Predict popularity of TED video
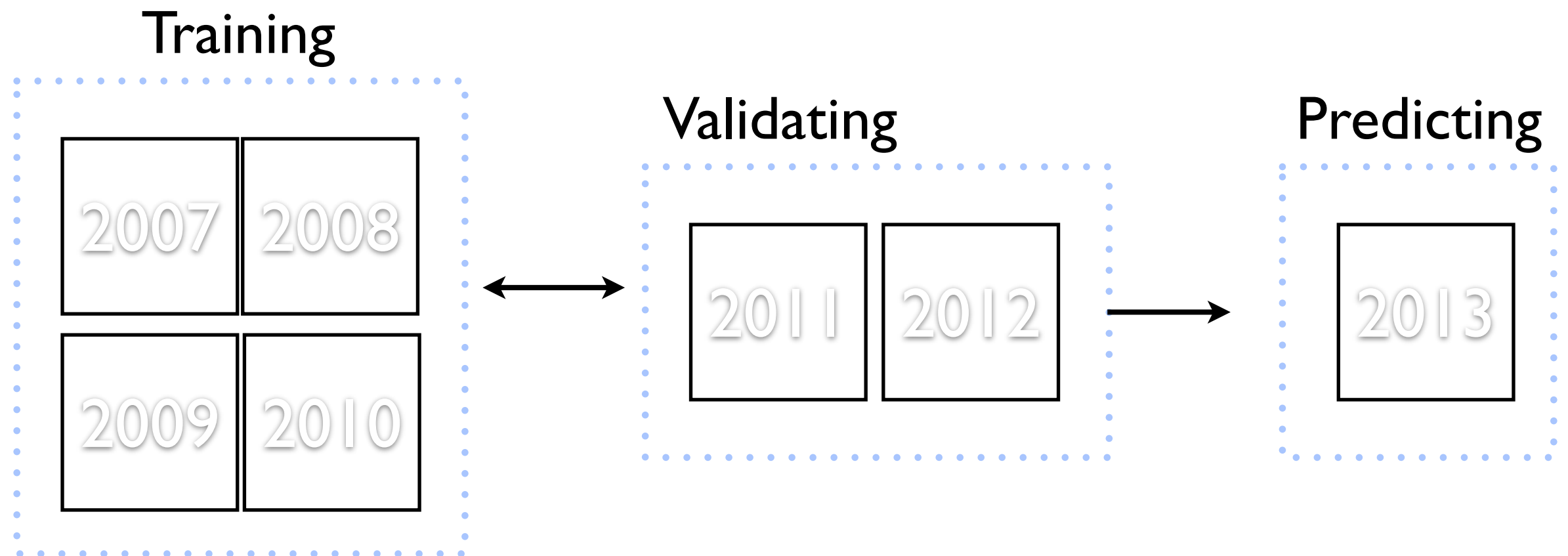
Chan, JT

1. Basic Dataset
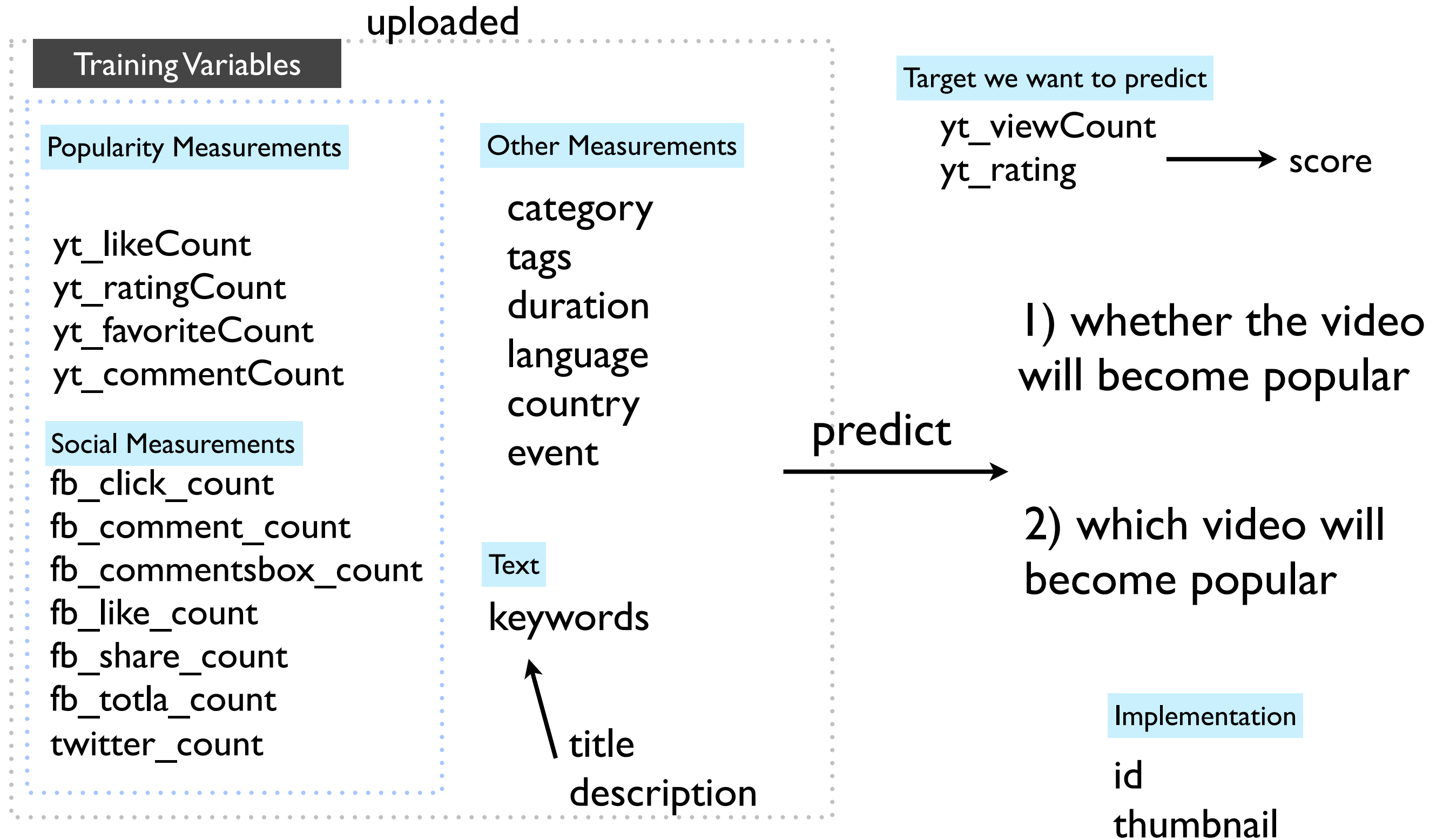
	TED Ideas worth spreading	TEDx x = independently organized TED event		
# of Videos	1,371	27,581	=	28,952

2. Basic Idea

Training

2007	2008
2009	2010

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Validating

2011	2012

→

Predicting

2013

3. Method

decision tree & naive Bayes

uploaded

Training Variables

Popularity Measurements

yt_likeCount
yt_ratingCount
yt_favoriteCount
yt_commentCount

Social Measurements
fb_click_count
fb_comment_count
fb_commentsbox_count
fb_like_count
fb_share_count
fb_totla_count
twitter_count

Other Measurements

category
tags
duration
language
country
event

Text
keywords

title
description

Target we want to predict

yt_viewCount
yt_rating → score

predict

1) whether the video will become popular

2) which video will become popular

Implementation

id
thumbnail

All About TEDx
IDEA worth spreading !

Chan Kim, JT Huang

1. Basic Background

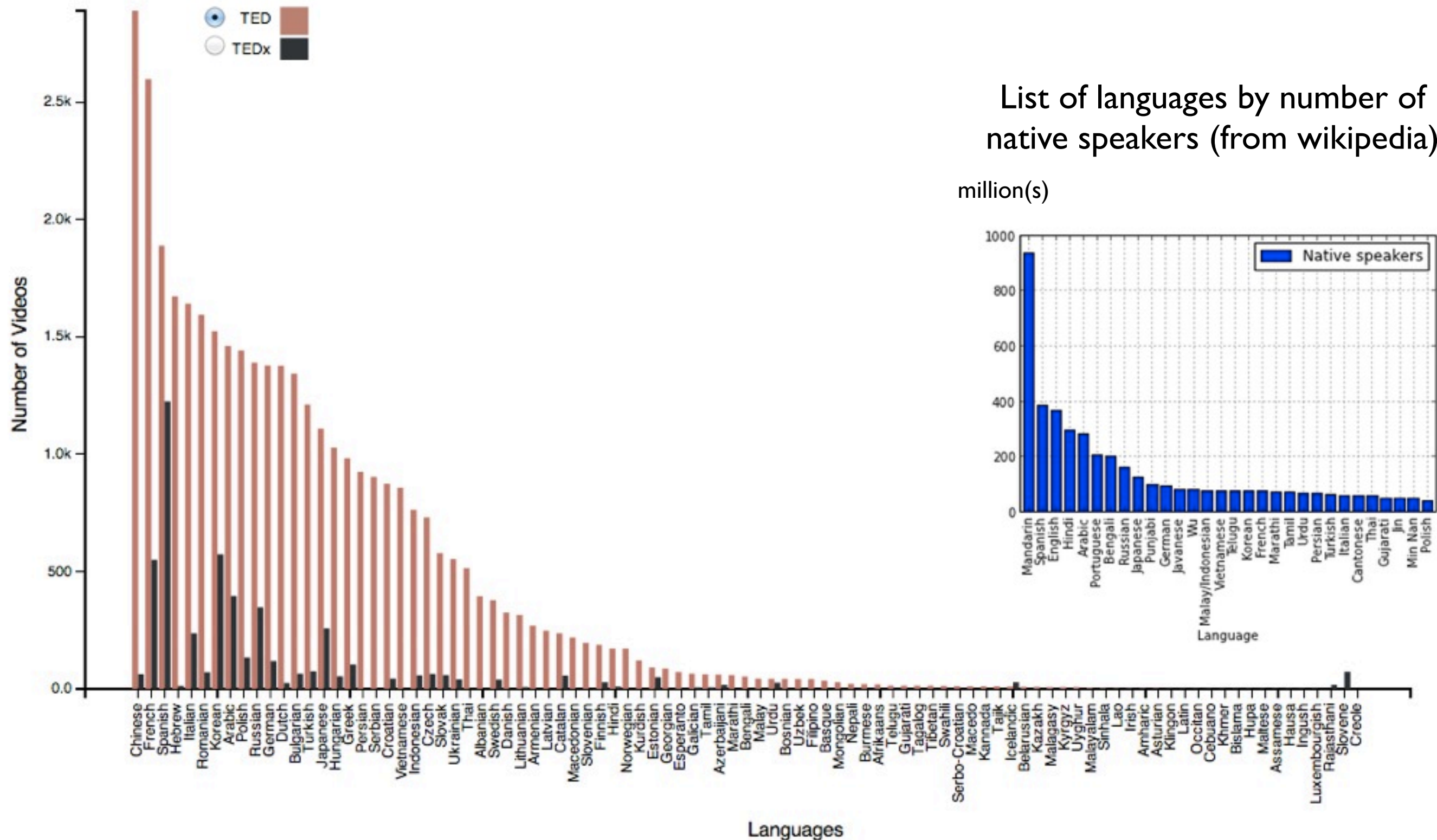|	**TED** Ideas worth spreading	**TEDx** x = independently organized TED event
# of Videos	1,780	29,982
	↓ x 23	↓ x 1
# of translated Videos	41,364	29,982
# of languages	99	39

2. Comparison between TED and TEDx

List of languages by number of native speakers (from wikipedia)