Find Trendings

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NAME:-

Amiya kumar mishra

Pruthvi shiva pratap mahana

Ranjan meher

# Overview:

*The list of "trending topics" on the right side of Twitter's and YouTube’s home page is a coveted spot because millions of people see it. It often reflects what's hot in the news, from Bihar election to Ipl final.*

*Sometimes a topic that seems hot, like Occupy Wall Street, doesn't trend, leading some activists to charge Twitter with censorship. But the complex algorithms that determine trending topics are intended to find what's trending in the moment, and not what's been around for a long time.*

*Getting a spot on the trending list has become so important that television programs hire consultants to help them get there.*

*Trending aims to surface videos that a wide range of viewers would find interesting. Some trends are predictable, like a new song from a popular artist or a new movie trailer. Others are surprising, like a viral video.*

*Trending isn't personalized and displays the same list of trending videos in each country to all users, which is why you may see videos in Trending that aren’t in the same language as your browser. However, in India, Trending displays the same list of trending videos for each of the 9 most common Indic languages.*

*The list of trending videos is updated roughly every 15 minutes. With each update, videos may move up, down, or stay in the same position in the list.*

# Needs:

*A highly attentive article is a hugely valuable resource for gaining additional page views; whether through promotion on existing article pages (thus gaining deeper user sessions) or new user attribution through organic search or social media, the benefit clear. Additionally, by providing meaningful content front-and-center to the user, the Publisher ensures that more users will return to find content they care about in the future.*

*For Advertisers, the content that people care about most is where the magic happens. Trending articles are where most users want to get to, and are therefore less likely to abandon and more likely to recall a brand that they positively associate with the content they care about. The barrier (advertisement, subscription, survey, etc.) that can be placed in front of trending articles, can be incrementally increased with little to no negative impact on page performance. And by aligning with the trend early on, the brand has put themselves in an advantageous spot to stay top of mind as people continue to share and search around the topic*.

# Goal:

1. *By looking at the existing feature,we have to predict whether a video/blog/article is trending or not*.

# Four real-valued features are computed for each video/blog/article:

1. *Views*
2. *Likes*
3. *Dislikes*
4. *comments\_total*

# Algorithim used:

1. *Logistic regression*

*2. Decession tree*

*3. Random forest classifier*

# Software used:

1. *Python ( Jupyter notebook,Google Colab )*

# Financial Costs:

*Since we have applied human work force for collecting the data ,so no cost has been applied for this model.Only basic charge for the organization has been required.*