TikTok Verified vs. Unverified Accounts — Hypothesis Testing Report

Statistical Analysis of Video View Counts

Overview

The goal of this analysis was to determine whether there is a statistically significant difference in video view counts between verified and unverified TikTok accounts. Using Python, we conducted descriptive statistics and hypothesis testing to identify potential engagement patterns tied to verification status.

Objective

To test the hypothesis that verified TikTok accounts have a higher average video view count than unverified accounts. The analysis used a Welch's two-sample t-test at a 5% significance level to compare the mean view counts between the two groups.

Results

The t-test results showed a **t-statistic of -25.49** and a **p-value of 2.6×10^{-120}**, which is far below the 0.05 threshold. Therefore, the null hypothesis was rejected.
This indicates a **statistically significant difference** in view counts, with verified accounts receiving substantially more views on average than unverified accounts.

Next Steps

- Encourage creators to pursue verification, as it appears to increase visibility and engagement.
- Investigate additional factors such as content type, posting frequency, and audience demographics to refine insights.
- Develop a predictive model to forecast engagement based on account verification and related metrics.