Youtube/Twitter Trending Analysis

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Overview

- Motivation

- Dataset

- System Architecture

- Color Analysis

- Sentimental Analysis

- Top 3 Categories Per Country

- Twitter & Youtube Streaming Analysis

Motivation

- Interesting data set
- Youtube is a big platform with a large international reach
- Why do people make youtube videos?
    - Popularity
    - Educate people
    - Send a message
    - "pewdiepie" made $12 million USD in the year of 2017[1]
- Brand marketing

Dataset and system Architecture

Dataset

- Historic Youtube trending Data
    - 8 months of trending per day
- Twitter/Youtube Stream
    - top 50 Trending Videos on youtube
    - twitter streaming
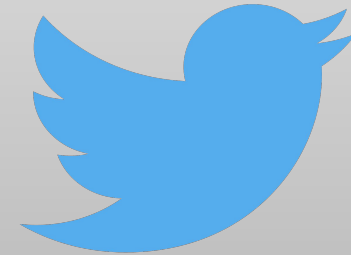
System Architecture

- Lambda architecture
  - Batch Analysis
  - Speed layer

- Data saved for later analysis
  - average lifecycle of a trending video
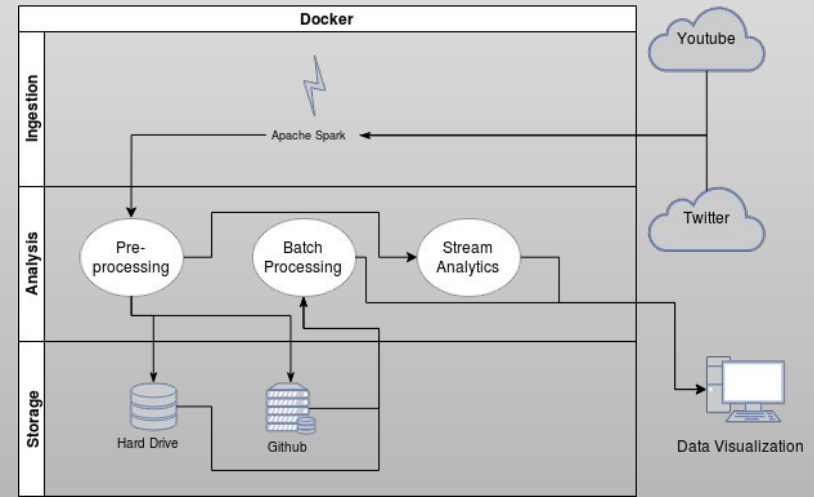 - peak hours
  - Trending spot vs Twitter Attention

Figure 1: Example Thumbnail

Analysis

Thumbnail Analysis

- Data cleaning

- Image cleaning

- Object Detection

- Color Analysis

- MapReduce

Figure 1: Example Thumbnail

Figure 2: Example Thumbnail

Thumbnail Analysis

- Use strong colors in thumbnails
- Results:
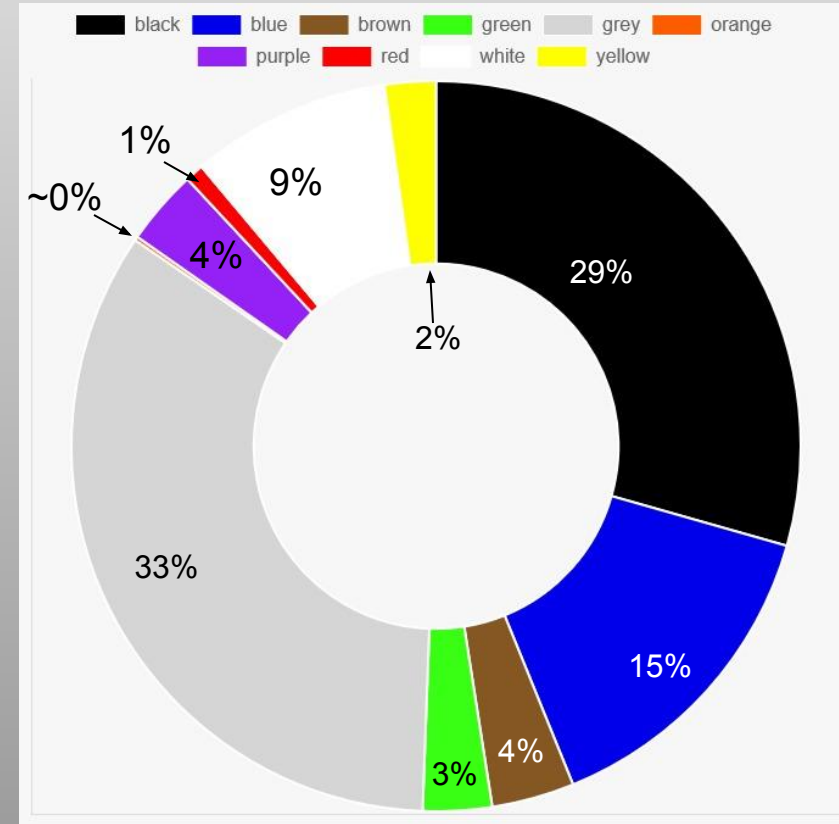   - Spotlight Effect

Figure 3: Color Analysis
Results

Sentiment Analysis

- Sentiment was done for Canada Youtube Videos

- MapReduce

- Titles were neutral while Descriptions were positive

Figure 4.2.4 Description analysis sums
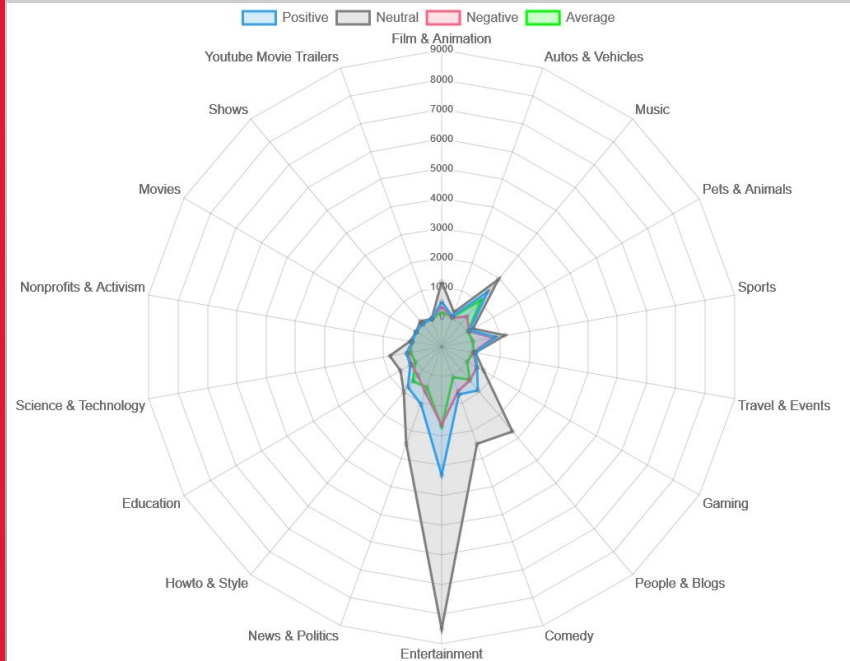
Sentiment Analysis
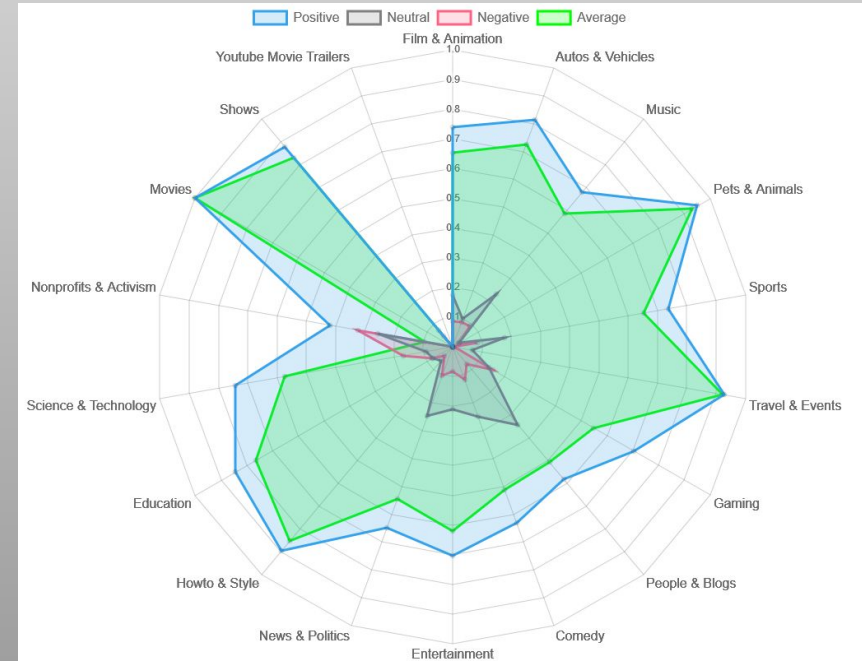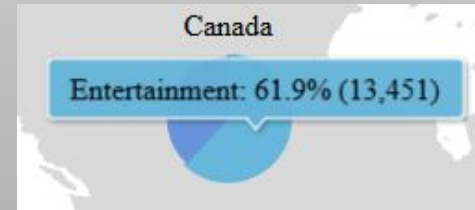

figure 4.2.2 Title analysis sums

figure 4.2.3 Description analysis percentage

Top 3 Categories Per Country

- Sum for every category and got the top 3
- Entertainment was very dominant

Can be seen by interacting with map on figure 4.3.1

Twitter Youtube Stream Analysis

- Live from twitter and Youtube
- Outside the top 10
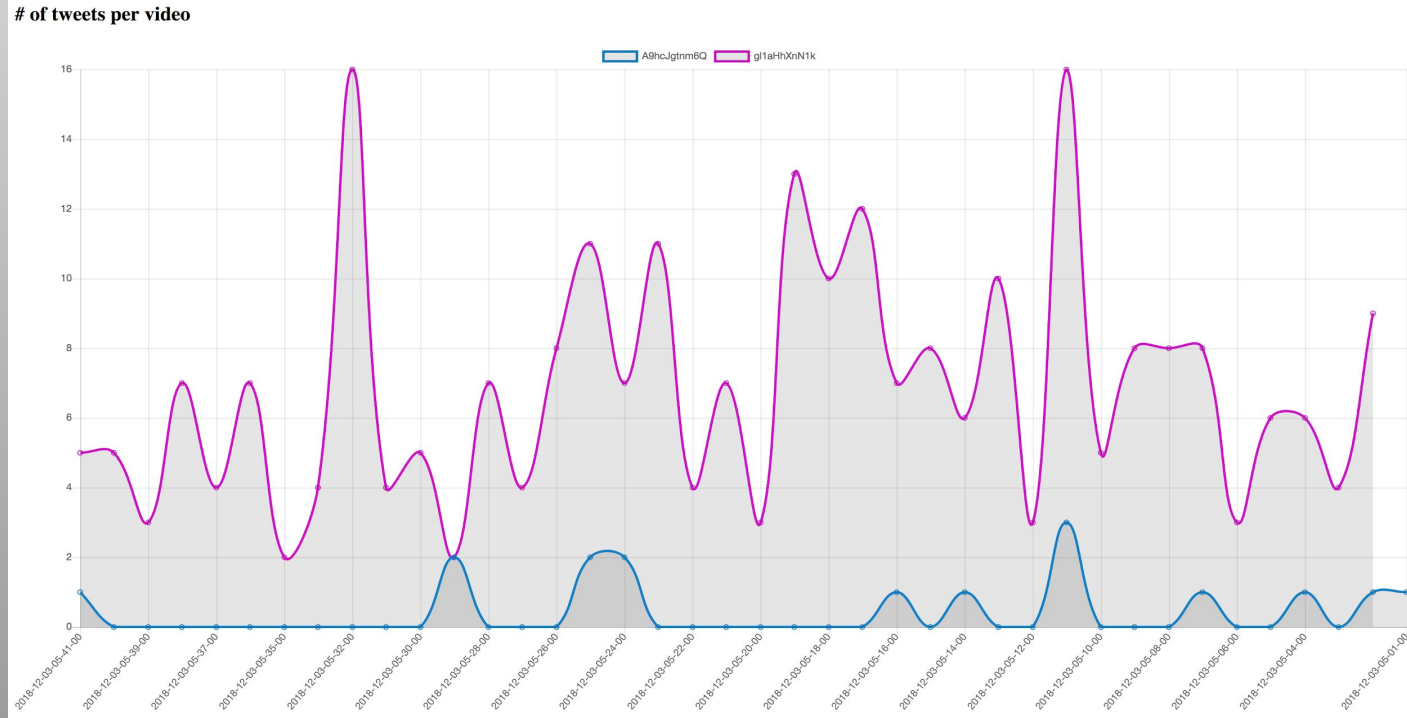- Unexpected
- Live demo

Figure 5

Conclusion

Trending video tips:

- Neutral background colors
- Hardly any negative title videos
- Limited correlation between the two platforms
- Music videos had the most cross platform traffic

Questions/answers