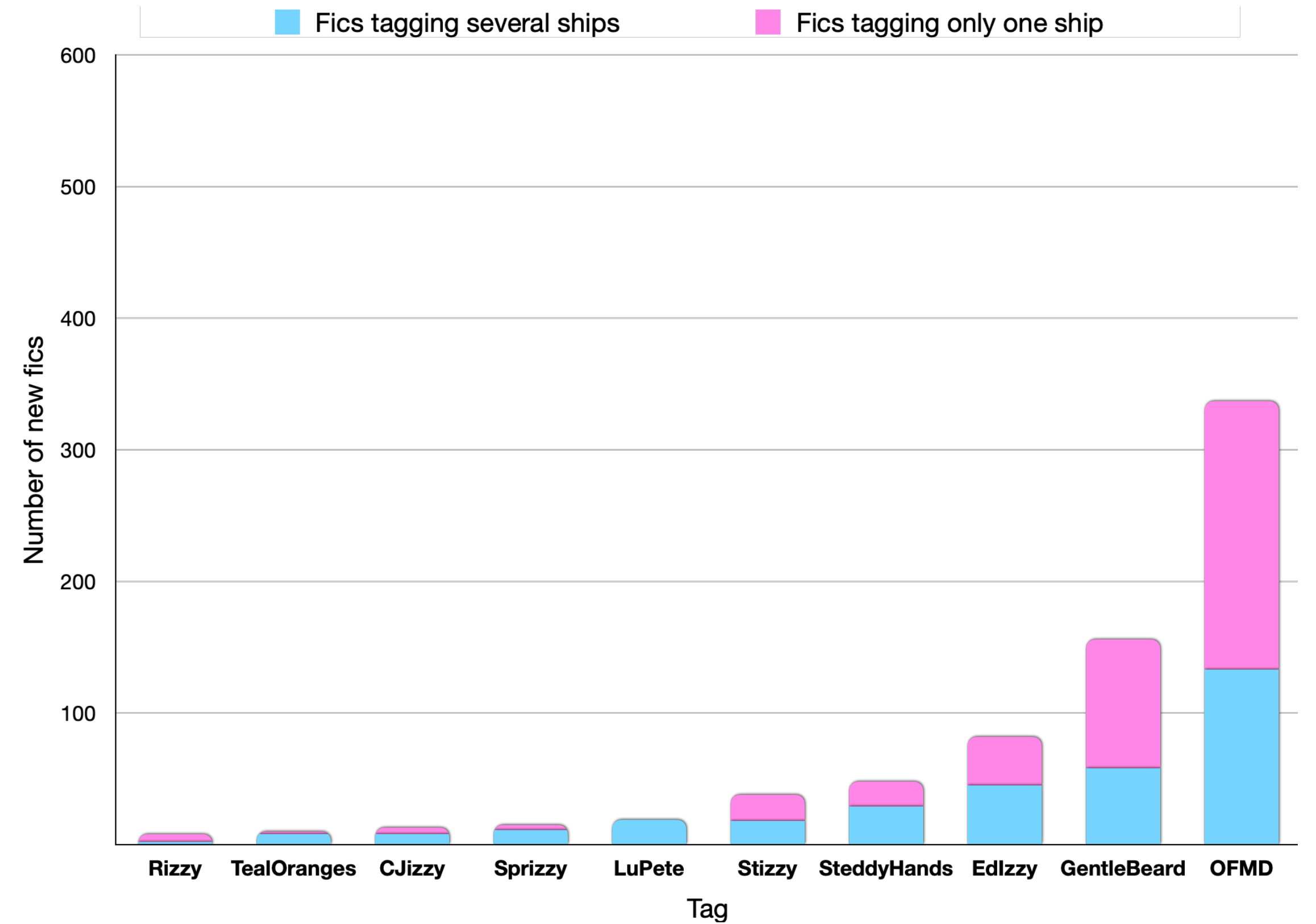
# The Effect of Season 2 Marketing: Number of New Fics

## Post-Teaser and Post-Tracker

### Two Weeks Post-Teaser on 13 Sep 2023



### Two Weeks Post-Tracker on 27 Sep 2023



Number of new fics (net gain) that were tagging the most popular ships. Fics are separated into those that tag several ships and those that tag only one ship. The number of all new fics under the fandom tag is shown for comparison.

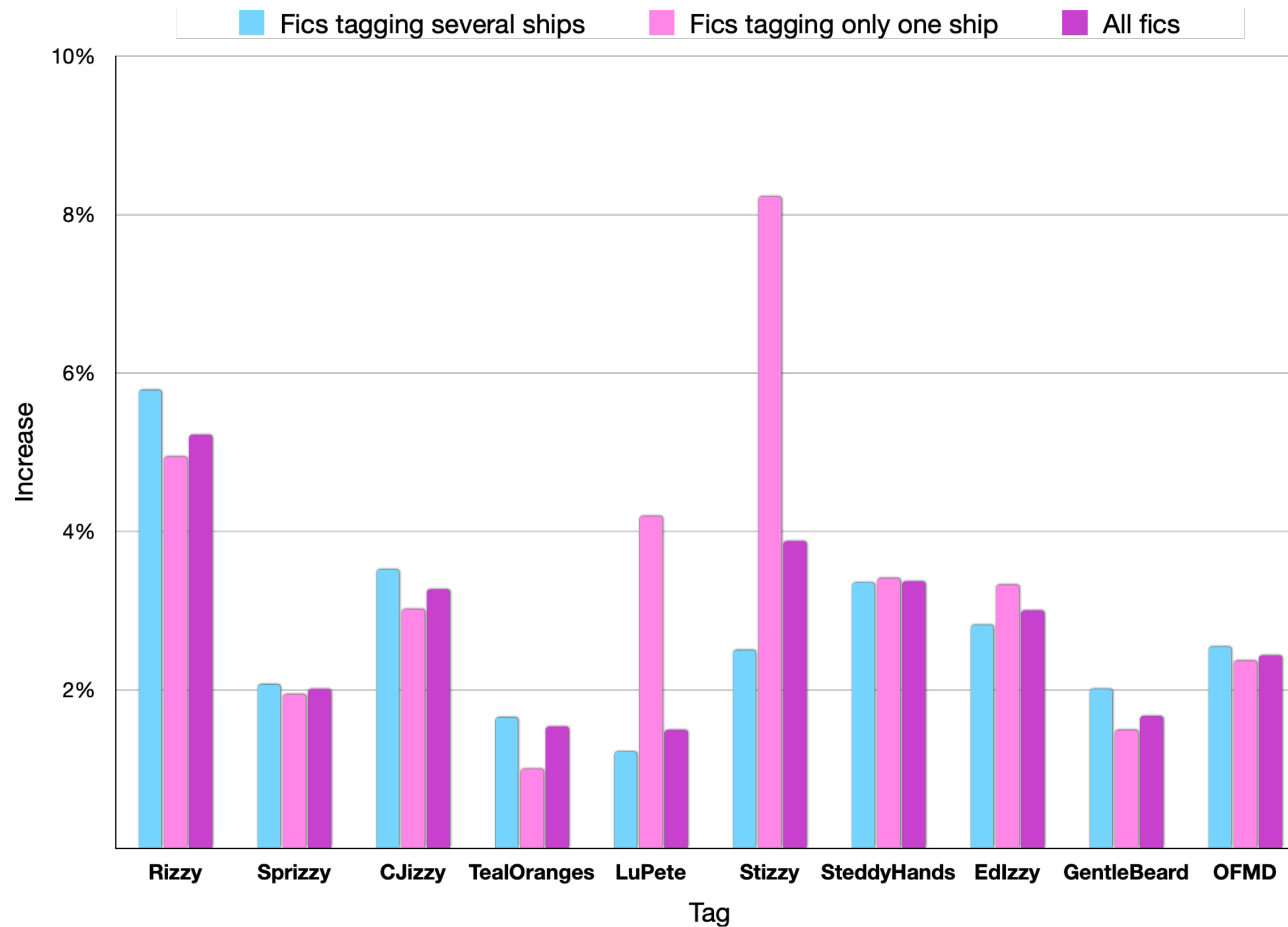
Please note that two weeks post-trailer the ranking of ship tags has changed: Sprizzy and TealOranges have switched places.

[Click here to see the definitions of each ship name.](#)

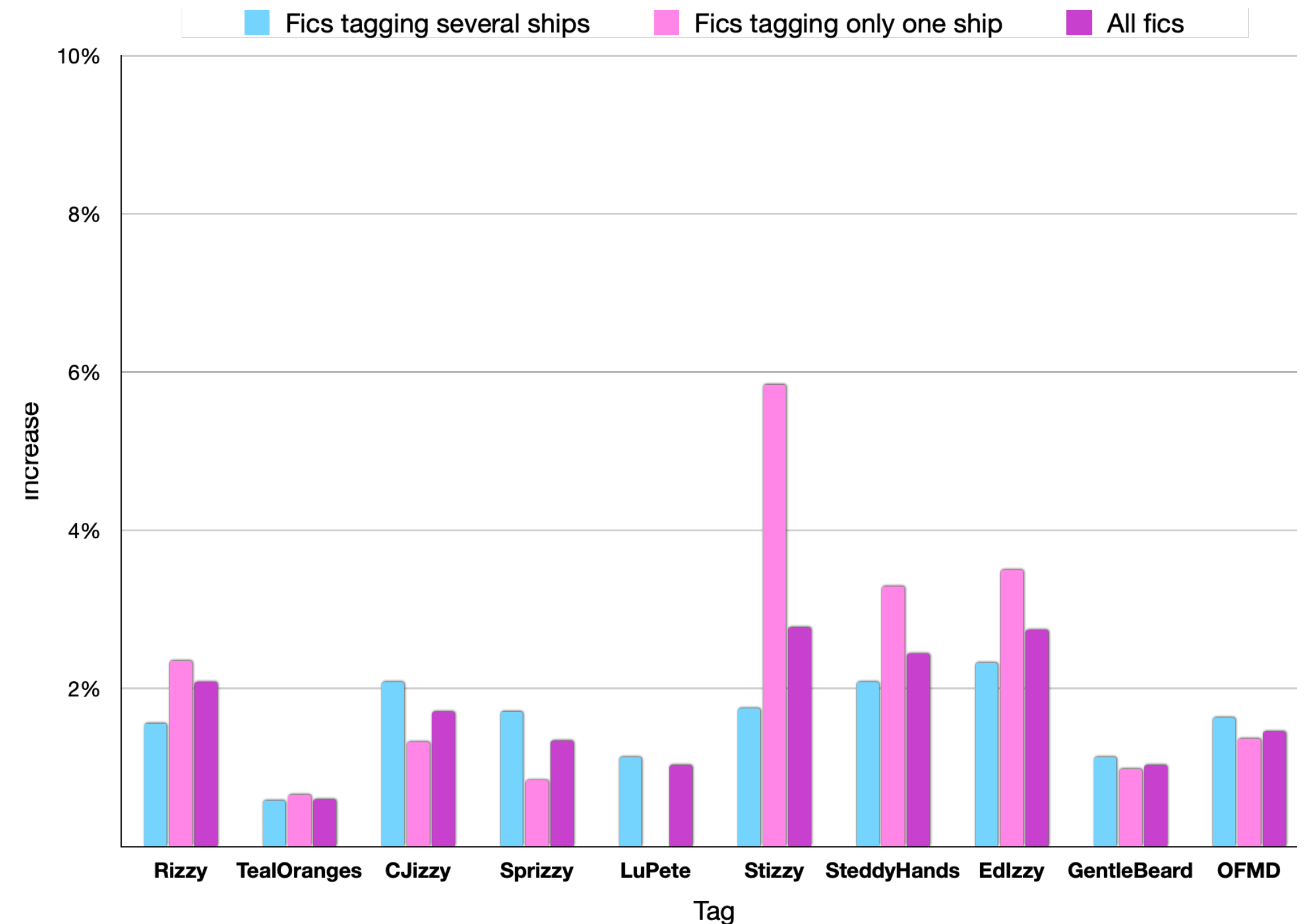
# The Effect of Season 2 Marketing: Increase in the Number of Fics

## Post-Teaser and Post-Tracker

Two Weeks Post-Teaser on 13 Sep 2023



Two Weeks Post-Tracker on 27 Sep 2023



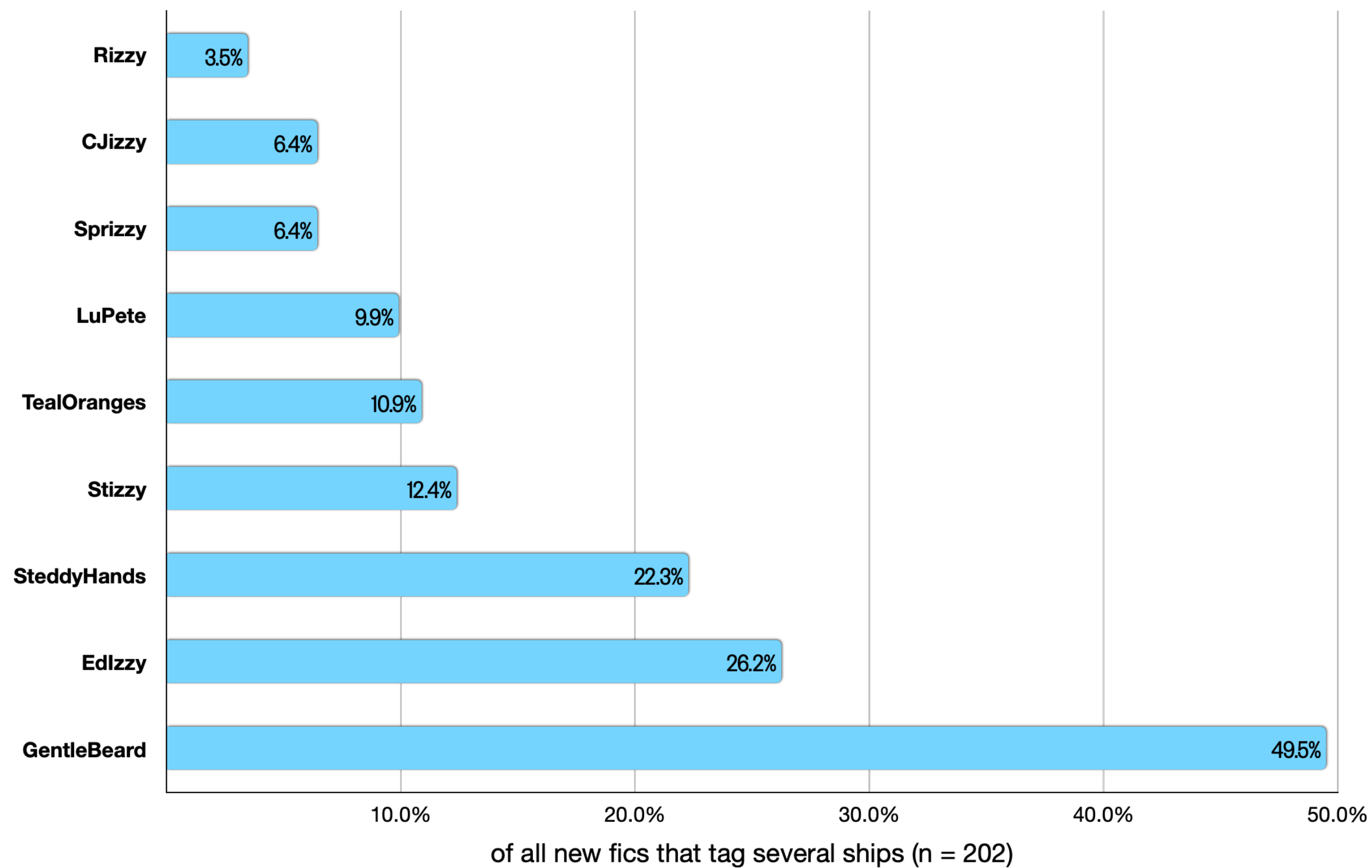
Increase in the number of fics that were tagging the most popular ships. The increase is counted separately for fics that tag several ships and fics that tag only one ship. The increase for all fics under the fandom tag is shown for comparison.

Please note that two weeks post-trailer the ranking of ship tags has changed: Sprizzy and TealOranges have switched places.

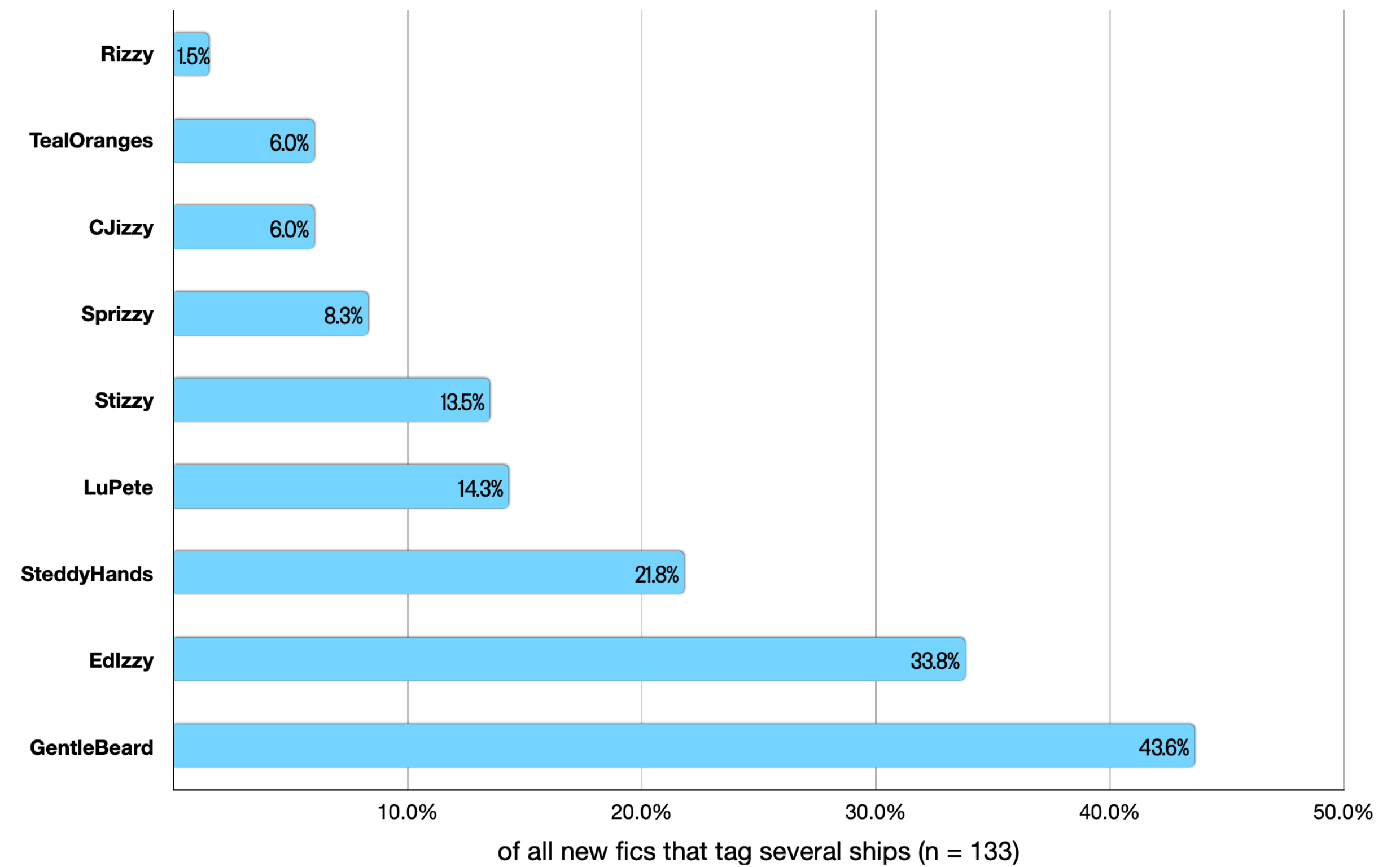
[Click here to see the definitions of each ship name.](#)

# The Effect of Season 2 Marketing: Popular Ship Tags of New Fics With Several Ships Post-Teaser and Post-Tracker

## Two Weeks Post-Teaser on 13 Sep 2023



## Two Weeks Post-Tracker on 27 Sep 2023



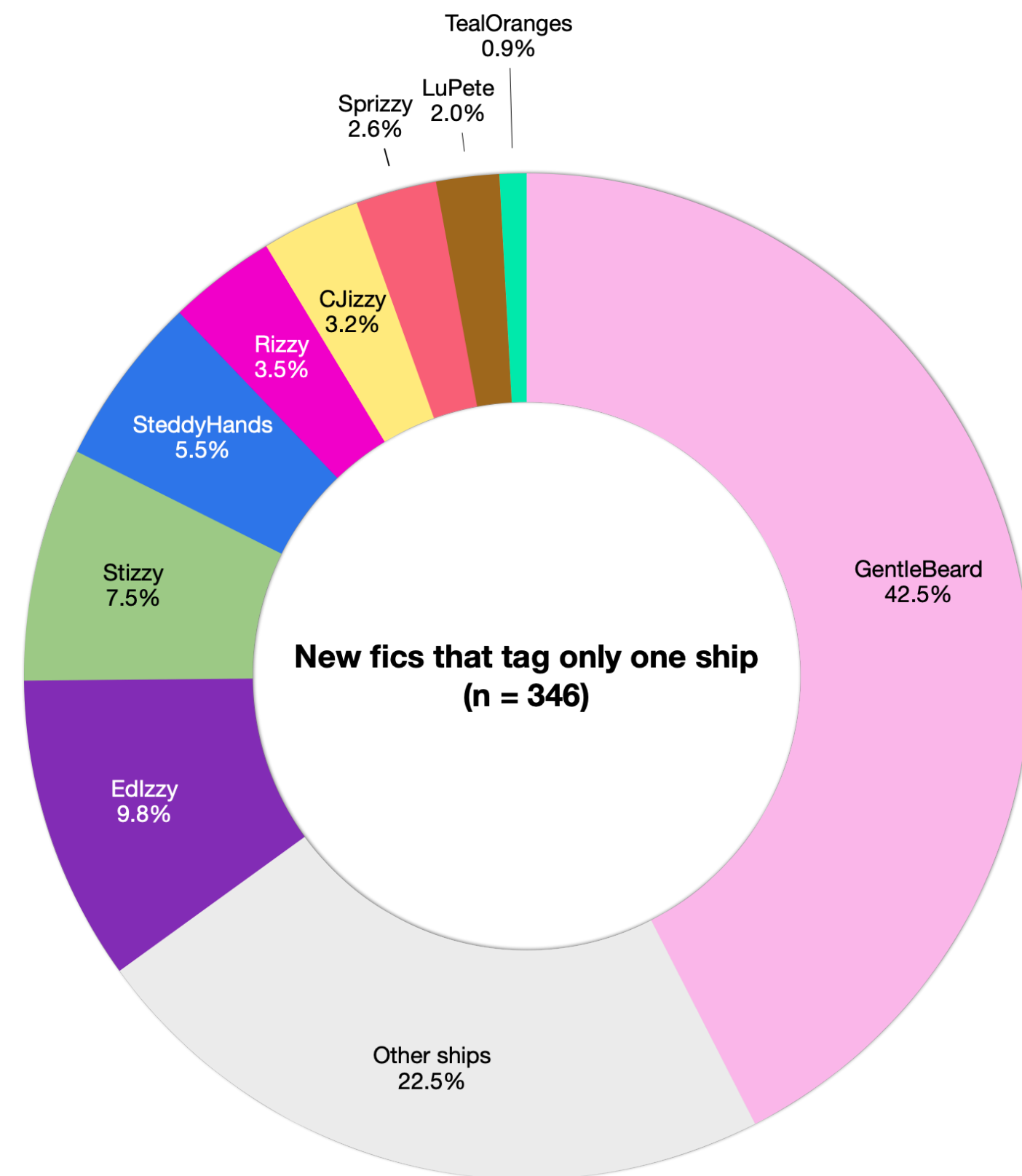
The use of popular ship tags in new fics (net gain) that tag several ships. These percentages are overlapping, and the combined total is 147.5% two weeks post-teaser and 148.8% two weeks post-trailer.

Please note that two weeks post-trailer the ranking of 4th-8th most tagged ships has changed.

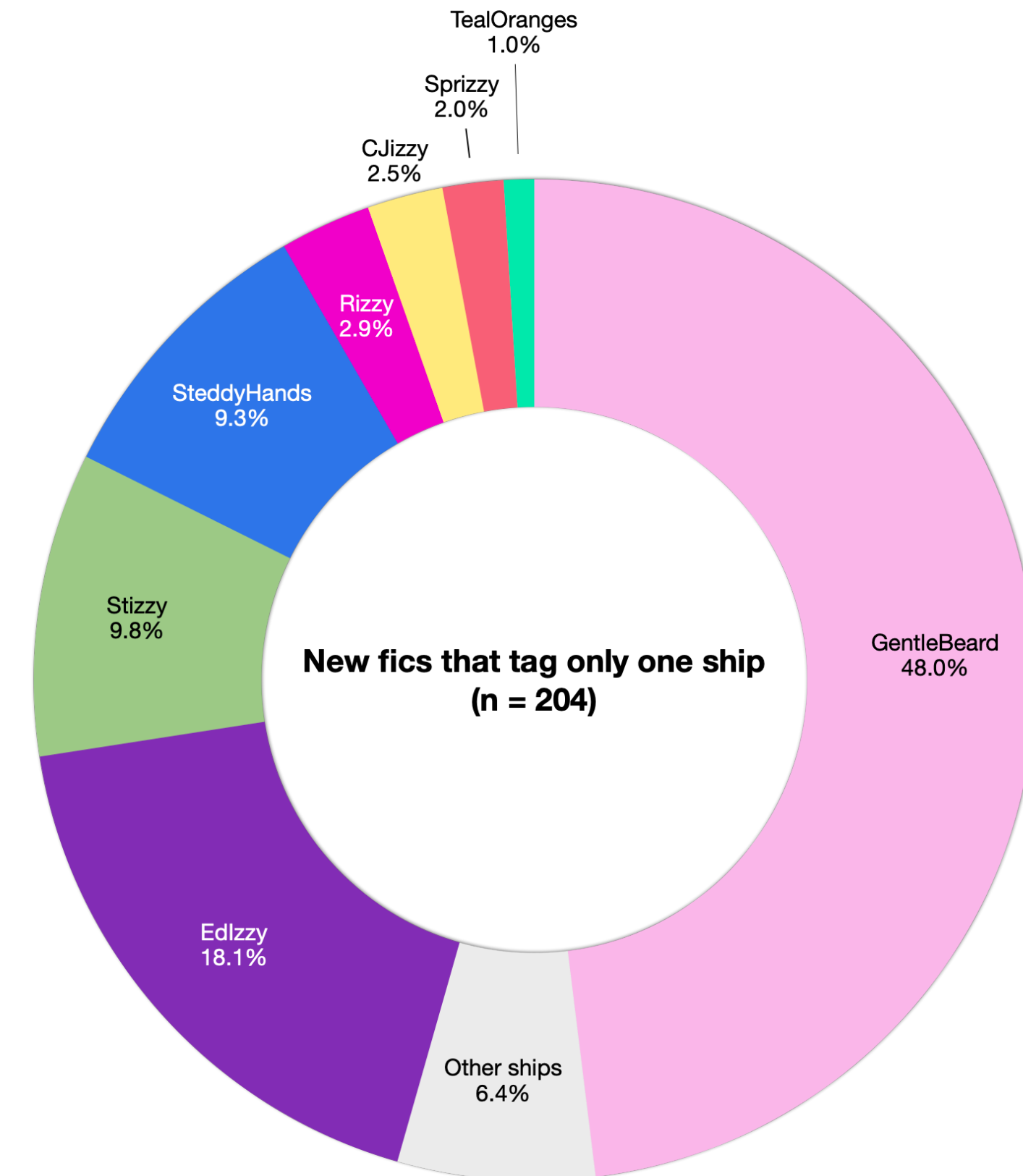
[Click here to see the definitions of each ship name.](#)

# The Effect of Season 2 Marketing: Popular Ship Tags of New Fics With Only One Ship Post-Teaser and Post-Trailer

Two Weeks Post-Teaser on 13 Sep 2023



Two Weeks Post-Trailer on 27 Sep 2023



The distribution of popular ship tags in new fics (net gain) that tag only one ship. There is no overlap in the percentages. Post-teaser, 77.5% of the fics tagged a popular ship. Post-trailer, 93.6% of the fics tagged a popular ship.

[Click here to see the definitions of each ship name.](#)

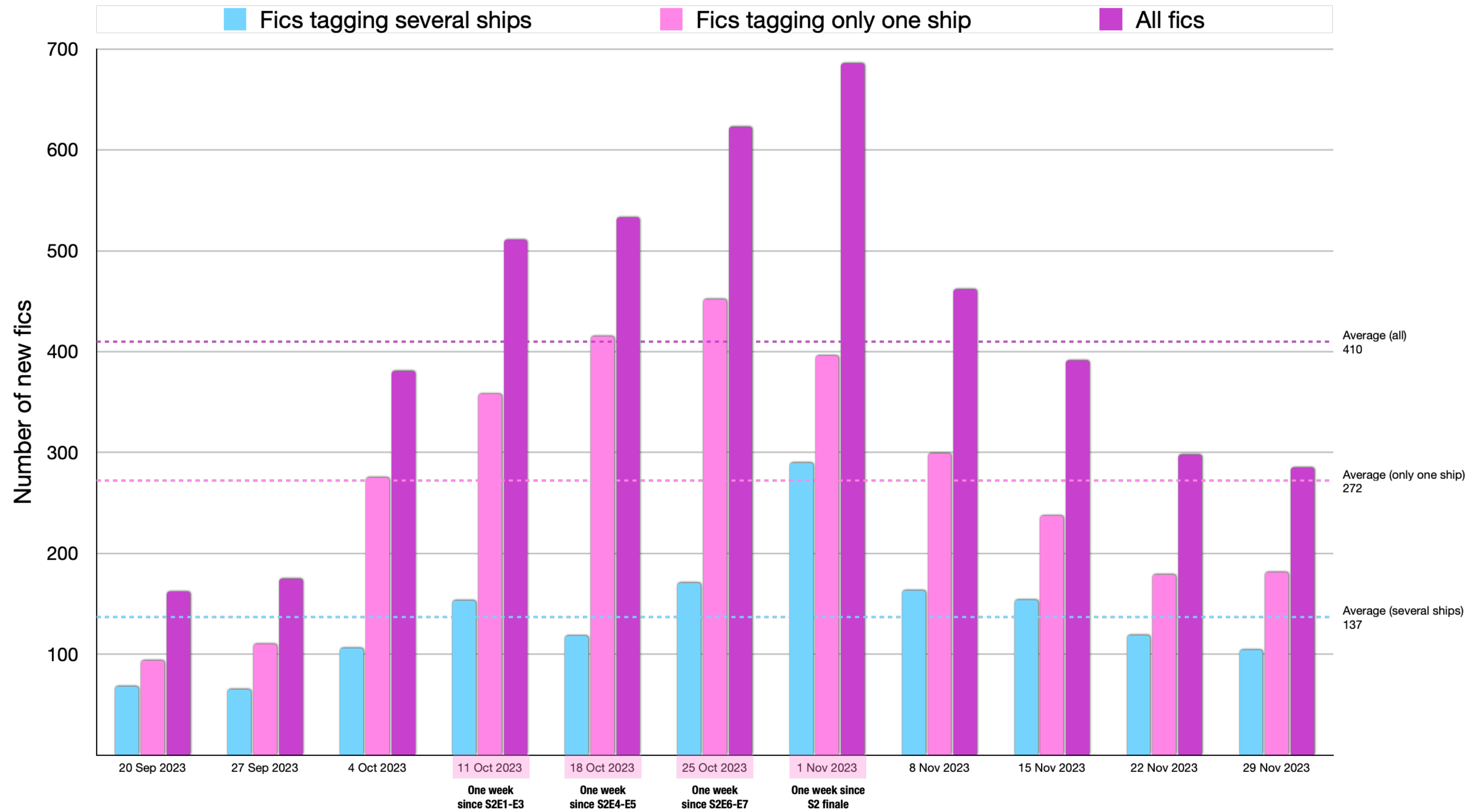


# Weekly Change Before, During and After Season 2

Weekly data: 13 Sep - 29 Nov 2023

# Weekly Change: All Fics

## Number of New Fics Between 13 Sep and 29 Nov 2023

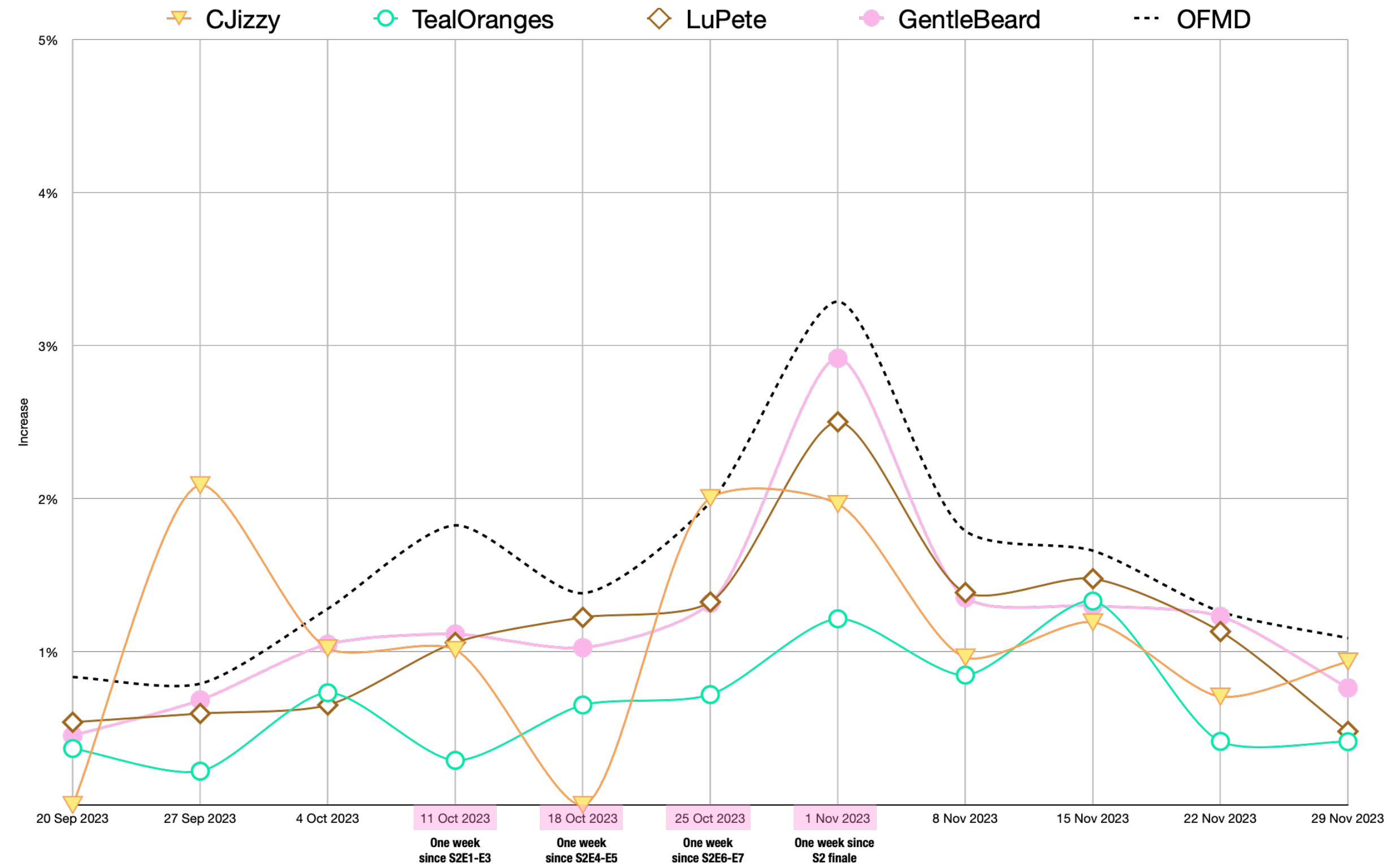
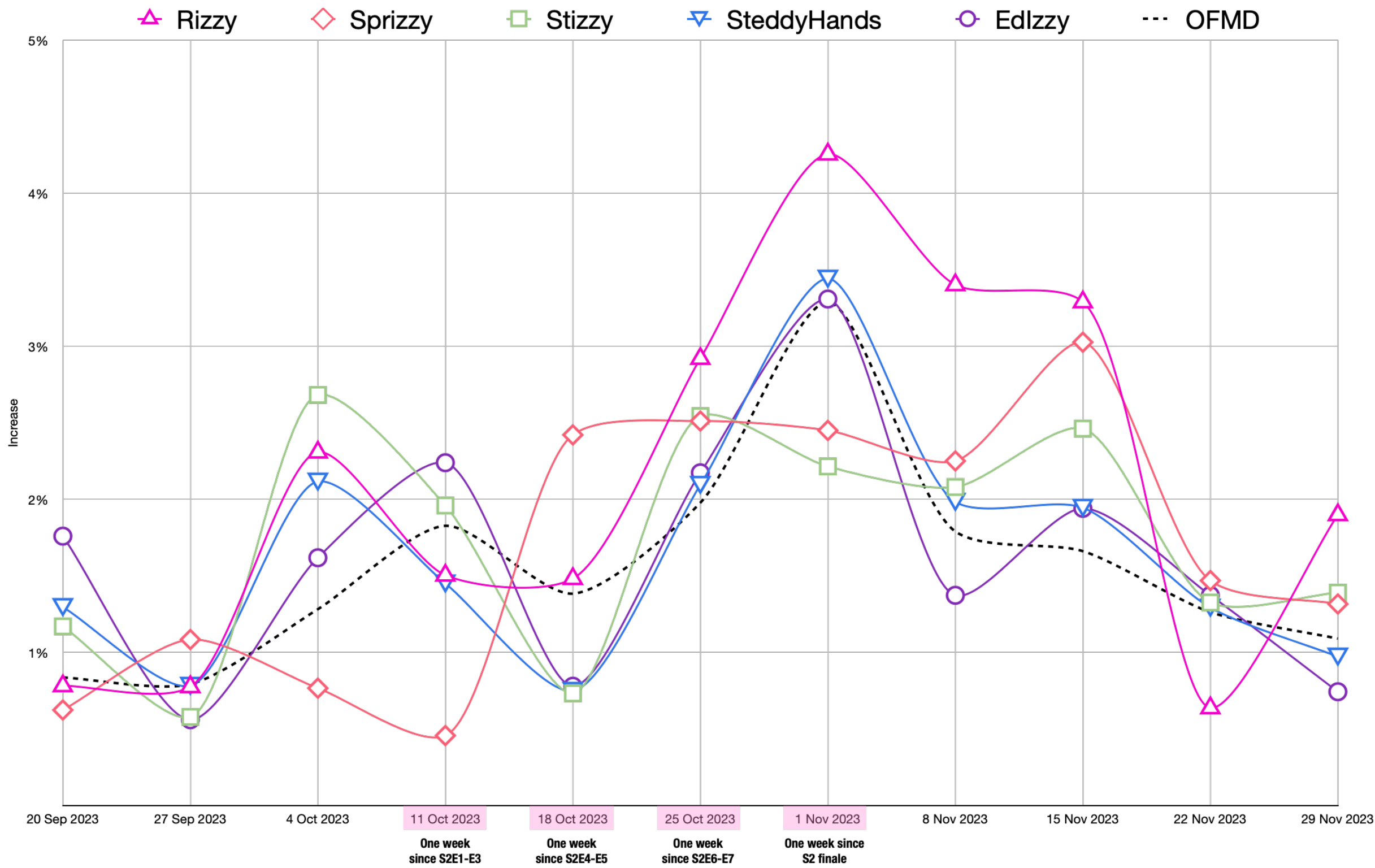


Number of new fics (net gain) on a weekly basis. Fics are separated into those that tag several ships and those that tag only one ship. The total number of new fics for each week is also shown.

Season 2 trailer aired on 14 Sep, so the data from 20 Sep and 27 Sep is the post-trailer data that was compared to post-teaser data in *The Effect of Season 2 Marketing* graphs. The weeks that followed new episodes of season 2 are highlighted on the X-axis.

# Weekly Change: Fics With Several Ships

## Increase in the Number of Fics Between 13 Sep and 29 Nov 2023



Increase in the number of fics that were tagging the most popular ships. The ships that repeatedly had more weekly increase than the fandom tag are shown on the left and the rest of the ships are shown on the right. The increase for all fics under the fandom tag is shown for comparison in both graphs.

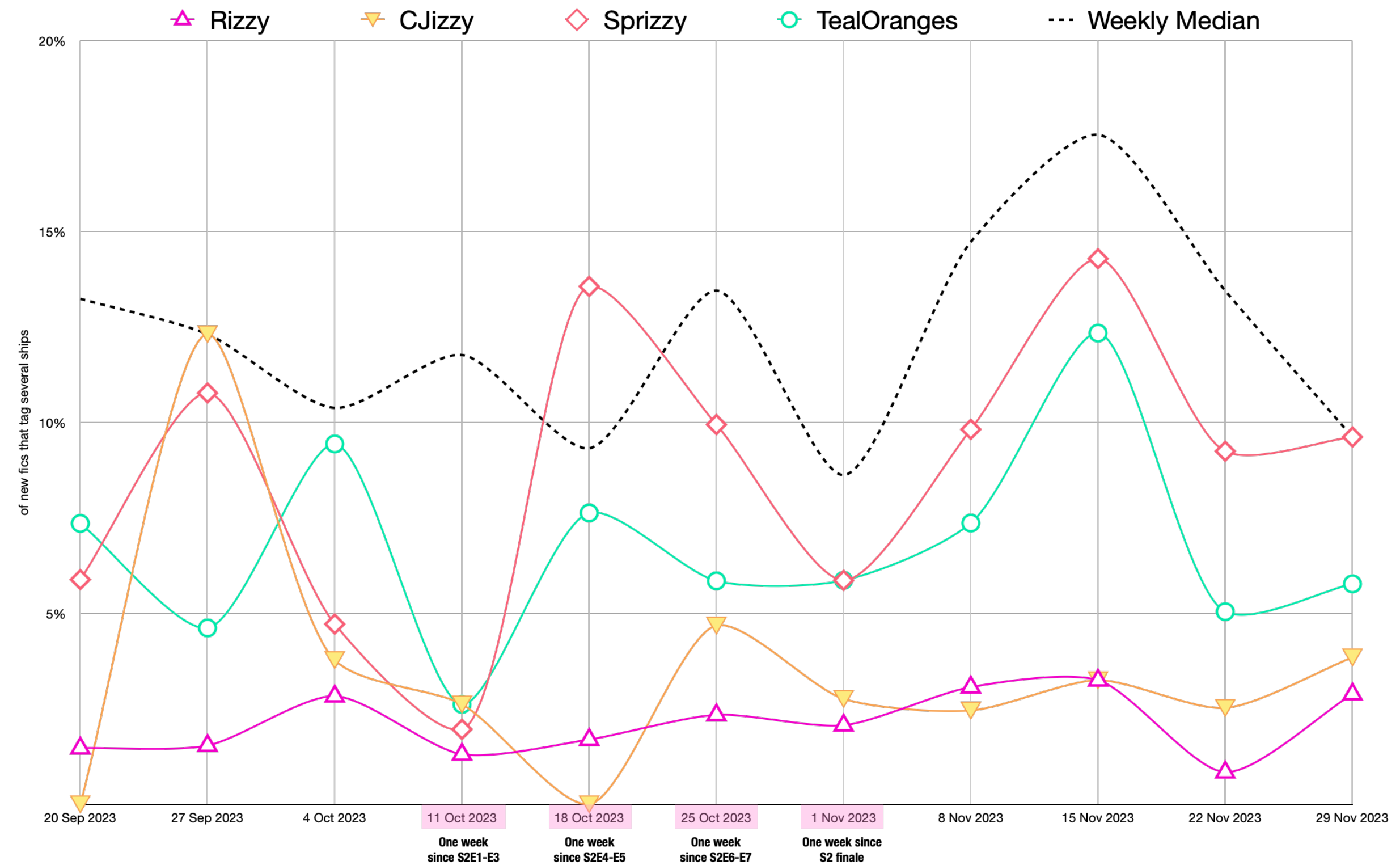
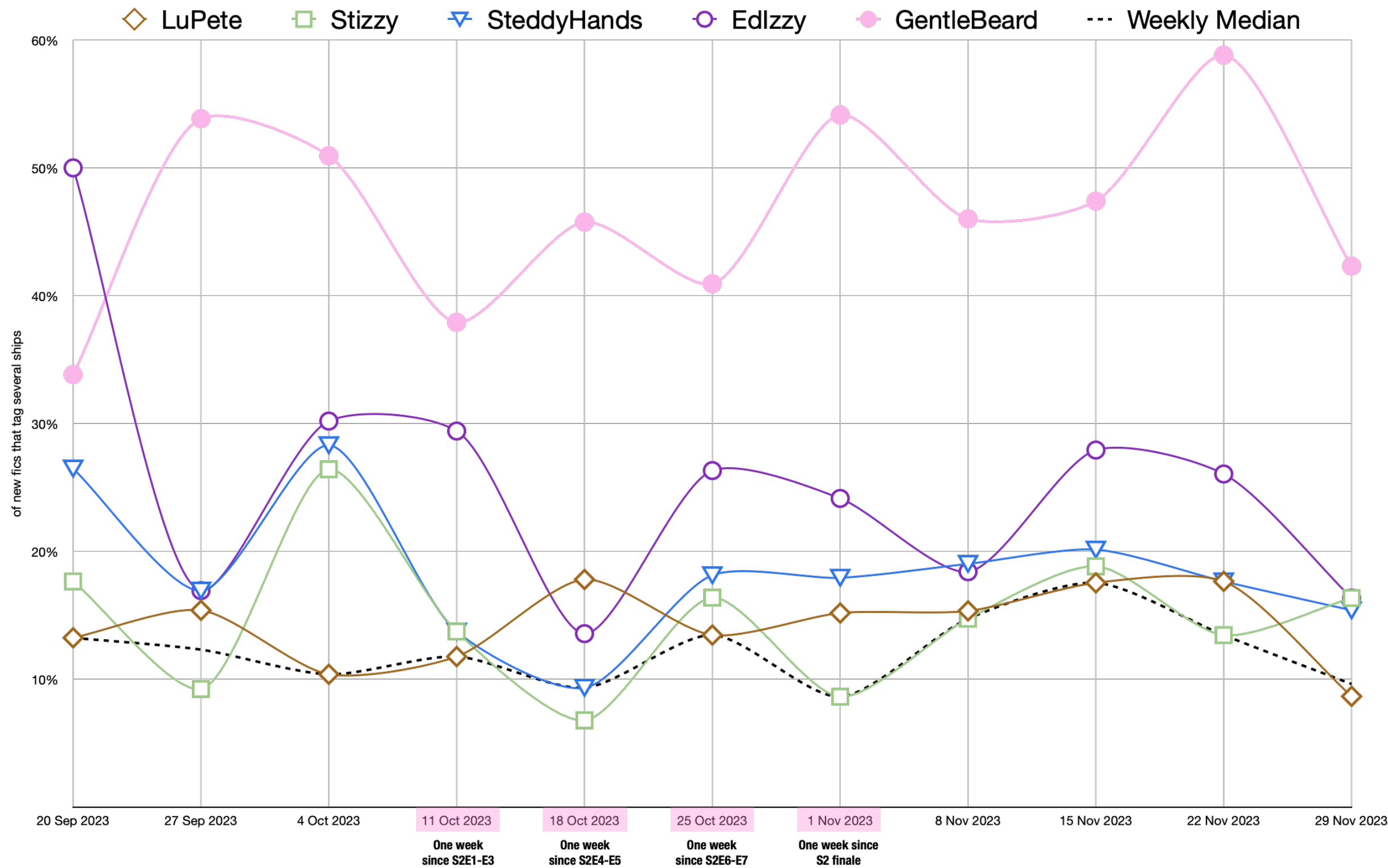
Season 2 trailer aired on 14 Sep, so the data from 20 Sep and 27 Sep is the post-trailer data that was compared to post-teaser data in *The Effect of Season 2 Marketing* graphs. The weeks that followed new episodes of season 2 are highlighted on the X-axis.

[Click here to see the definitions of each ship name.](#)



# Weekly Change: Fics With Several Ships

## Popular Ship Tags of New Fics Between 13 Sep and 29 Nov 2023



The use of popular ship tags in new fics (net gain) that tag several ships. The ships that were repeatedly tagged more often than the weekly median are shown on the left and the rest of the ships are shown on the right. The weekly median is shown for comparison in both graphs.

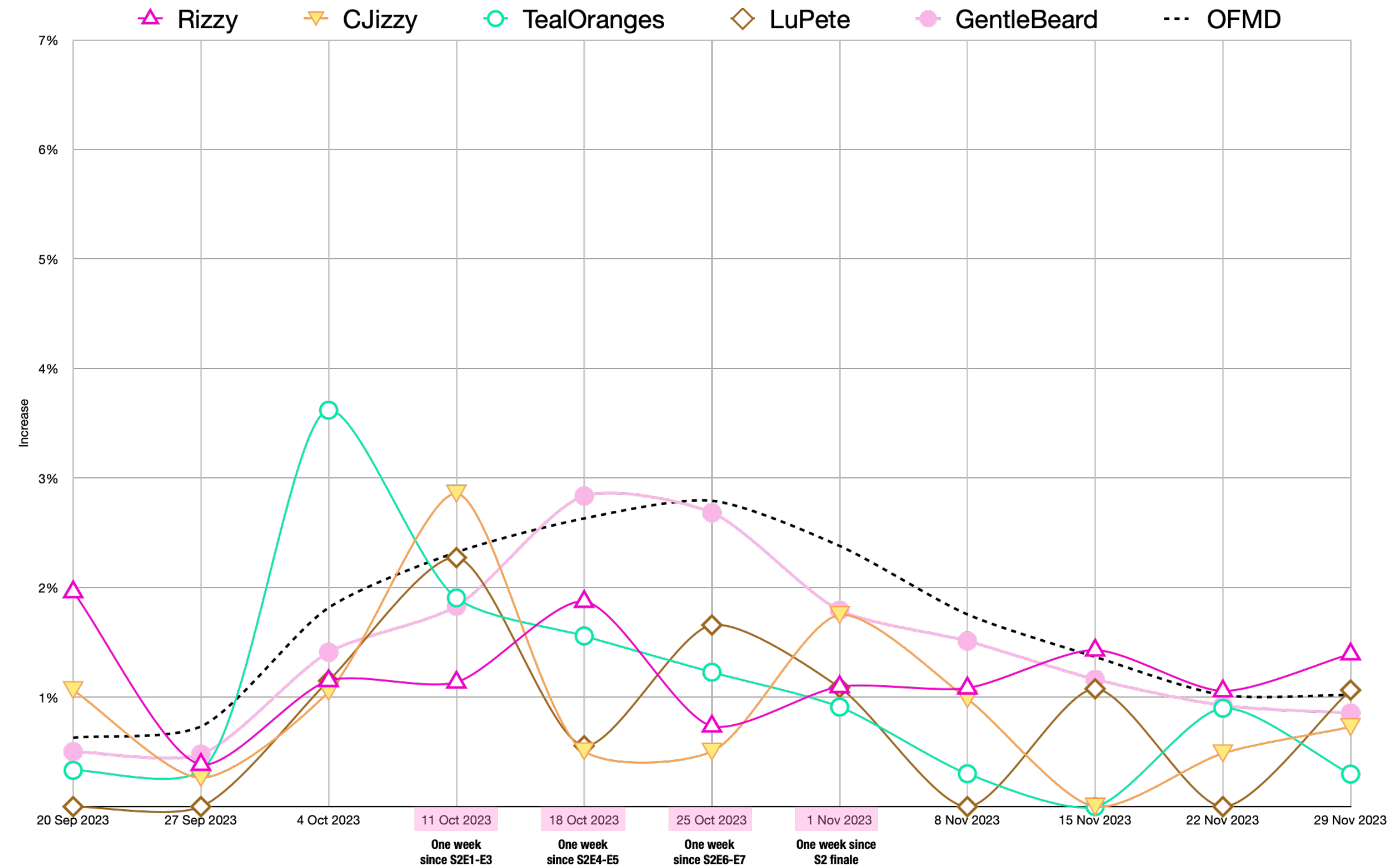
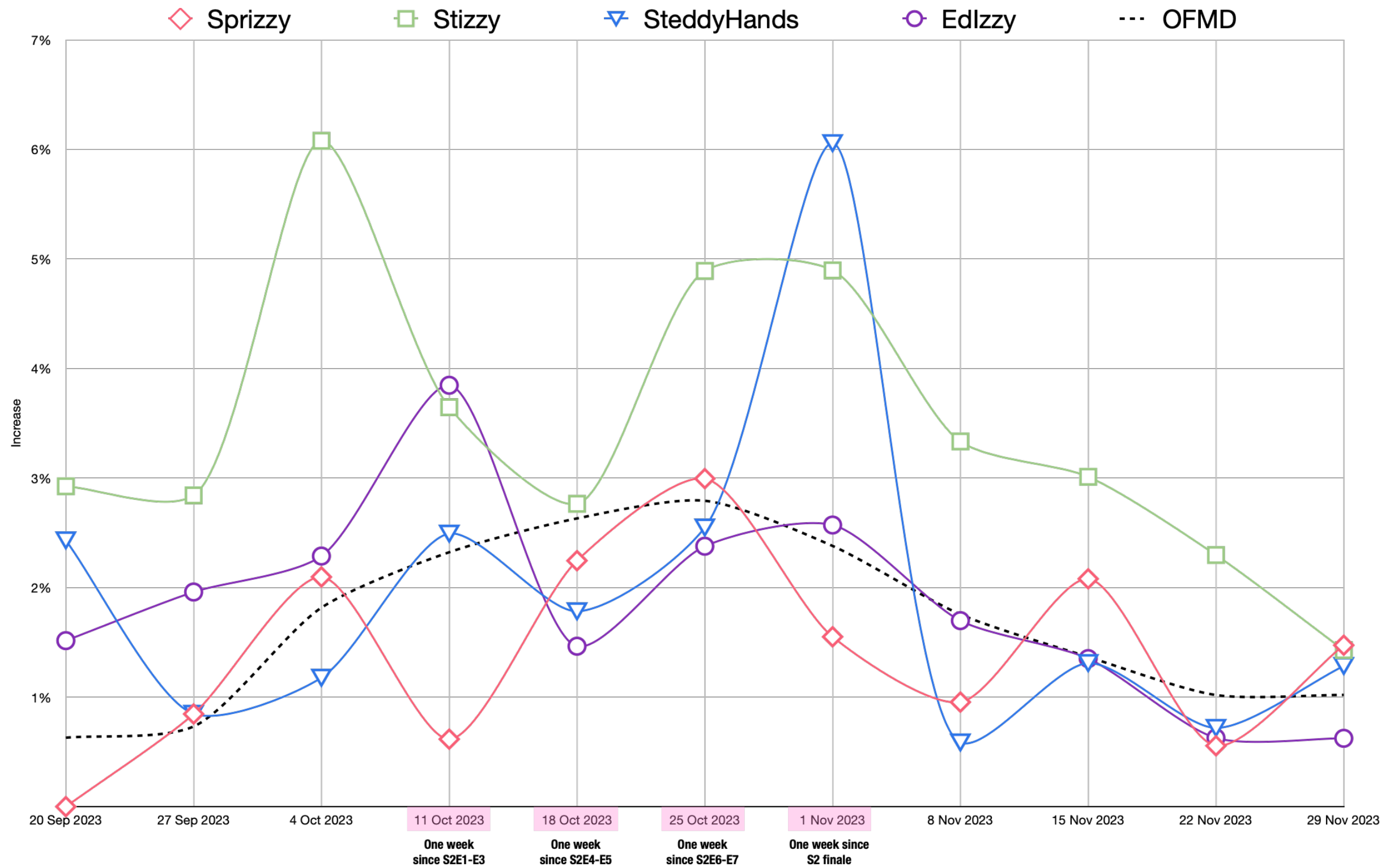
Please note that the Y-axis of the second graph is only 1/3 of the first graph's Y-axis.

Season 2 trailer aired on 14 Sep, so the data from 20 Sep and 27 Sep is the post-trailer data that was compared to post-teaser data in *The Effect of Season 2 Marketing* graphs. The weeks that followed new episodes of season 2 are highlighted on the X-axis.

[Click here to see the definitions of each ship name.](#)

# Weekly Change: Fics With Only One Ship

## Increase in the Number of Fics Between 13 Sep and 29 Nov 2023



Increase in the number of fics that were tagging the most most popular ships. The ships that repeatedly had more weekly increase than the fandom tag are shown on the left and the rest of the ships are shown on the right. The increase for all fics under the fandom tag is shown for comparison in both graphs.

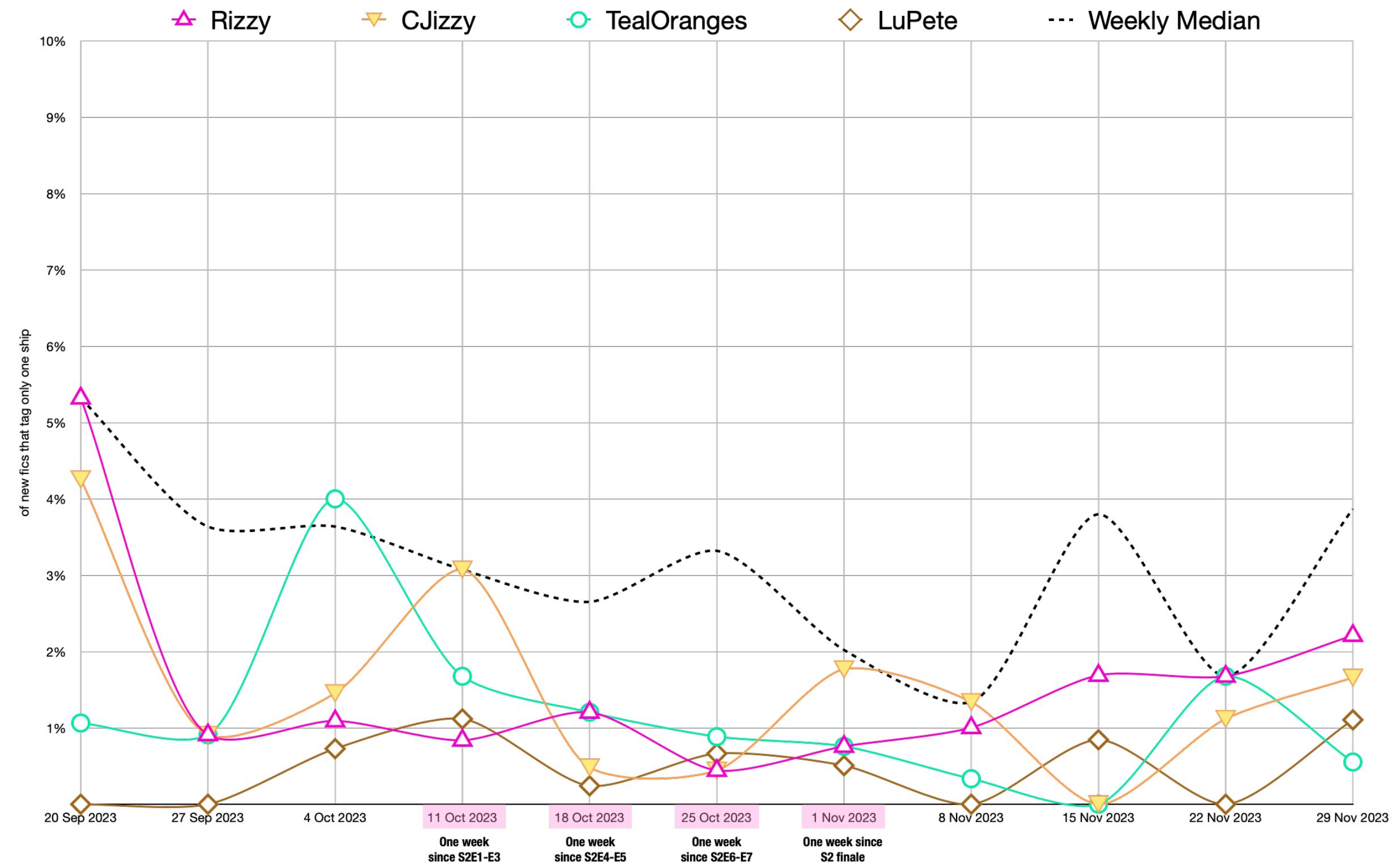
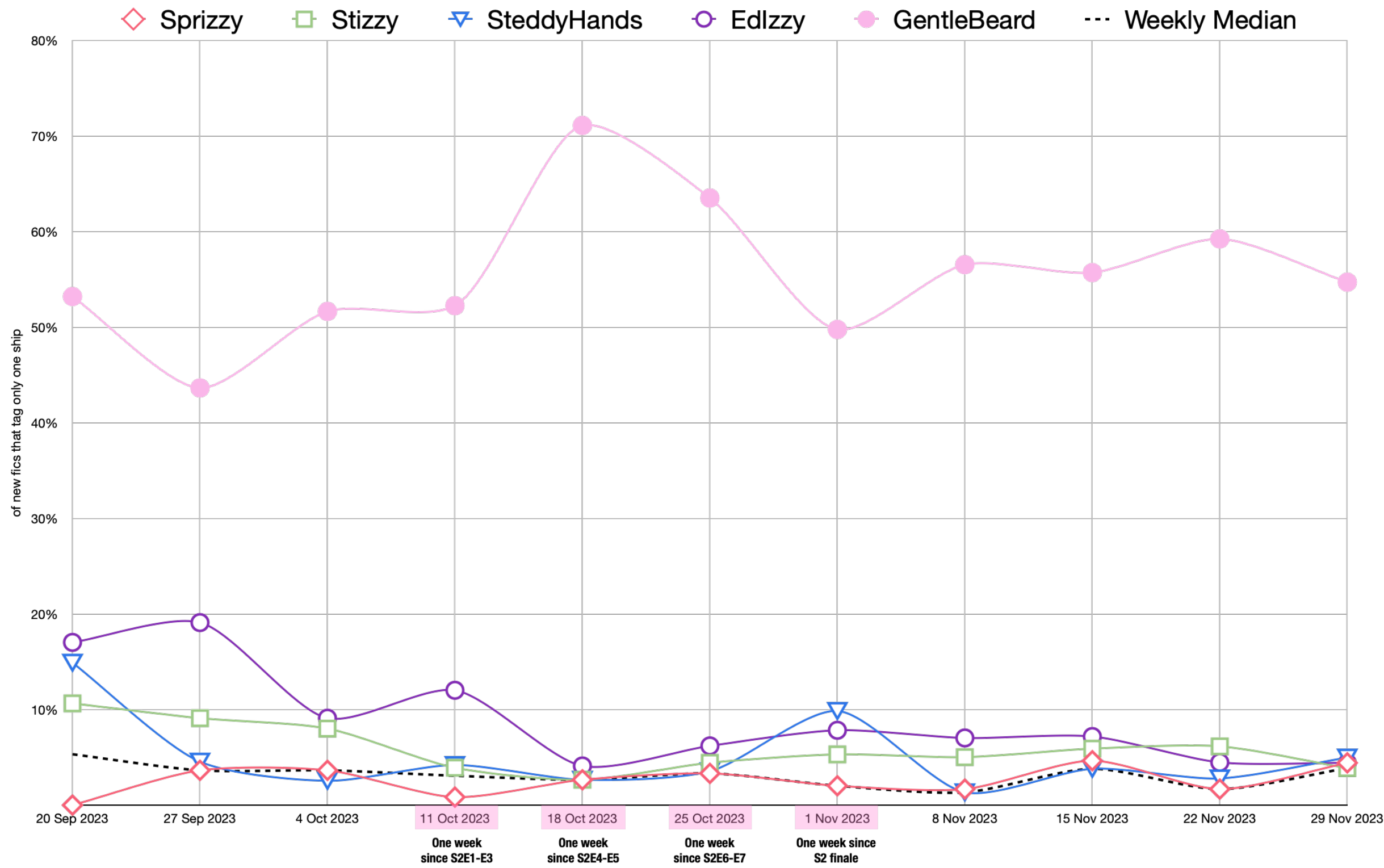
Season 2 trailer aired on 14 Sep, so the data from 20 Sep and 27 Sep is the post-trailer data that was compared to post-teaser data in *The Effect of Season 2 Marketing* graphs. The weeks that followed new episodes of season 2 are highlighted on the X-axis.

[Click here to see the definitions of each ship name.](#)



# Weekly Change: Fics With Only One Ship

## Popular Ship Tags of New Fics Between 13 Sep and 29 Nov 2023



The use of popular ship tags in new fics (net gain) that tag only one ship. The ships that were repeatedly tagged more often than the weekly median are shown on the left and the rest of the ships are shown on the right. The weekly median is shown for comparison in both graphs.

Please note that the Y-axis of the second graph is only 1/8 of the first graph's Y-axis.

Season 2 trailer aired on 14 Sep, so the data from 20 Sep and 27 Sep is the post-trailer data that was compared to post-teaser data in *The Effect of Season 2 Marketing* graphs. The weeks that followed new episodes of season 2 are highlighted on the X-axis.

[Click here to see the definitions of each ship name.](#)

Findings:

The Total Effect of Season 2

# Findings: The Total Effect of Season 2

## Number of new fics (based on net gain)

- During the full observation period, the net gain in the number of fics that were posted under the OFMD fandom tag was 5,055.
  - Net gain of 1,713 fics that tag several ships.
  - Net gain of 3,342 fics that tag only one ship.
- The top-3 most tagged ships were:
  1. GentleBeard (net gain of 2,672 fics in total)
  2. Edlizzy (net gain of 696 fics in total)
  3. SteddyHands (net gain of 471 fics in total)
- The top-3 most tagged ships didn't change when looking at fics that tagged several ships, but among fics that tag only one ship, the 3rd most tagged ship was Stizzy, and SteddyHands was the 4th.

# Findings: The Total Effect of Season 2

## Increase in the number of fics

- During the full observation period, the number of all fics under the OFMD fandom tag increased 22%.
  - For fics that tag only one ship, the increase was 23%. Fics tagging several ships increased 22%.
- 53% of all new fics tagged GentleBeard, but the increase in the number of GB fics was only 18%, which is less than the increase for the whole fandom tag.
  - For fics that tag only one ship, the increase was 19%. Fics tagging several ships increased 16%.
- Only 8% of all new fics tagged Stizzy, but it still had the biggest increase among the most popular ships. The number of all fics that tagged Stizzy increased 32%.
  - For fics that tag only one ship, the increase was 57%. Fics tagging several ships increased 24%.
- Other non-canonical ships increased 21-25%, except CJizzy increased only 15%.
  - Note: there was no new canon content of Calico Jack in season 2.
- The other canonical ships, LuPete and TealOranges, had the smallest increase, 14% and 10% respectively.



# Findings: The Total Effect of Season 2

The share of new fics (based on net gain)

- 18% of all fics that were under the OFMD fandom tag on 29 Nov 2023 were new fics that were posted during the previous ~3 months.
  - 16% of all fics that tag only one ship and 22% of all fics that tag several ships.
- 24% of all fics that tagged Stizzy were new fics.
  - 36% of fics that tag only one ship and 19% of fics that tag several ships.
- 25% of fics that tagged Rizzy while also tagging other ships were new fics.
  - In all fics that tag Rizzy, the share of new fics was 19%.
- For GentleBeard, 15% of all fics that tagged them were new fics.
  - 16% of fics that tag only one ship and 14% of fics that tag several ships.

# Findings: The Total Effect of Season 2

## Popular ship tags in new fics (based on net gain)

- GentleBeard was the most popular ship tag of new fics that tag several ships (48%) and new fics that tag only one ship (56%).
  - GB's share of cumulative fics was bigger than their share of the new fics during the observation period.
    - The share of GB among the fics that tag several ships was 5.9 percentage points less after the observation period than before it.
  - GB was the only ship that was more popular among the fics that tag only one ship than the fics that tag several ships.
- 1/4 of new fics that tag only one ship tagged other popular ships than GentleBeard.
  - Top-3 ships among these were EdIzzy, Stizzy and SteddyHands, in descending order. They were also the only ships that grew their share of the fics that tag only one ship (Stizzy +0.7, EdIzzy +0.4 and SteddyHands +0.3 percentage points).
  - The same ships were also the most popular besides GentleBeard among new fics that tag several ships, but Stizzy and SteddyHands were in reversed order.
- The other canonical ships, TealOranges and LuPete, were the least popular among fics that tag only one ship, 1.2% and 0.7% respectively.
  - Among fics that tag several ships, LuPete was the 5th most tagged and TealOranges was the 7th most tagged.
  - The share of these ships in the fics that tag several ships dropped 2.5 percentage points for TealOranges and 2.3 percentage points for LuPete during the observation period.
- CJizzy was tagged more often than Rizzy, even when Calico Jack is not in season 2 and he's assumed dead after season 1.

Findings:

The Effect of Season 2 Marketing

# Findings: The Effect of Season 2 Marketing

## Number of new fics (based on net gain)

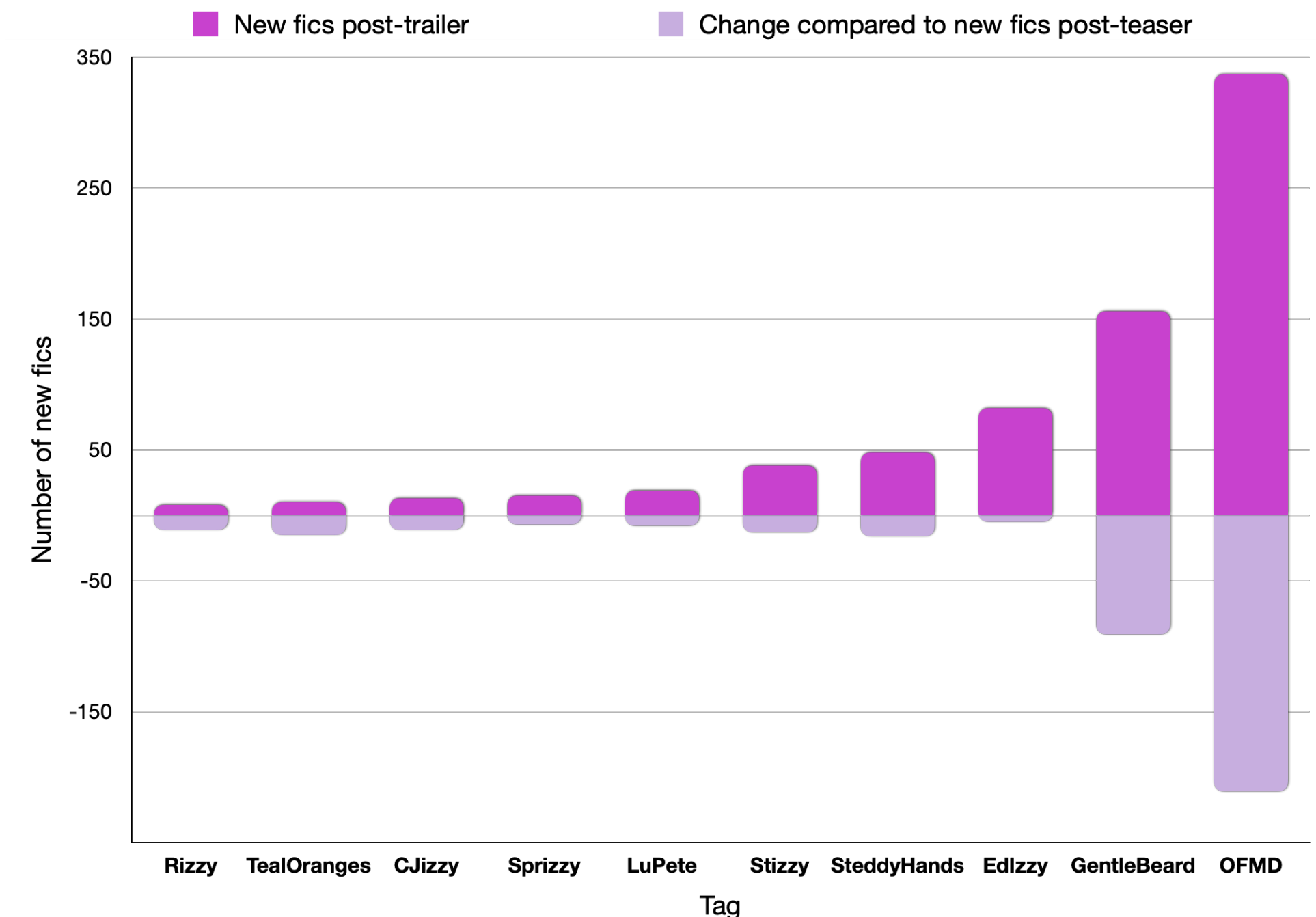
- During the two weeks post-teaser, the net gain in the number of fics was 548.
  - Net gain of 202 fics that tag several ships.
  - Net gain of 346 fics that tag only one ship.
- During the two weeks post-trailer, the net gain in the number of fics was 337 (62% of the net gain of fics post-teaser).
  - Net gain of 133 fics that tag several ships (66% of the net gain of fics post-teaser).
  - Net gain of 204 fics that tag only one ship (59% of the net gain of fics post-teaser).
- The top-3 most tagged ships were GentleBeard, Edlizzy and SteddyHands, in descending order.
- During post-teaser, TealOranges was the 6th most tagged ship and Sprizzy was the 8th. During post-trailer, they switched places in ranking.
  - The ranking of other ships didn't change.



# Findings: The Effect of Season 2 Marketing

Number of new fics (based on net gain)

- The net gain in the number of fics was less during the two weeks following the trailer than during the two weeks following the teaser.
- The net gain in the number of fics dropped for all popular ships.
  - Edlizzy had the smallest drop compared to post-teaser fics.
  - TealOranges had the biggest drop compared to post-teaser fics.



Number of new fics (net gain) that were posted during the two weeks following the trailer and the difference to the number of new fics that were posted during the two weeks following the teaser. The number of all new fics under the fandom tag is shown for comparison.

[Click here to see the definitions of each ship name.](#)

# Findings: The Effect of Season 2 Marketing

## Increase in the number of fics

- The number of all fics under the OFMD fandom tag increased 2.4% during post-teaser and 1.5% during post-trailer.
- During post-teaser, Rizzy had the biggest increase among the most popular ships. The number of all fics that tagged Rizzy increased 5.2%.
- During post-trailer, Stizzy had the biggest increase among the most popular ships. The number of all fics that tagged Stizzy increased 2.8%.
  - For fics that tag only one ship, Stizzy had the biggest increase during post-teaser (8.2%) and post-trailer (5.8%).

# Findings: The Effect of Season 2 Marketing

New fics (net gain) with several ships: Popular ship tags

- Top-3 most popular ships were GentleBeard, Edlizzy and Stizzy, in descending order.
  - Out of these, Edlizzy was the only one that was more popular during post-trailer (+7.6 percentage points).
  - GentleBeard dropped 5.9 percentage points during post-trailer.
  - SteddyHands dropped 0.5 percentage points during post-trailer.
- In addition to Edlizzy, the following ships were also more popular during post-trailer than post-teaser:
  - LuPete +4.4. percentage points
  - Sprizzy +1.9 percentage points
  - Stizzy +1.1 percentage points

# Findings: The Effect of Season 2 Marketing

## New fics (net gain) with only one ship: Popular ship tags

- During post-teaser, 35% of new fics tagged other popular ships than GentleBeard. During post-trailer, it was 46%.
- The following ships were more popular during post-trailer than post-teaser:
  - Edlizzy +8.3 percentage points
  - GentleBeard +5.5 percentage points
  - SteddyHands +3.8 percentage points
  - Stizzy +2.3 percentage points
  - TealOranges +0.1 percentage points
- During post-trailer, GentleBeard was the only ship that was more popular among the fics that tag only one ship than the fics that tag several ships.
  - During post-teaser, all ships were more popular among the fics that tag several ships, except for Rizzy that was tagged by 3.5% of fics in both categories.



# Findings: Weekly Change

# Findings: Weekly Change

## Number of new fics (based on net gain)

- The weeks following new episodes and the second week post-finale were above the weekly average (410 fics).
  - This was also the case with fics that tag only one ship, but for them, the week before season 2 started airing was also above the weekly average (272 fics).
  - Fics that tag several ships had the weekly average of 137 fics. The week following episodes 4 & 5 was below the average, but the third week post-finale was above the average.
- The highest weekly net gain was 686 fics during the week that followed the finale. Up until then, the numbers had grown each week.
  - The week following the finale had net gain of 290 fics that tag several ships, the highest weekly number for fics in this category.
  - For fics that tag only one ship, the highest weekly number was during the previous week (the one following episodes 6 & 7) with net gain of 452 fics.
- During the second post-finale week the net gain was 462 fics, which was less than during any of the weeks new episodes were airing (net gain of 511-623 fics / week).
- At the end of November, the weekly net gain was still higher than it was during the weeks before season 2 started airing.

# Findings: Weekly Change

Fics with several ships: Increase in the number of fics

- There was a lot of fluctuation in the weekly increase of fics that tagged the popular ships.
- Sprizzy was the only ship that had several consecutive weeks where the increase-% stayed stable. During the week following episodes 4 & 5 and the next three weeks, Sprizzy fics increased ~2.5% each week.
- The spike in the number of new fics during the week following the finale affected the increase-% of almost all ships.
  - Sprizzy, Stizzy and CJizzy were not affected; Sprizzy and CJizzy stayed the same and Stizzy dropped a little.
- After the initial drop in weekly fic numbers during second post-finale week, the increase-% of almost all ships declined for the rest of the observation period.

# Findings: Weekly Change

## Fics with several ships: Popular ship tags

- There was a lot of weekly fluctuation in the use of the popular ship tags.
- SteddyHands and LuPete had several consecutive weeks where their share of all fics stayed stable.
  - During the week following episodes 6 & 7 and the next three weeks, SteddyHands was tagged by 18-20% of fics each week.
  - During the week following the finale and the next three weeks, LuPete was tagged by 15-18% of fics each week.
- The spike in the number of new fics (net gain) during the week following the finale had the biggest effect on GentleBeard. Their share of fics jumped to 54% (previous week it was 41%).
  - LuPete's share jumped from 13% to 15%.
  - The share of all the other ships either stayed the same or dropped a little.
- There were two weeks when CJizzy was not tagged at all: the week following the trailer and the week following episodes 4 & 5.



# Findings: Weekly Change

## Fics with only one ship: Increase in the number of fics

- There was a lot of fluctuation in the weekly increase of fics that tagged the popular ships.
- The most notable spikes of weekly increase:
  - 6.1% for Stizzy during the week before season 2 started airing and then 4.9% during the weeks following episodes 6 & 7 and the finale.
  - 6.1% for SteddyHands during the week after the finale.
  - 3.8% for Edlizzy during the week following episodes 1-3.
  - 3.6% for TealOranges during the week before season 2 started airing.
  - 3.0% for Sprizzy during the week following episodes 6 & 7.
- There were weeks when the following ships had no new “OTP: True” fics:
  - LuPete (4 weeks: two weeks following the trailer and the second and the fourth week post-finale)
  - TealOranges (the third week post-finale)
  - Sprizzy (the week following the trailer)
  - CJizzy (the third week post-finale)

# Findings: Weekly Change

## Fics with only one ship: Popular ship tags

- Half or more of the fics tagged GentleBeard except during the second week post-trailer when it was only 44% of the fics.
  - The highest share (71%) of GB fics was during the week following episodes 4 & 5.
  - During the week following the finale, 50% of fics tagged GB.
- The biggest share any of the other ships had was 19% of fics tagging Edlizzy during the second week post-trailer.
  - Edlizzy was the second most tagged ship except during the following weeks:
    - The week following the finale: SteddyHands was tagged more often.
    - The fourth week post-finale: Stizzy was tagged more often.
- Most of the weeks, Stizzy was tagged more often than SteddyHands. This is probably because the fics that tag SteddyHands often also tag at least one other pairing that's part of the throuple, so "OTP: True" fics tagging SteddyHands are more rare.

Main Conclusions  
&  
About This Study

# Main Conclusions

## What did we learn?

- The number of all OFMD fics increased 22% during the full observation period.
- The net gain in the number of fics was bigger after the teaser trailer than after the actual trailer.
- The weekly net gain in the number of fics reached its peak during the week following the finale and after that it declined rapidly.
- Majority of the new fics tagged GentleBeard, but it wasn't the ship that had the biggest increase in fic numbers.
  - Bigger increase-% are easier to achieve when the cumulative number of older fics is smaller.
- Stizzy had the biggest increase-%, which makes sense because we got a bunch of new Stede/Izzy interactions in season 2 to inspire us.
- Among the fics that tag several ships, the share of popular ships decreased after season 2. The biggest decrease was for GentleBeard.



# About This Study

Who, why, when?

- This study was conducted by **Tikli**. A year ago, they looked into **which OFMD ships were the most popular ones**.
- When season 2 of OFMD was approaching, Tikli started to gather comparable ship tag data for **a follow-up study**.
  - Their initial plan was to get one data set to observe the situation before season 2 and another data set of the situation one year after the first study.
  - The data sets were collected on 30 August and 29 November 2023.
- Tikli was also interested in seeing how the new season would affect the numbers on a smaller scale, so they collected some extra data on a weekly basis to record those changes. That data lead to this study being written.
- This is an officially unofficial fandom study. It's done for fun, because numbers are interesting and graphs are pretty.