Armenian News YouTube Channel Activity Analysis

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1. Introduction

According to a public survey conducted in June 2025, 53.3% of respondents reported receiving daily news updates through Facebook, while 36.5% relied on YouTube for this purpose. Given YouTube's significant role as a news source, this research aims to analyze user engagement across 24 selected Armenian news channels on YouTube and 1 Russian news channel, which is not used in the analysis. The analysis focuses on identifying trends in audience interaction, including views, ratings, and upload frequency, to better understand how users consume news content on the platform daily.

2. Data Overview

For this project, I consulted with my mentor, Magda Aghababyan, who provided a curated list of 24 Armenian news YouTube channels. These channels were selected in the aftermath of the 2020 war and reflect a variety of perspectives. While not selected through formal random sampling, the list can be considered representative of channels followed by a randomly chosen individual interested in Armenian news content.

The main variables used in the analysis include:

- **Views**: the number of views each video received
- **Ratings**: based on user interactions such as likes and dislikes
- **Publication date**: the original upload date of each video
- **Date of scraping**: the date when the data was collected

The dataset contains video records starting from 2021 and is updated on a daily basis to reflect ongoing activity on the channels. During the daily data collection, there are days when the data is not collected. The data scraping process is based on taking the data from the latest 15 videos of the channel's feed. Additionally, some YouTube channels included in the dataset have since been closed; however, all available data collected prior to their closure is preserved and considered in the analysis.

Closed channels: Armenian News Radio FM 106.5 Feed, Sputnik Armenia.

3. Methodology

The data used in this project was collected through web scraping. Custom scripts were developed to automatically extract publicly available information from the YouTube channels into XML files. As mentioned, the russian channel Grey Zone will not be used in the analysis, but the scraped data is saved. To store and manage the scraped data, an SQL

database was used. Python was connected to the database using ready-made database adapter libraries, such as psycopg2 for PostgreSQL. SQL was chosen for its reliability, structure, and integration capabilities with Python-based data analysis tools.

The database consists of two main tables:

1. youtube_channels

This table contains metadata about each YouTube channel.
Structure:

channel_id SERIAL PRIMARY KEY,

original_channel_id TEXT unique,

channel_name TEXT,

url TEXT,

last_scraped DATE

2. videos

This table stores video-level data scraped from each channel.
Structure:

video_id SERIAL PRIMARY KEY,

original_video_id TEXT,

channel_id INTEGER REFERENCE youtube_channels(channel_id),

title TEXT,

description TEXT,

published_at DATE,

url TEXT,

views INTEGER,

rating INTEGER,

scraped_at DATE

Once the data was stored in the database, it was queried and processed using both Python and PostgreSQL.

4. SQL Analysis

This section presents the results obtained by analyzing the engagement metrics and activity patterns of 23 Armenian news YouTube channels based on the data collected and stored in the SQL database.

The Number of Distinct Channels in DB

"Shoghakat TV"

"MediaMax Red Thread"

"Factor TV"

"Article 3 Club"

"IDeA Foundation Yerevan"

"Armenian Public TV"

"News AM"

"24TV"

"Batc TV"

"infocom. am"

"SHANT TV"

"Novosti Armenia"

"Noyan Tapan TV"

"RusArm Info"

"1in TV Armenia"

"Army Life"

"Sputnik Armenia"

"Arm Public TV"

"Arm Daily News TV"

"Armenian News Radio FM 106.5 Feed"

"VOMA"

"CivilNet Feed"

"Arm News TV"

"Armenian National Network

Channels with min/max views

For each channel, the query calculates the minimum and maximum number of views among that channel's latest video records.

channel_name	min	max
1in TV Armenia	0	163355
24TV	0	328640

Arm Daily News TV	0	146906
Arm News TV	0	263054
Arm Public TV	0	276270
Armenian National Network	136	3435
Armenian News Radio FM 106.5 Feed	0	65610
Armenian Public TV	0	272668
Army Life	98	790080
Article 3 Club	0	7468
Batc TV	0	377372
CivilNet Feed	0	287293
Factor TV	0	193029
IDeA Foundation Yerevan	7	184
infocom. am	8	43582
MediaMax Red Thread	74	122284
News AM	0	209120
Novosti Armenia	21	192791
Noyan Tapan TV	0	275947
RusArm Info	0	119943
SHANT TV	7	608303

Shoghakat TV	0	57282
Sputnik Armenia	56	61967
VOMA	6	213468

Channels with min/max ratings

For each channel, the query calculates the minimum and maximum number of views among that channel's latest video records.

channel_name	min	max
1in TV Armenia	0	4248
24TV	0	6651
Arm Daily News TV	0	2374
Arm News TV	0	1728
Arm Public TV	0	5746
Armenian National Network	0	68
Armenian News Radio FM 106.5 Feed	0	2901
Armenian Public TV	0	4990
Army Life	1	7157
Article 3 Club	0	26
Batc TV	0	5455
CivilNet Feed	0	4524
Factor TV	0	4091

IDeA Foundation Yerevan	0	12
infocom. am	0	308
MediaMax Red Thread	1	3007
News AM	0	5461
Novosti Armenia	0	1035
Noyan Tapan TV	0	6459
RusArm Info	0	3802
SHANT TV	0	15034
Shoghakat TV	0	1510
Sputnik Armenia	0	912
VOMA	0	9949

How Popular the Channels are

This query calculates the total number of views for each channel, based on the most recent data for each video.

Logically, Shant TV and Arm Public TV have the biggest number of total latest views, as these channels are not only publishing news but also other content as well. Therefore, we have potential bias in working with this query.

channel_name	**total_latest_views**
SHANT TV	2.32E+08
Arm Public TV	1.22E+08
1in TV Armenia	94535006

Factor TV	83686068
News AM	80441915
Noyan Tapan TV	78128144
Arm News TV	49772108
24TV	49402440
Batc TV	47925183
RusArm Info	43301204
Armenian Public TV	41224344
CivilNet Feed	28308505
Armenian News Radio FM 106.5 Feed	9272875
Shoghakat TV	7057145
VOMA	3838778
Novosti Armenia	3553829
Army Life	2646001
Arm Daily News TV	1634621
MediaMax Red Thread	670539
Sputnik Armenia	484519
infocom. am	335353
Article 3 Club	39179

Armenian National Network	20866
IDeA Foundation Yerevan	1942

Top Videos by Views

This query retrieves the 10 most viewed videos (based on the views column) across all channels in your dataset.

title	views	channel	last_check
"Азербайджанцы VS Русских Миротворцев в Арцахе"	790080	"Army Life"	"2023-01-26"
"Азербайджанцы VS Русских Миротворцев в Арцахе"	789940	"Army Life"	"2023-01-25"
"Азербайджанцы VS Русских Миротворцев в Арцахе"	789813	"Army Life"	"2023-01-24"
"Азербайджанцы VS Русских Миротворцев в Арцахе"	789692	"Army Life"	"2023-01-23"
"Азербайджанцы VS Русских Миротворцев в Арцахе"	789491	"Army Life"	"2023-01-22"
"Азербайджанцы VS Русских Миротворцев в Арцахе"	788304	"Army Life"	"2023-01-20"
"Азербайджанцы VS Русских Миротворцев в Арцахе"	787079	"Army Life"	"2023-01-19"
"Азербайджанцы VS Русских Миротворцев в Арцахе"	785706	"Army Life"	"2023-01-18"
"Азербайджанцы VS Русских Миротворцев в Арцахе"	784605	"Army Life"	"2023-01-17"
"Азербайджанцы VS Русских Миротворцев в Арцахе"	783294	"Army Life"	"2023-01-16"

Average Views per Channel (2 Days After Publication)

This query measures the average views per channel two days after videos are published.

As the table shows, Batc TV and Shant TV are leaders in the number of average views (2 days after publication), which means that people are more likely to want videos from these 2 channels in 2 days after a video gets published.

channel_name	average_views
SHANT TV	34035
Batc TV	18220
Noyan Tapan TV	14836
Arm Public TV	14090
Factor TV	7910
1in TV Armenia	7825
News AM	6878
Arm News TV	5633
24TV	5443
RusArm Info	5380
Armenian Public TV	5379
CivilNet Feed	3326
VOMA	2593
Army Life	2305
Armenian News Radio FM 106.5 Feed	2038
Sputnik Armenia	1456
Novosti Armenia	1236
Shoghakat TV	1113
MediaMax Red Thread	1110

Arm Daily News TV	782
infocom. am	676
Armenian National Network	569
Article 3 Club	44
IDeA Foundation Yerevan	19

Missing titles or descriptions

The query shows that there are no videos with missing titles.

The number of videos with missing descriptions is 29658.

Number of Videos Published Over Time

This query shows how many videos are published each day, grouped by channel and publication date (first 10 rows shown).

We see that the highest results in video count are in 2021, which is likely due to post-was situation, which was suitable for publishing many videos and information.

channel_name	**publish_date**	**video_count**
Factor TV	9/10/2021	37
Arm Public TV	9/10/2021	33
Arm Public TV	9/9/2021	33
1in TV Armenia	9/10/2021	31
1in TV Armenia	8/7/2023	31
1in TV Armenia	9/14/2021	30

1in TV Armenia	6/9/2023	30
1in TV Armenia	4/20/2022	30
1in TV Armenia	2/6/2023	30
1in TV Armenia	9/9/2021	30

Views Trend Over Time

This query aggregates total views per day based on when videos were published, and when most view-generating videos are being posted (first 10 records shown).

publish_date	total_views
3/30/2022	87823995
3/25/2022	30897766
12/12/2022	23399276
6/16/2023	22485339
6/17/2022	15150174
2/4/2023	14662043
6/27/2022	14421099
12/6/2022	13027529
1/24/2022	12866268
3/31/2022	11613575

Average Rating per Channel (2 Days After Publication)

This query calculates the average user ratings of each channel's videos 2 days after posting.

As shown, the channel Shant TV has the highest average views. Although the channel is no longer active at the time of writing this report, it still holds the highest average view count compared to all currently active channels.

channel_name	average_views
SHANT TV	633
Batc TV	490
Noyan Tapan TV	447
Arm Public TV	174
VOMA	169
1in TV Armenia	163
Factor TV	132
Shoghakat TV	117
RusArm Info	115
Armenian Public TV	89
Army Life	74
24TV	72
CivilNet Feed	70
News AM	56
Arm News TV	39
Sputnik Armenia	29
Armenian National Network	24
MediaMax Red Thread	18
Arm Daily News TV	17

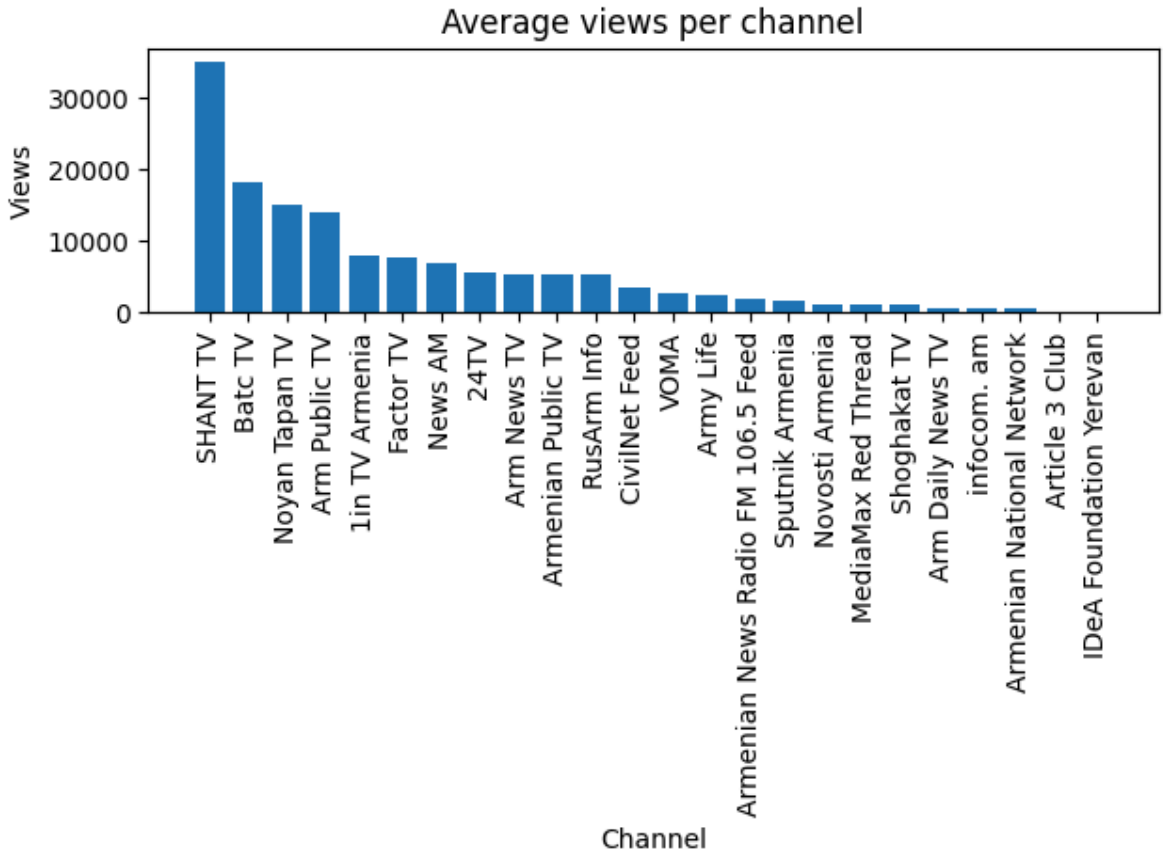
infocom. am	11
Novosti Armenia	11
IDeA Foundation Yerevan	3
Article 3 Club	1
Armenian News Radio FM 106.5 Feed	0

5. Visualizations

Average views per channel (2nd day)

Shows which channels get the most views shortly after publishing

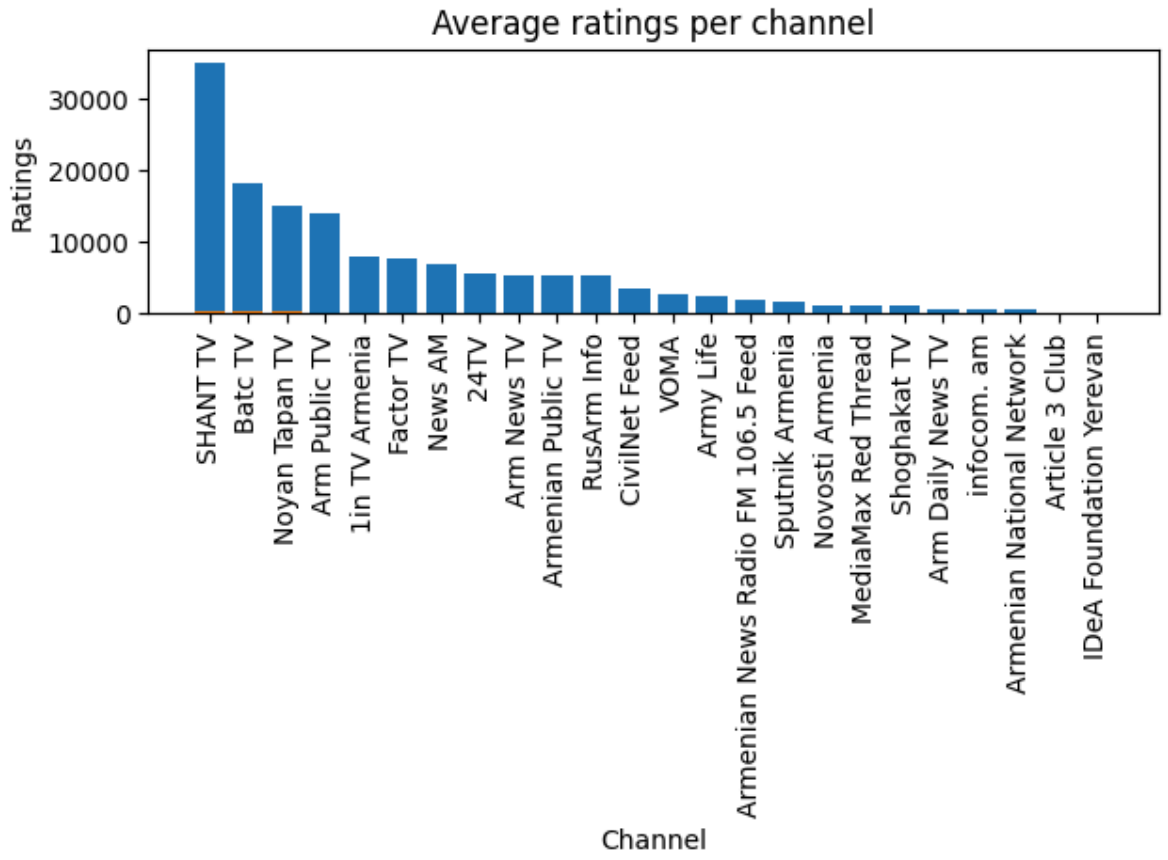
Previously shown SQL query result was the same, showing that Batc TV and Shant TV are the leaders in average views per channel in 2 days after each video publication.



Average rating per channel

Compares like/dislike ratios across channels (higher = better reception)

Clearly, Shant TV's rating is incomparably higher compared to the other channels. Although this channel is not active anymore, it was active during the war period, which explains this result. Batc TV, Shant TV and Noyan Tapan TV also have high ratings compared to other channels.



Views vs ratings correlation

Checks if higher-viewed videos tend to get better/worse ratings

Correlation coefficient list:

1in TV Armenia: 0.8020778805779648

24TV: 0.8270348606070095

Arm Daily News TV: 0.8416172092374415

Arm News TV: 0.9514823805180825

Arm Public TV: 0.7821429569564726

Armenian National Network: 0.7061997329389662

Armenian News Radio FM 106.5 Feed: 0.020459609346261783

Armenian Public TV: 0.901283252105813

Army Life: 0.8370226516770274

Article 3 Club: 0.25776691912379973

Batc TV: 0.8843777589270351

CivilNet Feed: 0.8278166323726128

Factor TV: 0.8186631167981204

IDeA Foundation Yerevan: 0.8141410936882868

MediaMax Red Thread: 0.8391009417522076

News AM: 0.7219354075762104

Novosti Armenia: 0.8728650667029886

Noyan Tapan TV: 0.9314692603281644

RusArm Info: 0.7618442514250998

SHANT TV: 0.9646065868872691

Shoghakat TV: 0.7114942328284475

Sputnik Armenia: 0.8256926589441278

VOMA: 0.8327569043983166

infocom. am: 0.7644718638407609

This table and the plots examine whether videos that receive more views also tend to receive higher (or lower) user ratings (such as likes). The correlation coefficient (ranging from -1 to 1) indicates how strong and in what direction the relationship is:

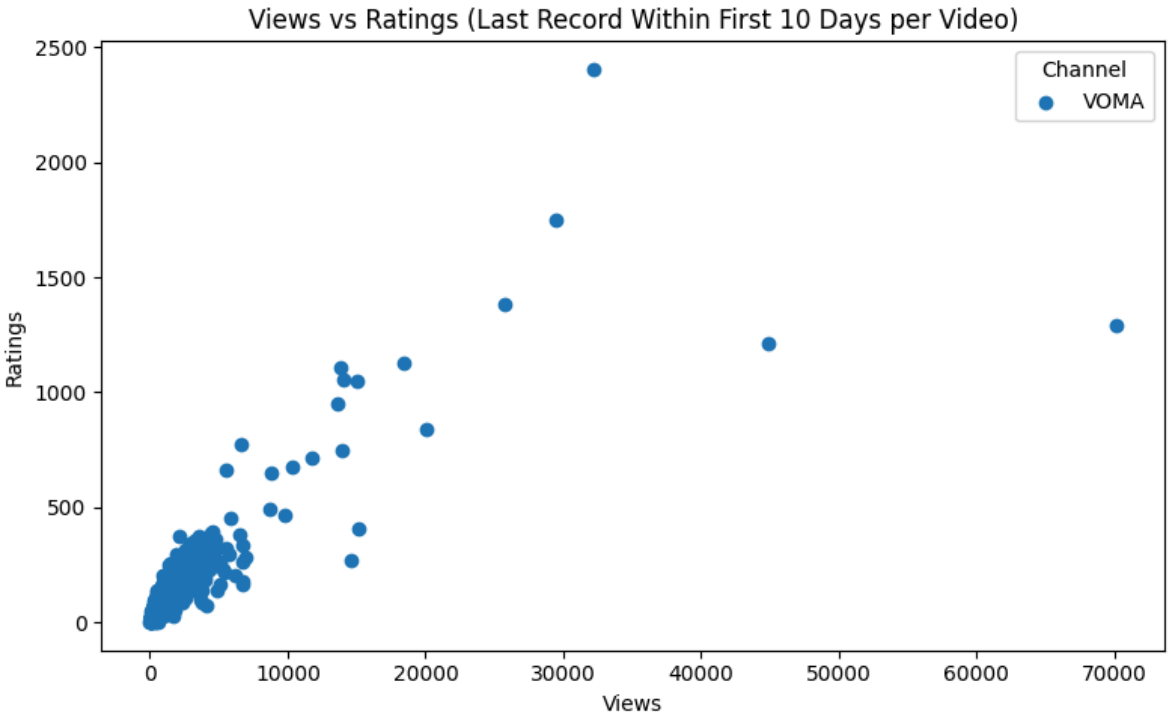
- +1 → Strong positive correlation: More views = higher ratings

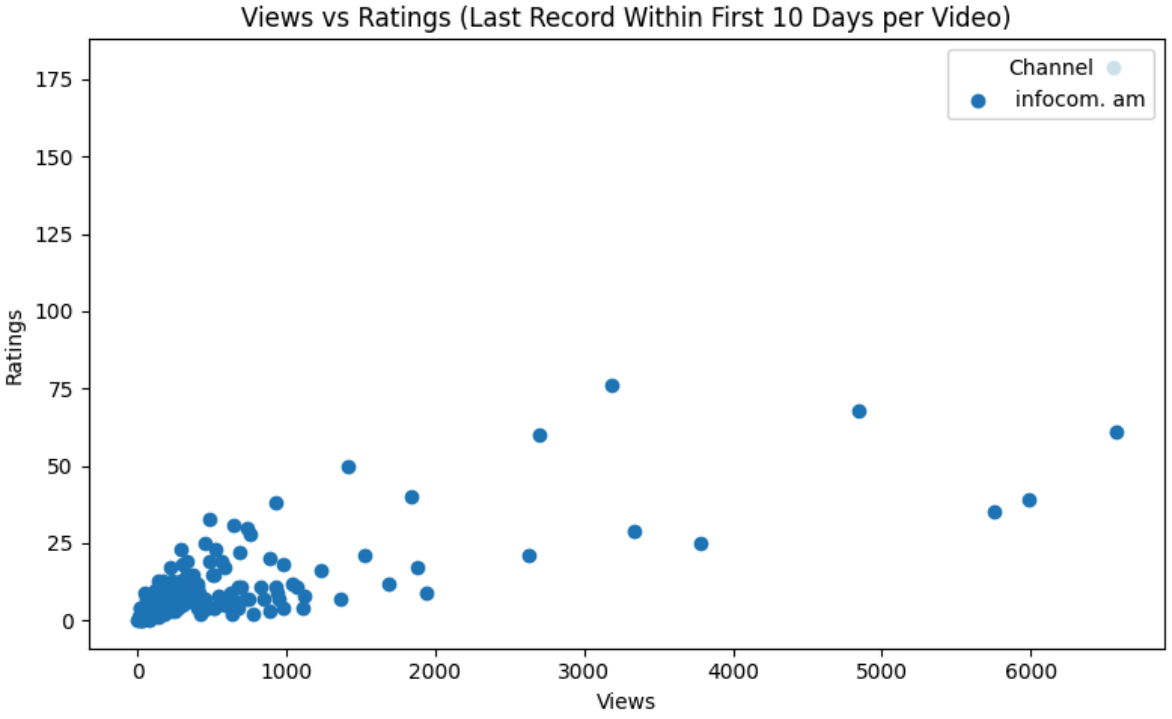
- 0 → No correlation: Views and ratings are unrelated

- -1 → Strong negative correlation: More views = lower ratings

SHANT TV (0.96), Noyan Tapan TV (0.93), Arm News TV (0.95), Armenian Public TV (0.90) show an extremely strong relationship between views and ratings. That means when a video performs well in views, it also gets many likes (or good ratings). Their audiences are likely engaged and satisfied with the content.
Channels like 24TV, Batc TV, Factor TV, CivilNet Feed, VOMA also show a strong positive correlation. These channels are consistently well-rated when their videos are widely viewed. Channels like News AM, Armenian National Network, Shoghakat TV, RusArm Info show a solid link, but slightly less strong than top-tier channels. These might have more content variation or mixed audience sentiment. Article 3 Club (0.25) — View counts and ratings are barely related. Armenian News Radio FM 106.5 Feed (0.02) — Almost no relationship between views and ratings. This could mean that people watch but don't rate or content generates passive rather than active engagement. It is also possible that there is a discrepancy between clickbait and quality.

In general, most channels show a strong positive correlation, meaning that popular videos also tend to be well-received.


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
VOMA
Ratings
Views
0
500
1000
1500
2000
2500
0
10000
20000
30000
40000
50000
60000
70000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
infocom. am
Ratings
Views
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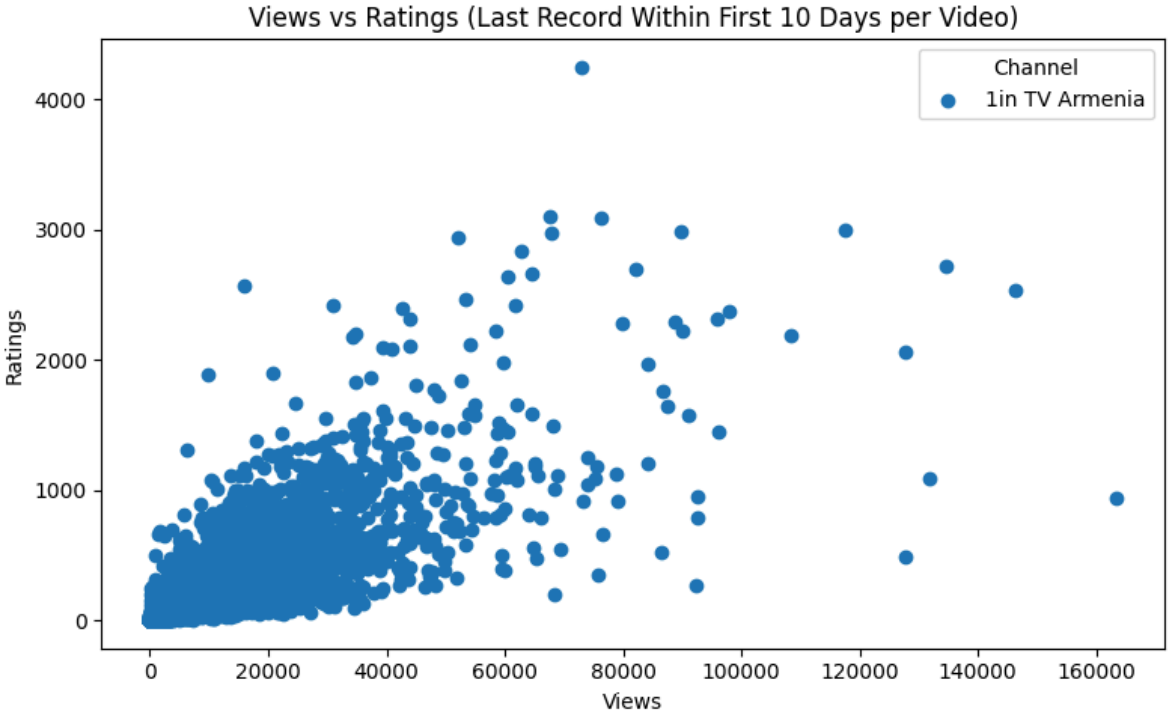
25
50
75
100
125
150
175
0
1000
2000
3000
4000
5000
6000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
1in TV Armenia
Ratings
Views
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1000
2000
3000
4000
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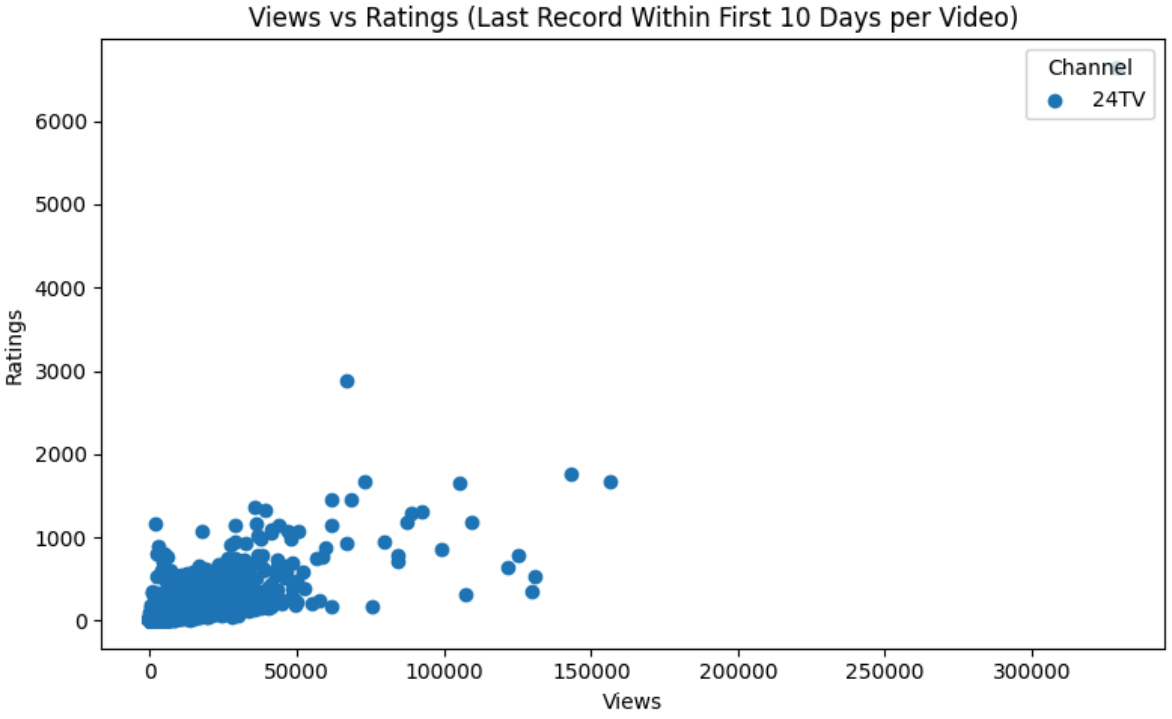
40000
60000
80000
100000
120000
140000
160000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
24TV
Ratings
Views
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4000
5000
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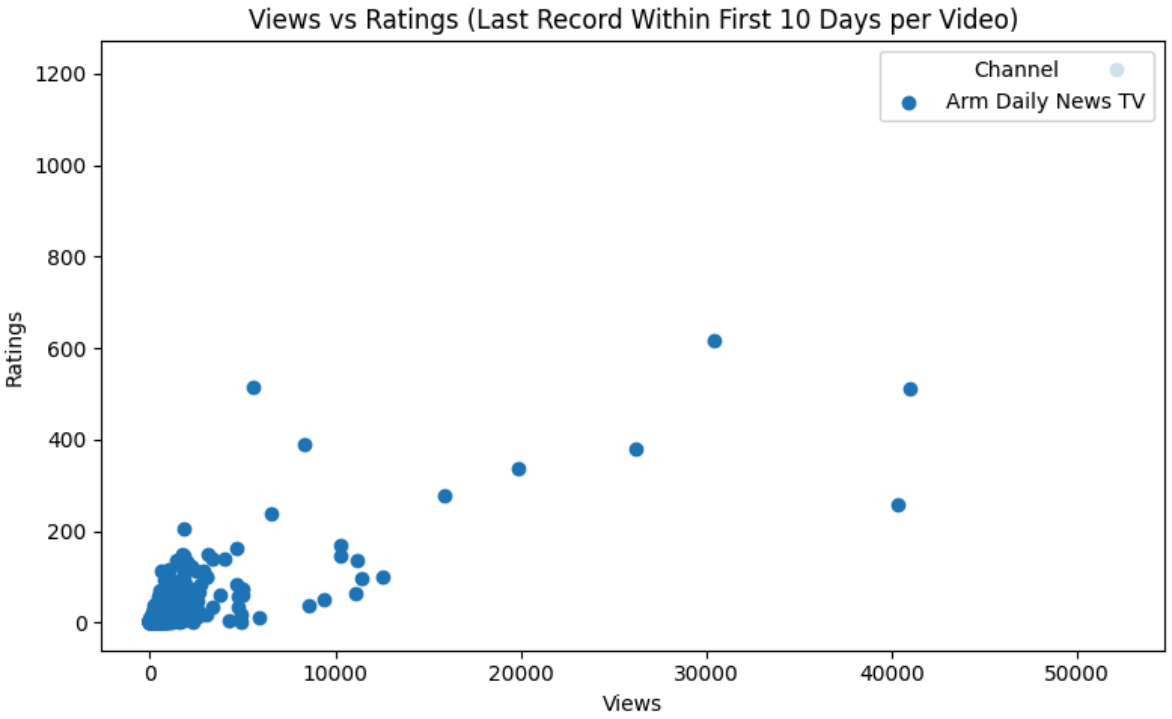
0
50000
100000
150000
200000
250000
300000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Arm Daily News TV
Ratings
Views
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800
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1200
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10000
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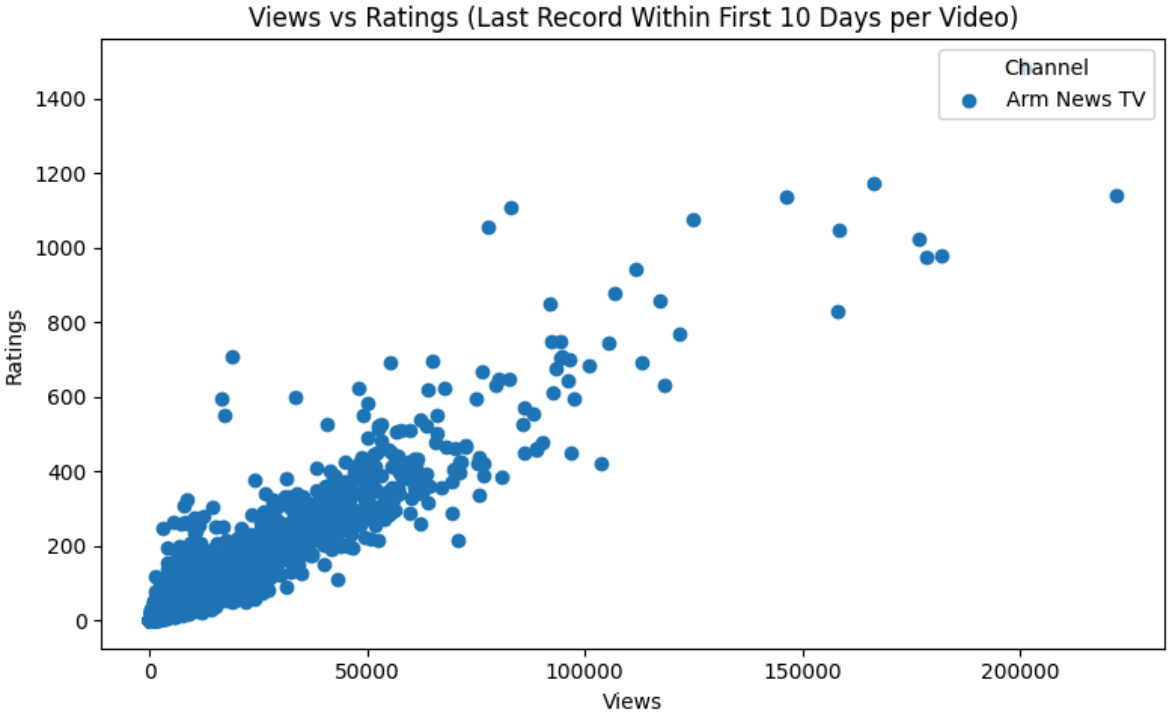
30000
40000
50000


Views vs Ratings (Last Record Within First 10 Days per Video)
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Arm News TV
Ratings
Views
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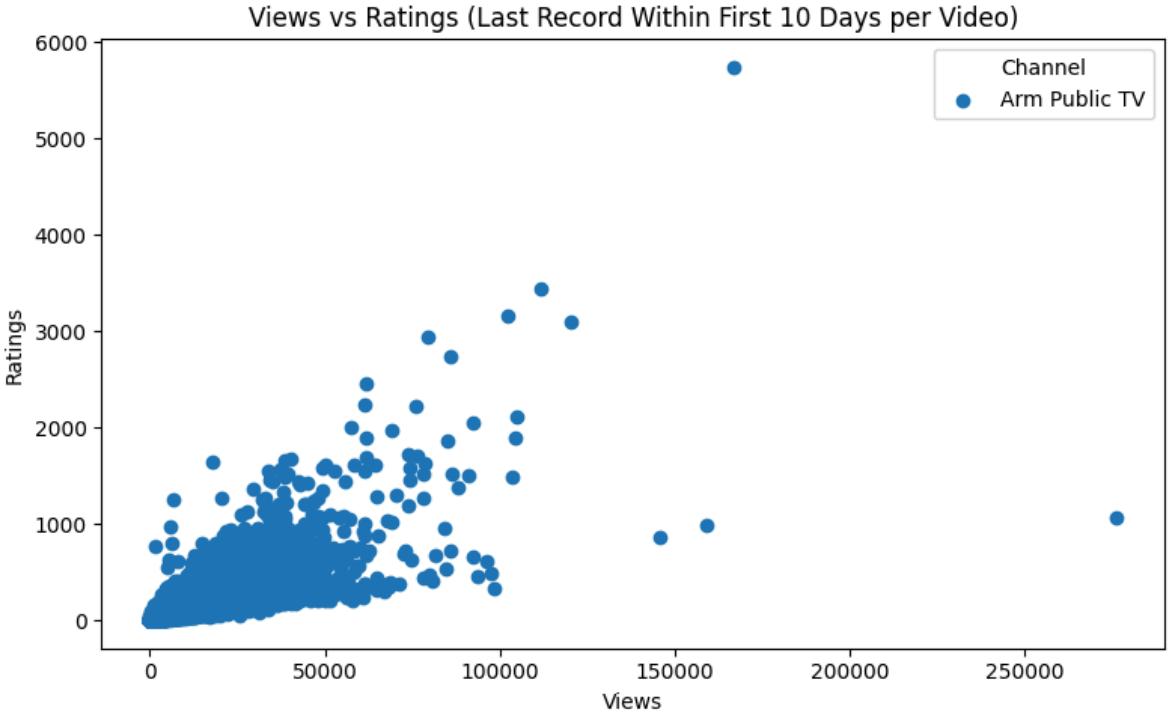
Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Arm Public TV
Ratings
Views
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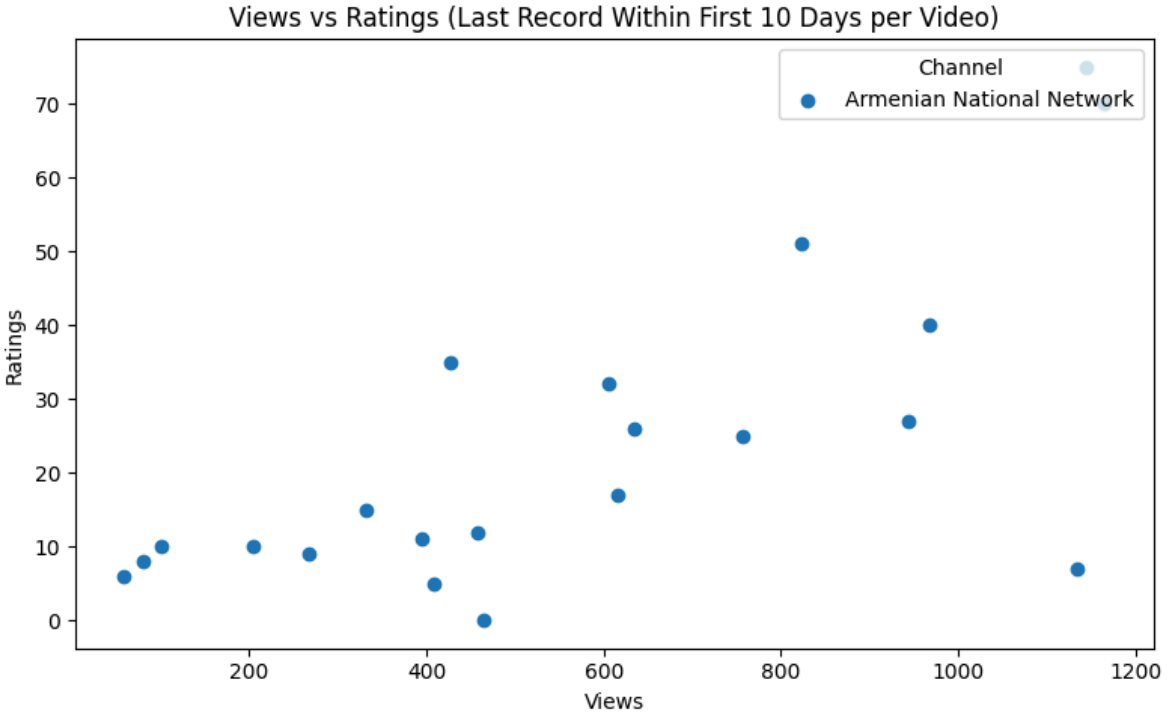
200000
250000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Armenian National Network
Ratings
Views
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40
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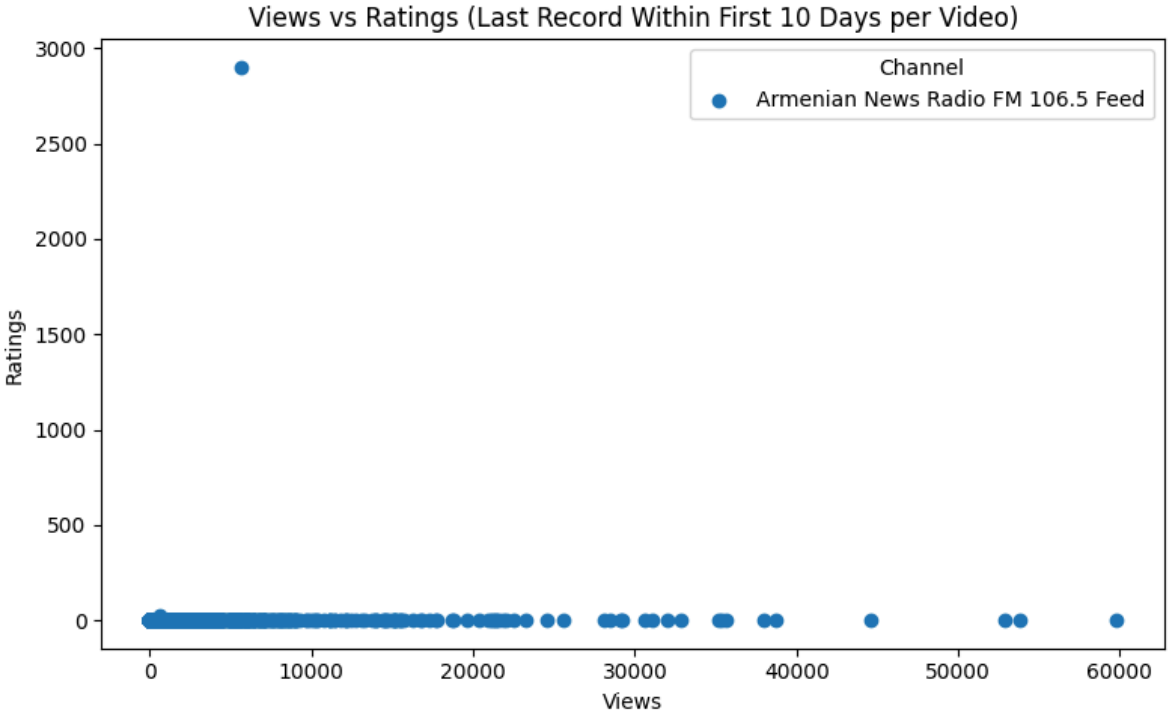
1000
1200


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Armenian News Radio FM 106.5 Feed
Ratings
Views
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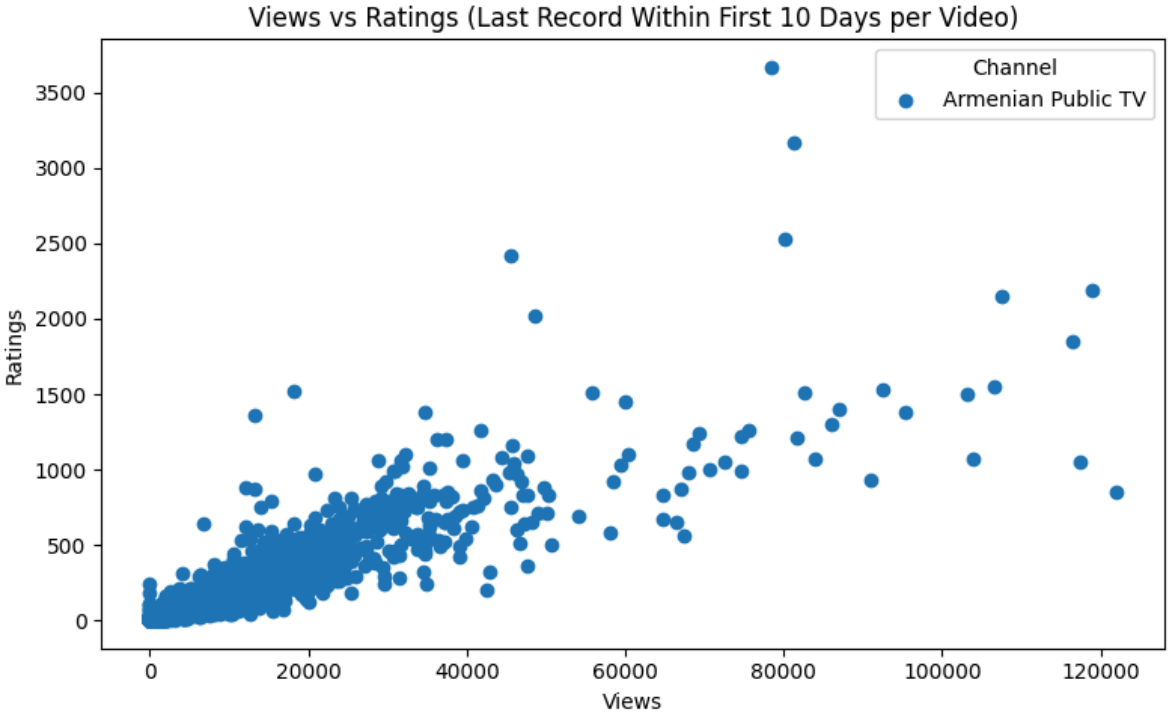
Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Armenian Public TV
Ratings
Views
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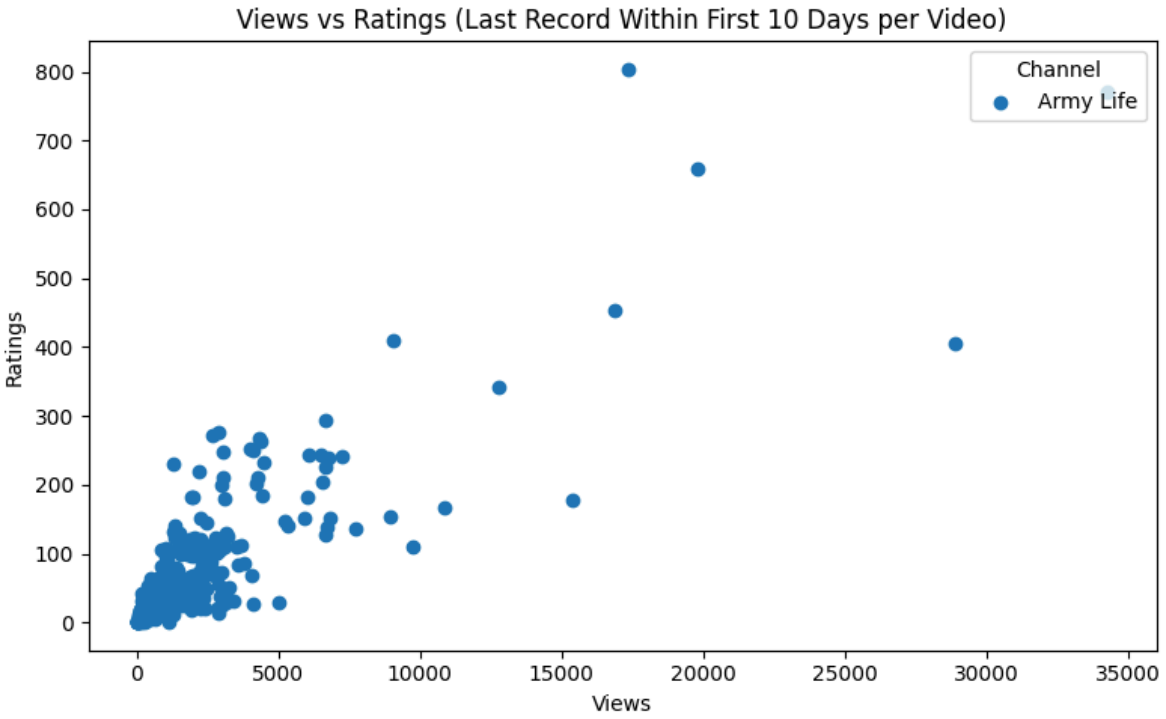
80000
100000
120000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Army Life
Ratings
Views
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300
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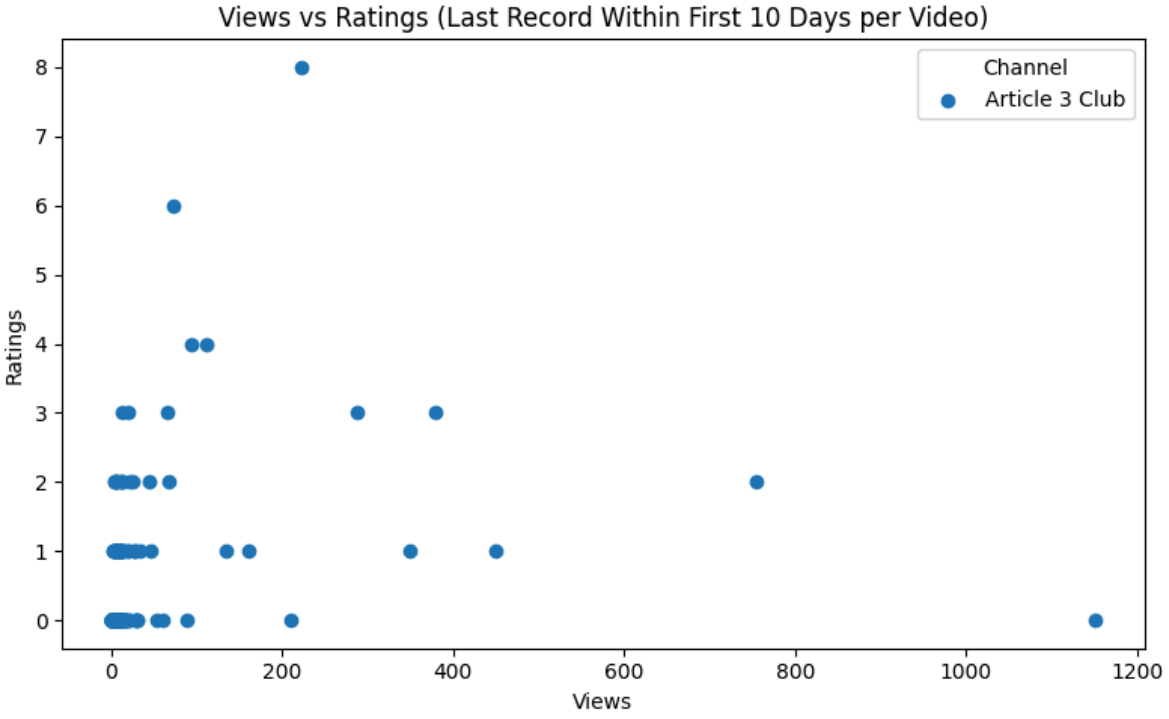
Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Article 3 Club
Ratings
Views
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1
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3
4
5
6
7
8
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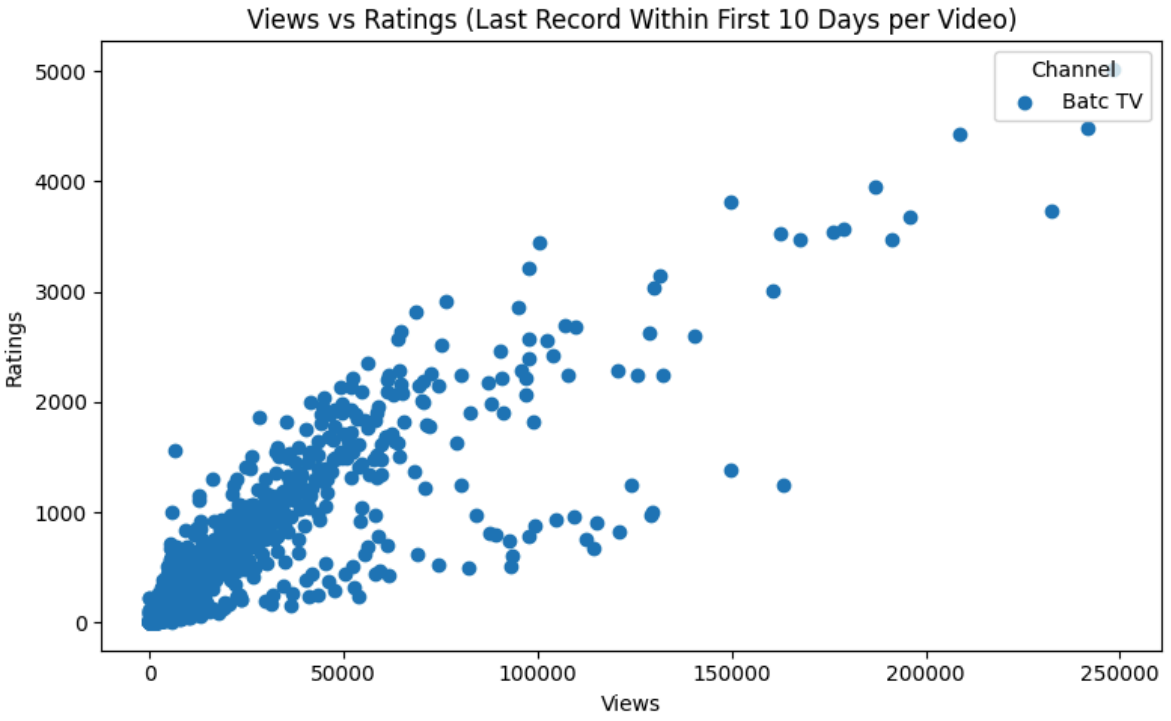
600
800
1000
1200


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Batc TV
Ratings
Views
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3000
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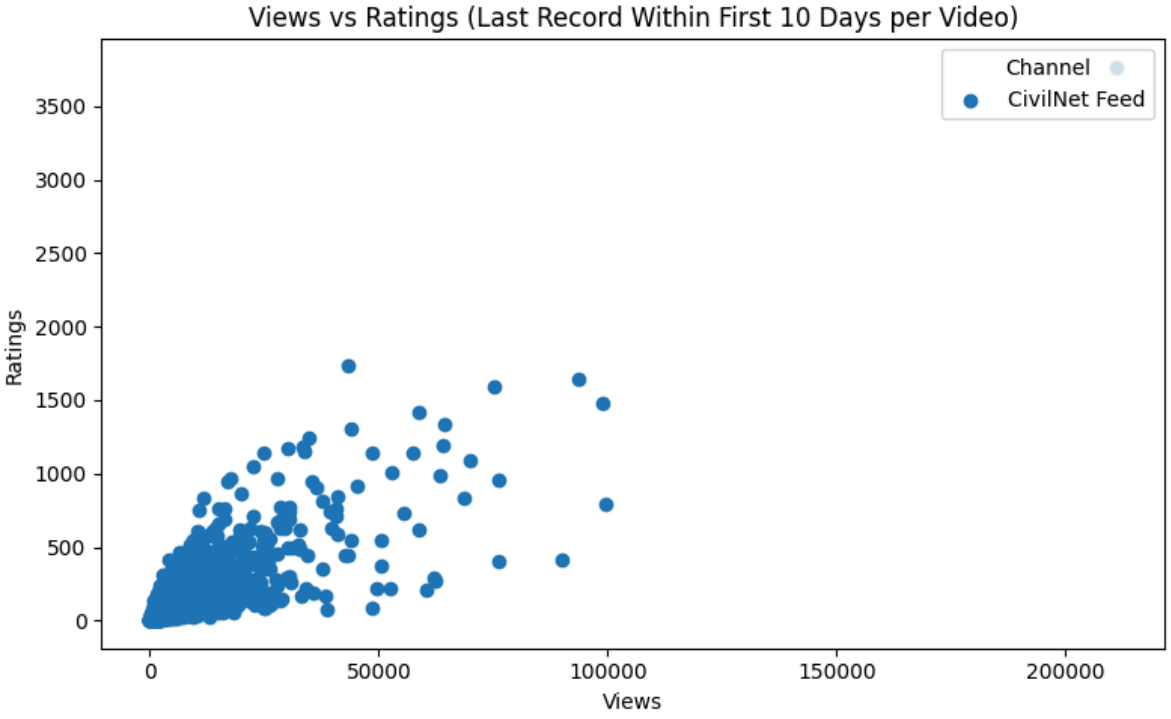
150000
200000
250000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
CivilNet Feed
Ratings
Views
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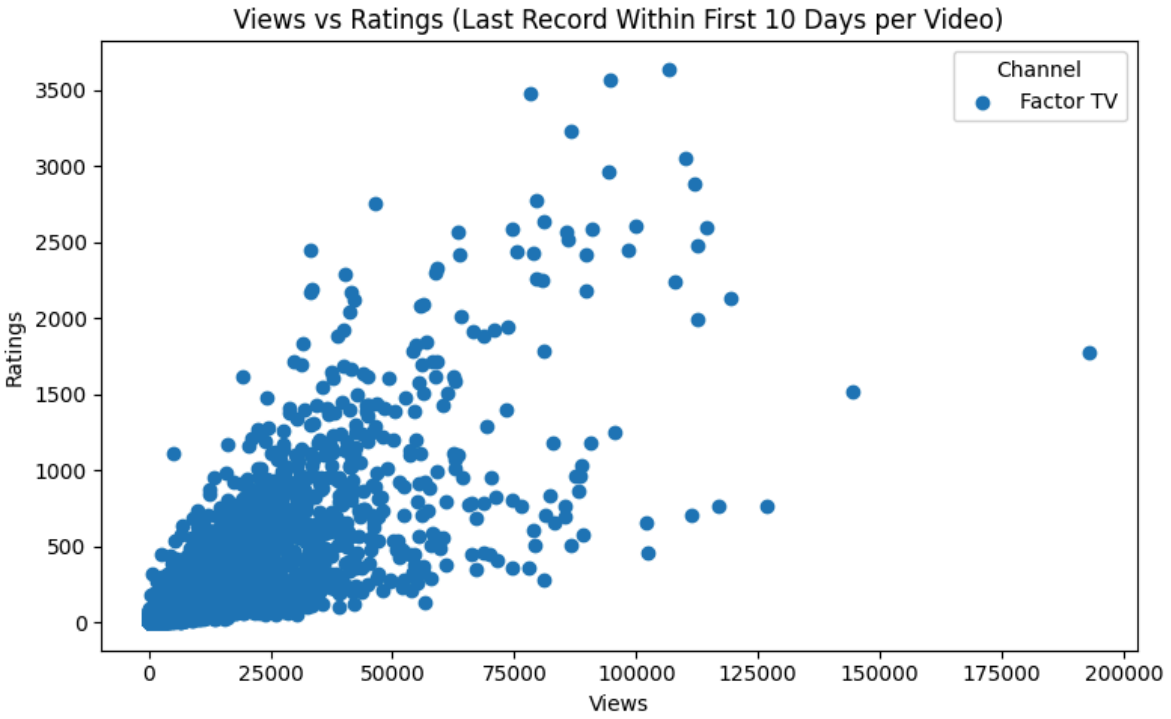
50000
100000
150000
200000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Factor TV
Ratings
Views
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500
1000
1500
2000
2500
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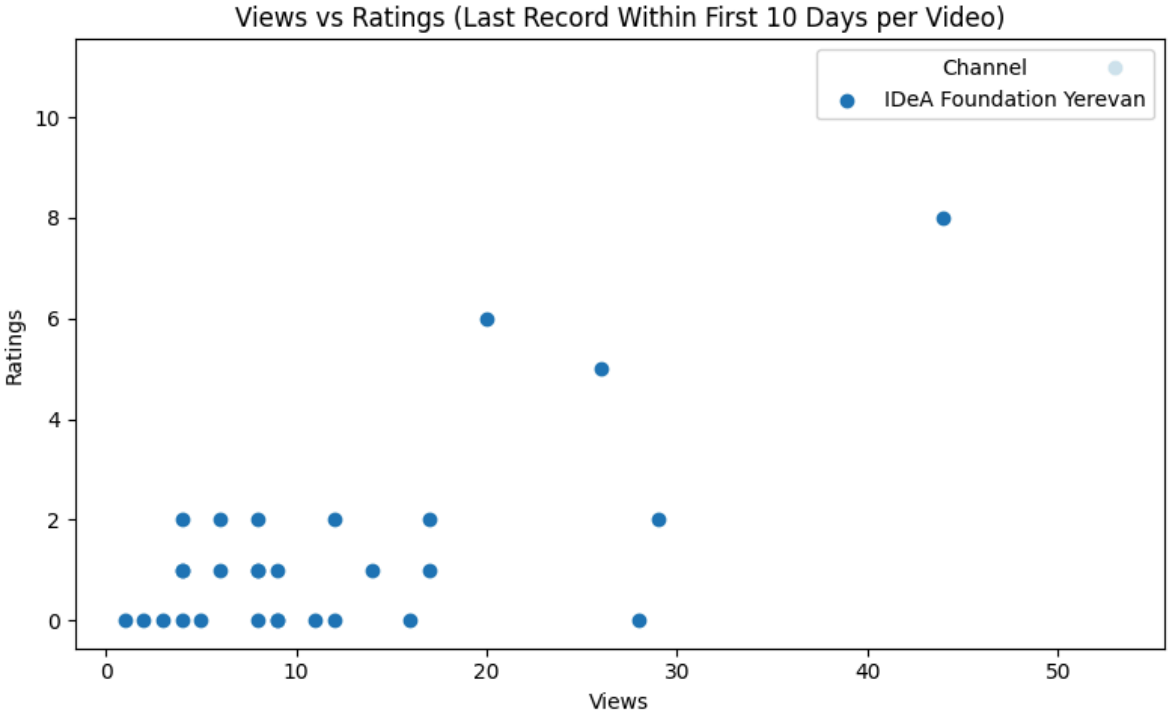
3500
0
25000
50000
75000
100000
125000
150000
175000
200000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
IDeA Foundation Yerevan
Ratings
Views
0
2
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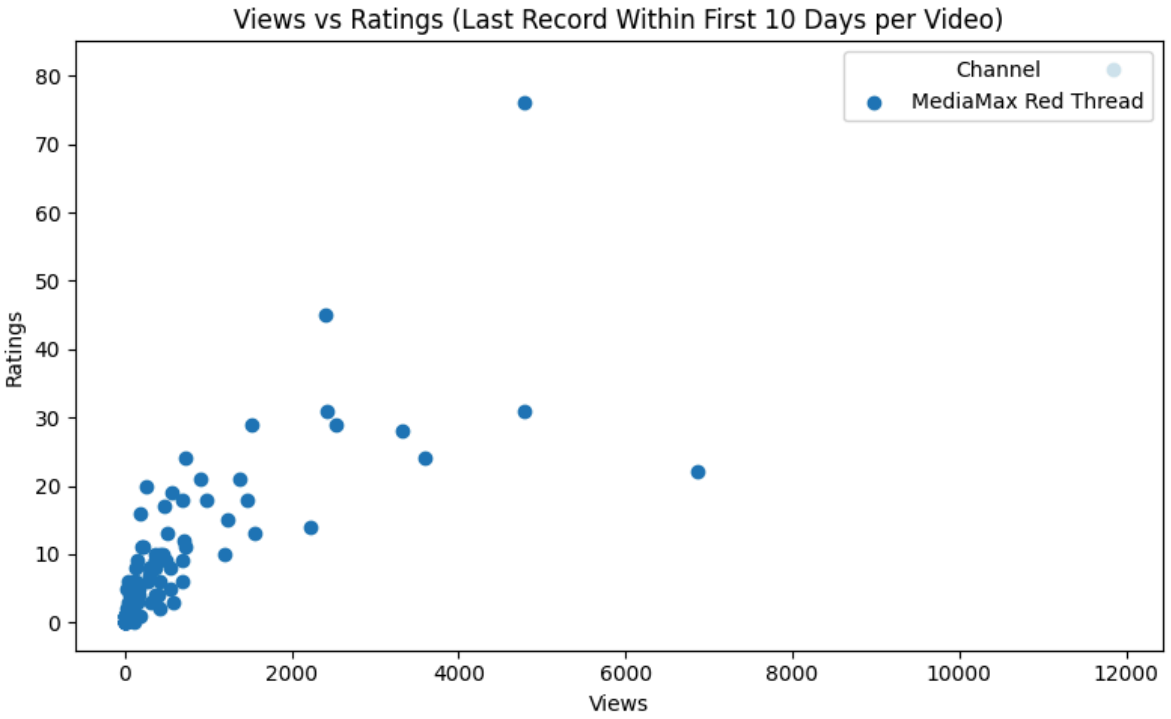
Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
MediaMax Red Thread
Ratings
Views
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20
30
40
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60
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80
0
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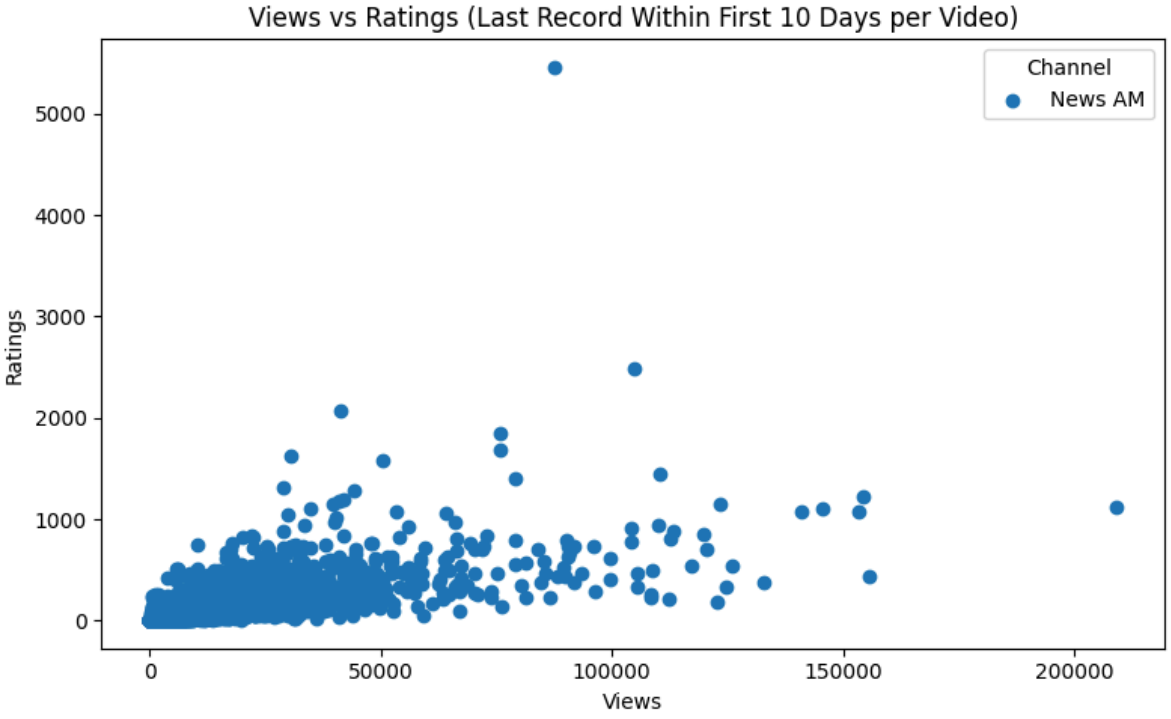
4000
6000
8000
10000
12000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
News AM
Ratings
Views
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2000
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4000
5000
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100000
150000
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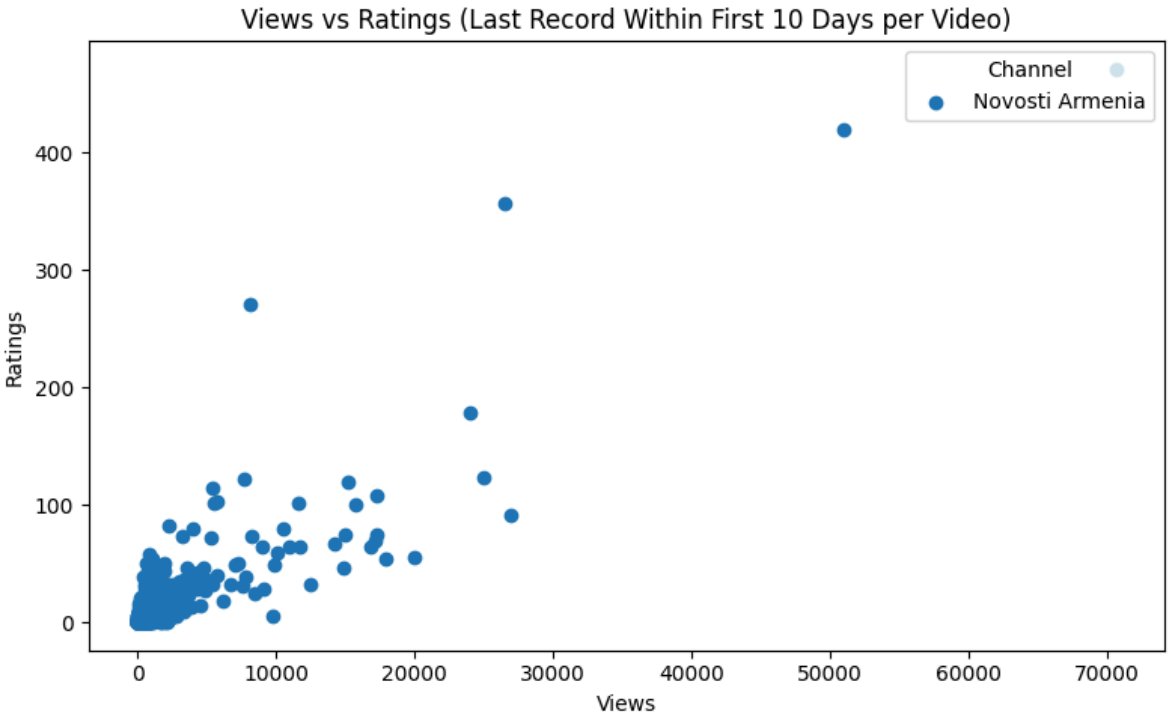
Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Novosti Armenia
Ratings
Views
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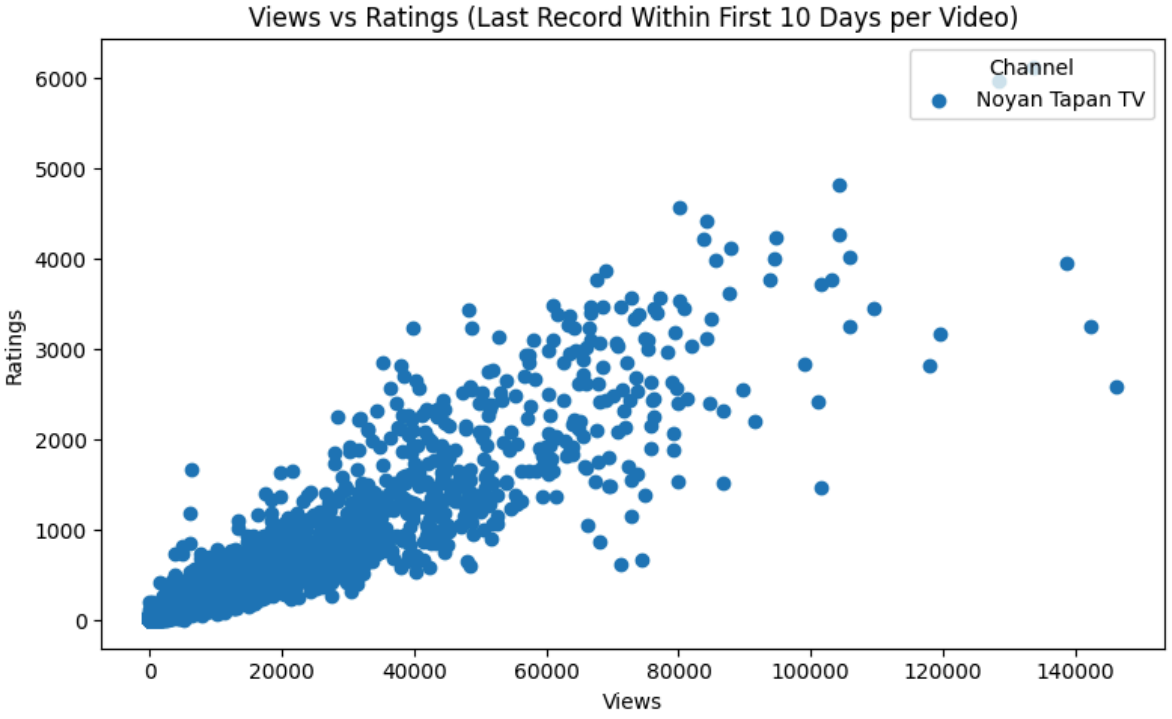
20000
30000
40000
50000
60000
70000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
Noyan Tapan TV
Ratings
Views
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1000
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6000
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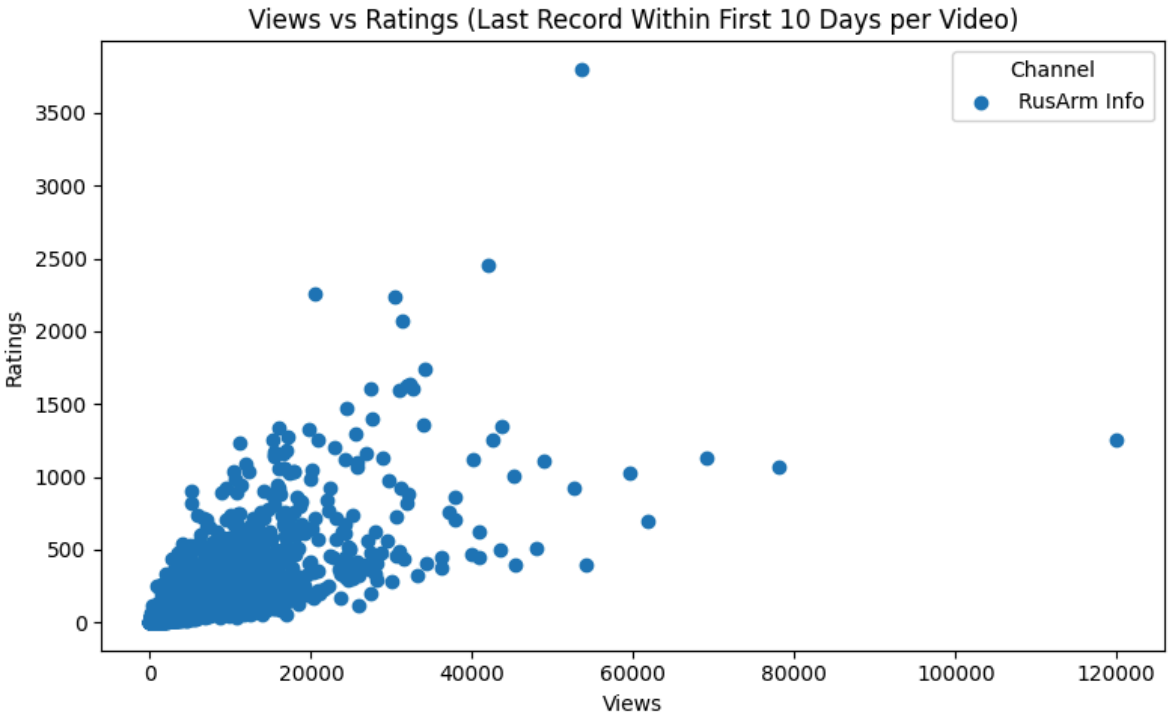
20000
40000
60000
80000
100000
120000
140000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
RusArm Info
Ratings
Views
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1000
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2500
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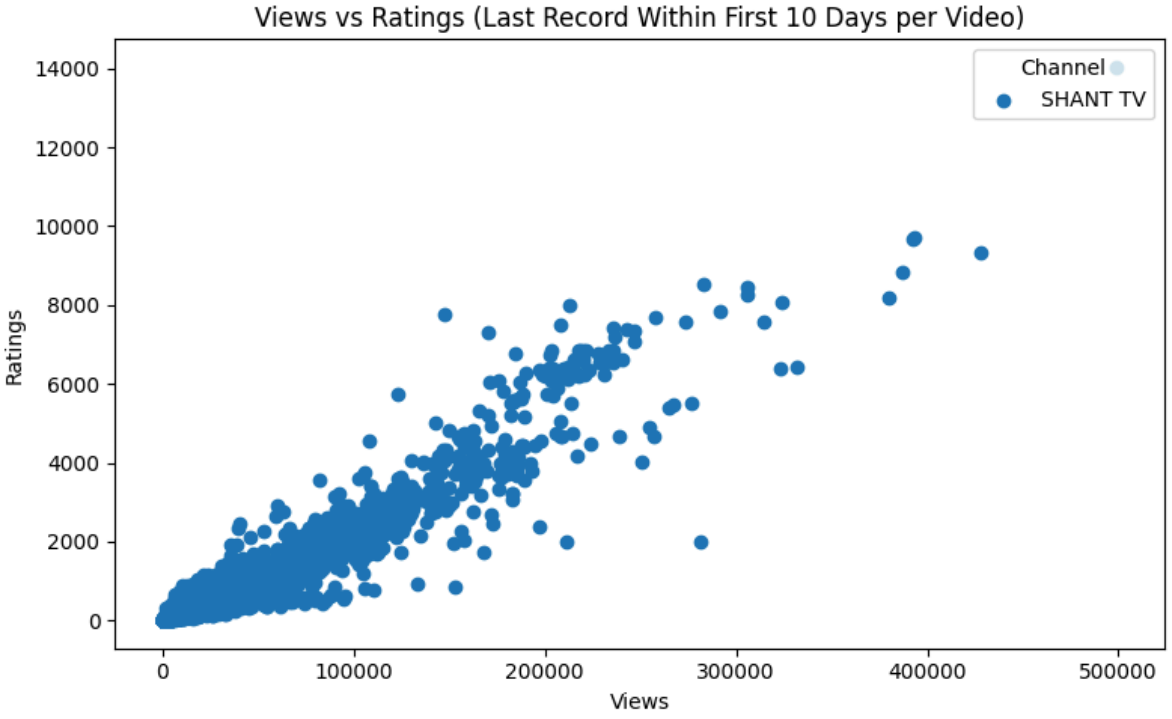
3500
0
20000
40000
60000
80000
100000
120000


Views vs Ratings (Last Record Within First 10 Days per Video)
Channel
SHANT TV
Ratings
Views
0
2000
4000
6000
8000
10000
12000
14000
0
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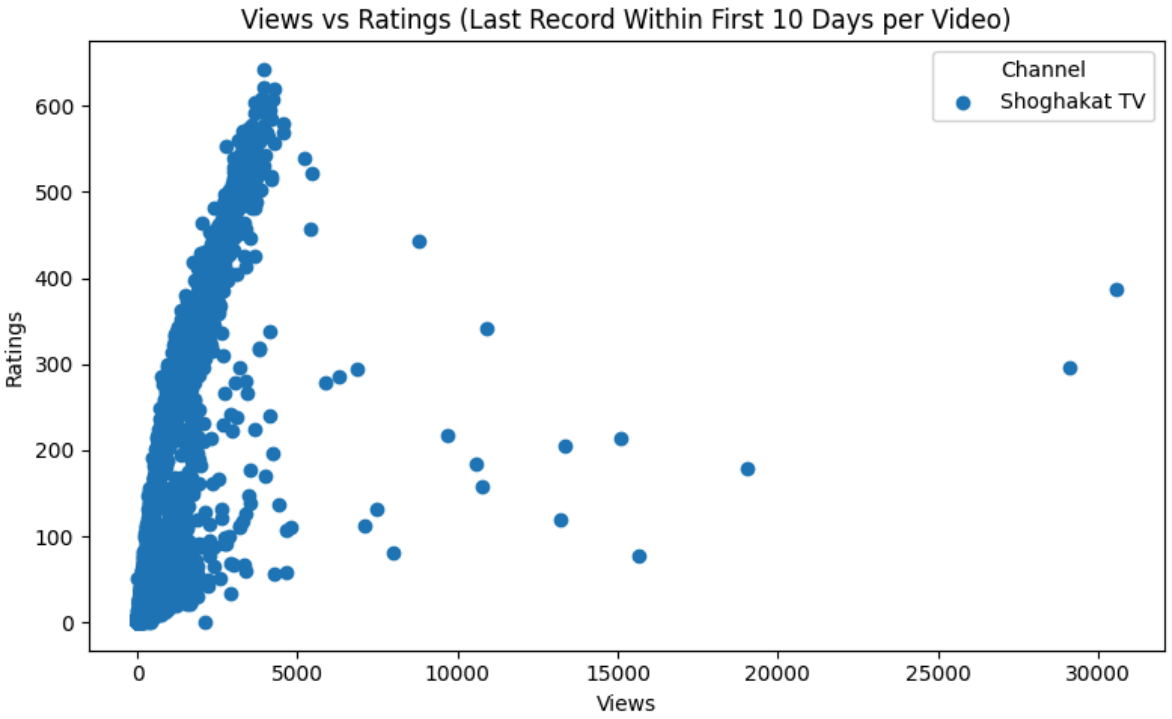
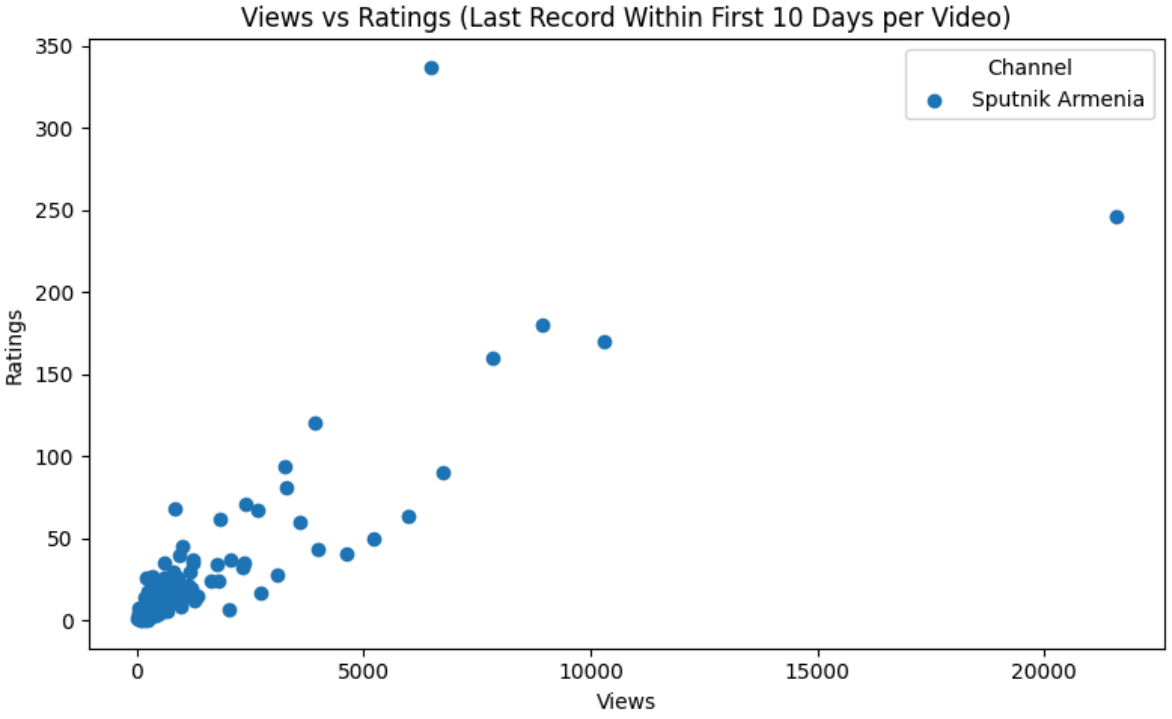
200000
300000
400000
500000



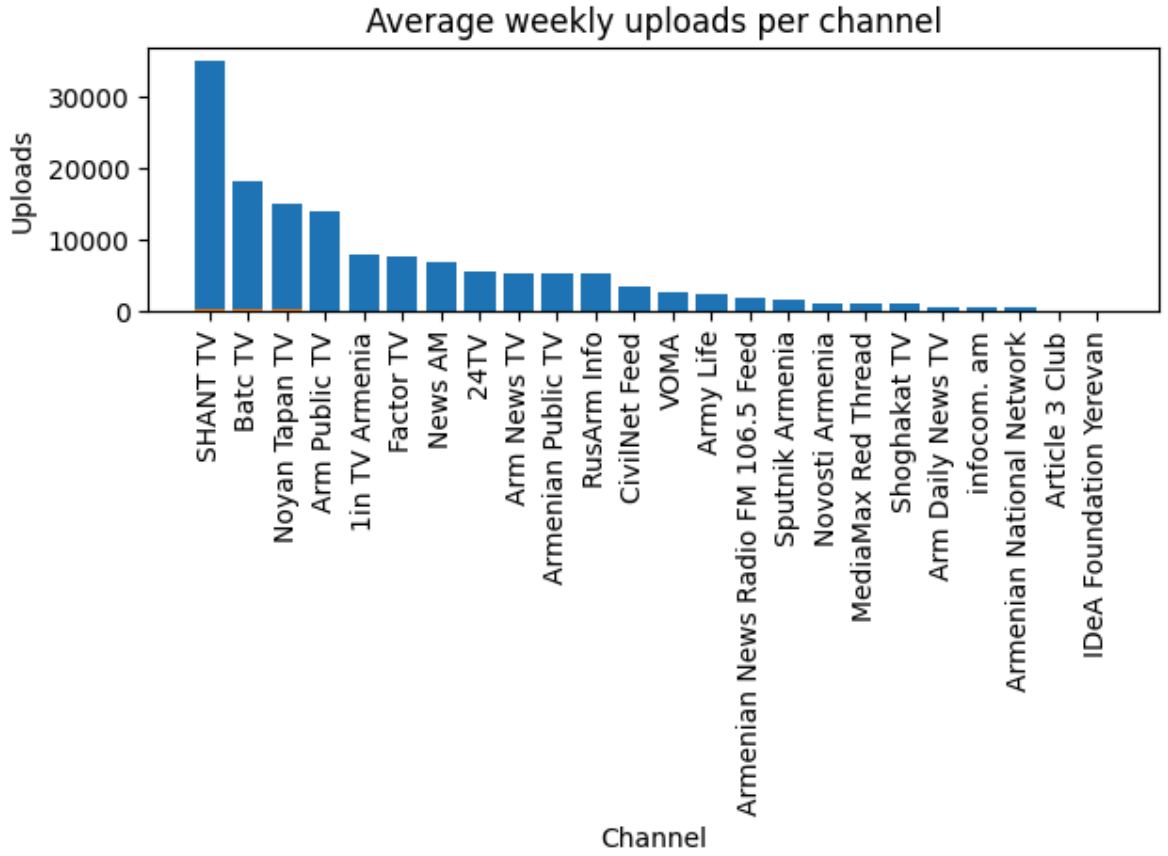


Weekly upload frequency

Shows which channels publish most consistently

Arm Public TV publishes more than 80 videos weekly, which is logical as this channel is not only publishing news content. Other channels have similar results in publication numbers, but

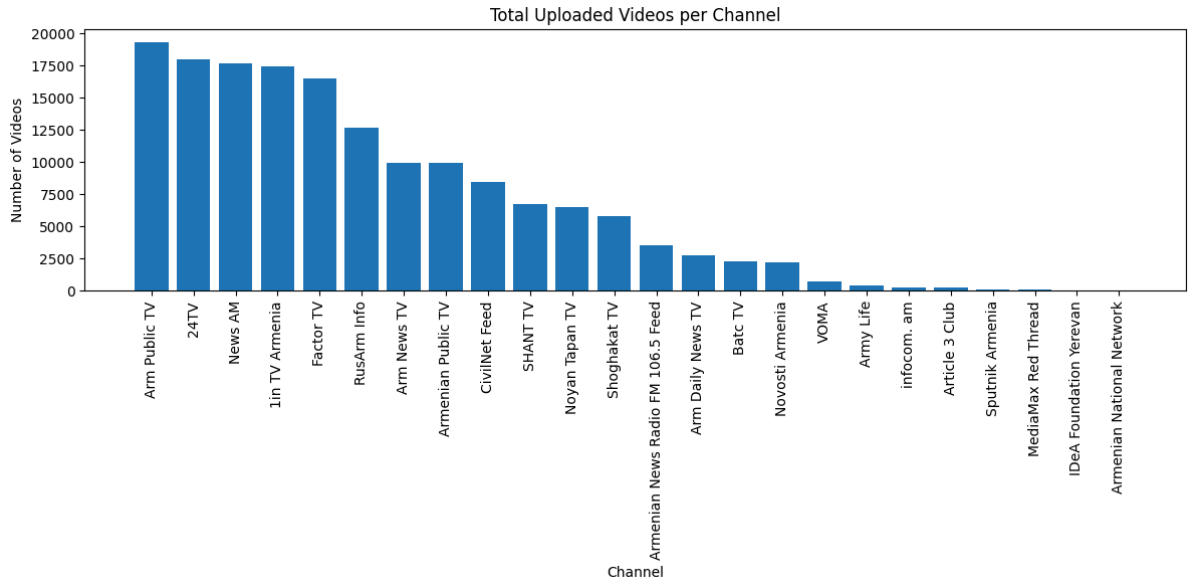
there are also channels that do not publish many videos weekly compared to others. These are especially channels that are not active anymore or have been closed.



Total videos per channel

Raw count of published content by channel

It is clearly shown that Arm Public TV has published the highest number of videos. However, it's also notable that channels like Army Life, despite having the most viewed videos, does not have many videos published. This indicates that content quality or audience interest can outweigh sheer upload volume in driving engagement.



View growth curve

How views accumulate over time for each channel

Each channel shows a distinct audience behavior pattern across the defined growth phases: Day 1, Days 2–3, Week 1, Week 2, Month 1, Month 3, and Long-term.

Some channels exhibit early peaking behavior, where the majority of their views come within the first few days or weeks after publication, followed by a sharp drop or plateau. For example, Factor TV, Shoghakat TV, and CivilNet Feed accumulate the majority of their views within the first two weeks, with very little to no growth after that point. This suggests that their content is primarily consumed as timely or news-relevant, and doesn't maintain long-term viewer interest or discoverability.

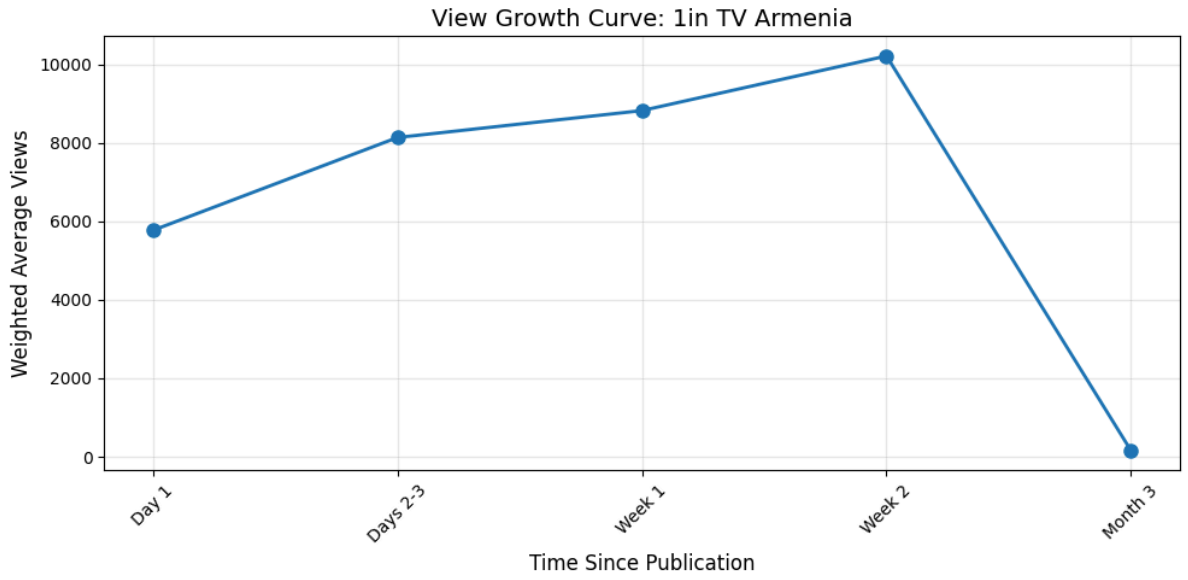
In contrast, channels like Batc TV, MediaMax Red Thread, infocom.am, and IDeA Foundation Yerevan display long-tail growth patterns. These channels show a second wave of growth or continued viewership even after the first month. Particularly notable is infocom.am, which shows a steady climb in viewership across all time buckets, with the highest weighted average views appearing in the long-term phase. This implies their content may be evergreen, slow-burning, or discoverable via search and recommendation systems over time.

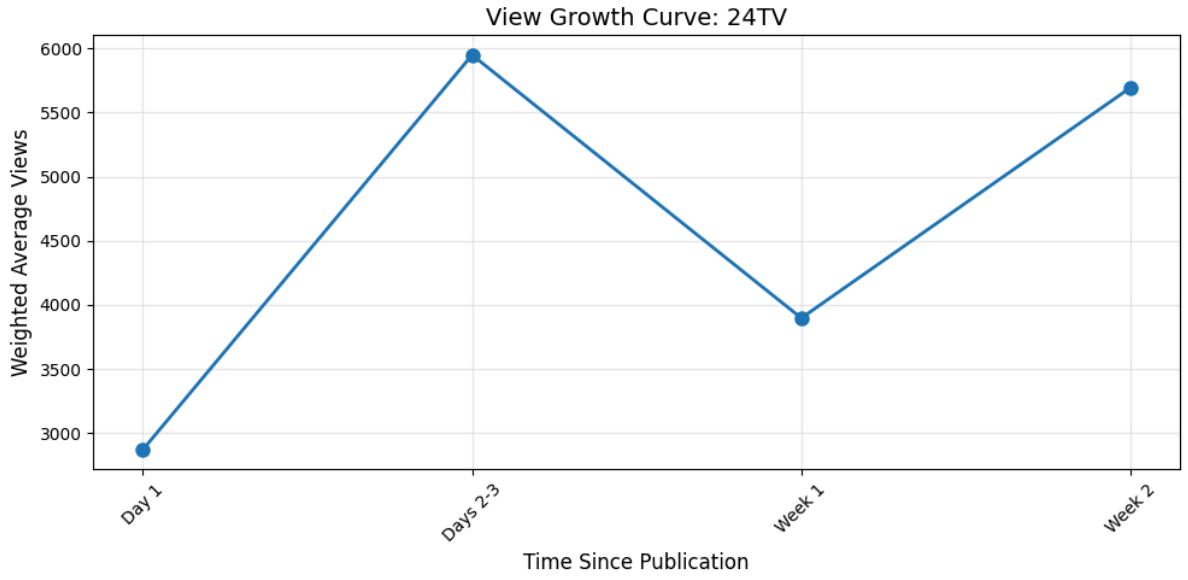
Then there are the channels with consistent momentum early on, followed by tapering, such as News AM, Noyan Tapan TV, and SHANT TV. These channels tend to peak around Week 1 or Week 2, showing very strong early engagement, but unlike the early-peaking channels, they do retain a substantial number of views for a while before starting to decline. These may

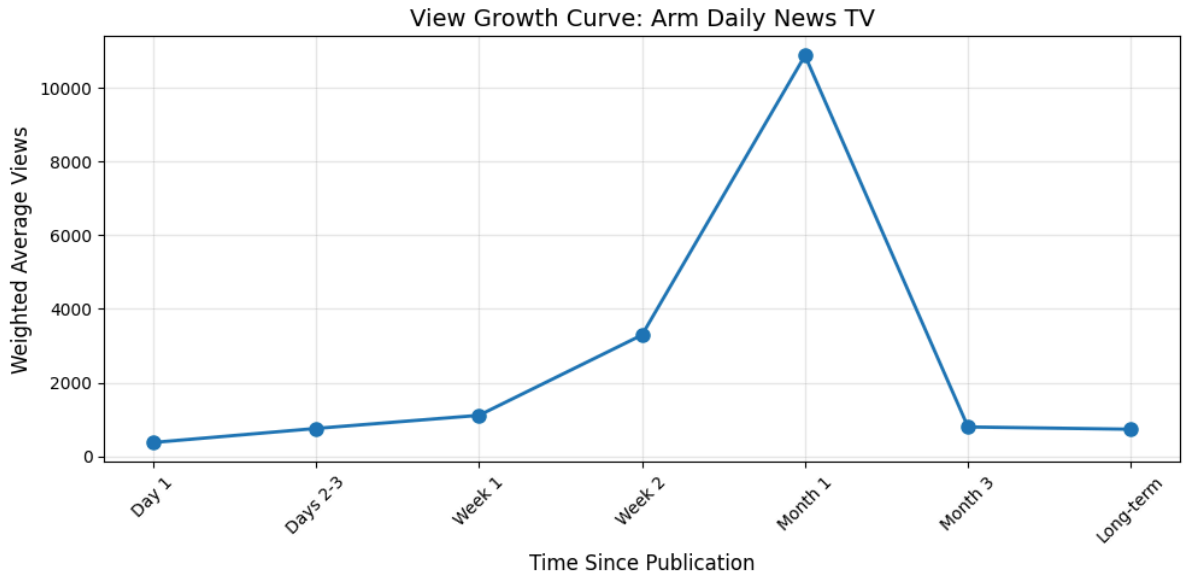
be benefiting from an initial push through social media or platform recommendations, but they gradually lose relevance.

A few channels, like Sputnik Armenia and VOMA, demonstrate slow but steady cumulative growth, reaching their peak around Month 1 or Month 3, before slightly declining or stabilizing. This is a unique pattern suggesting that content might not get initial visibility but performs well over time—possibly due to delayed audience engagement or sharing in niche communities.

Channels like RusArm Info and Novosti Armenia display modest but stable performance, with incremental viewership gain peaking mid-phase and either plateauing or gently tapering. This could suggest a loyal but limited audience base.






View Growth Curve: Arm Daily News TV
Weighted Average Views
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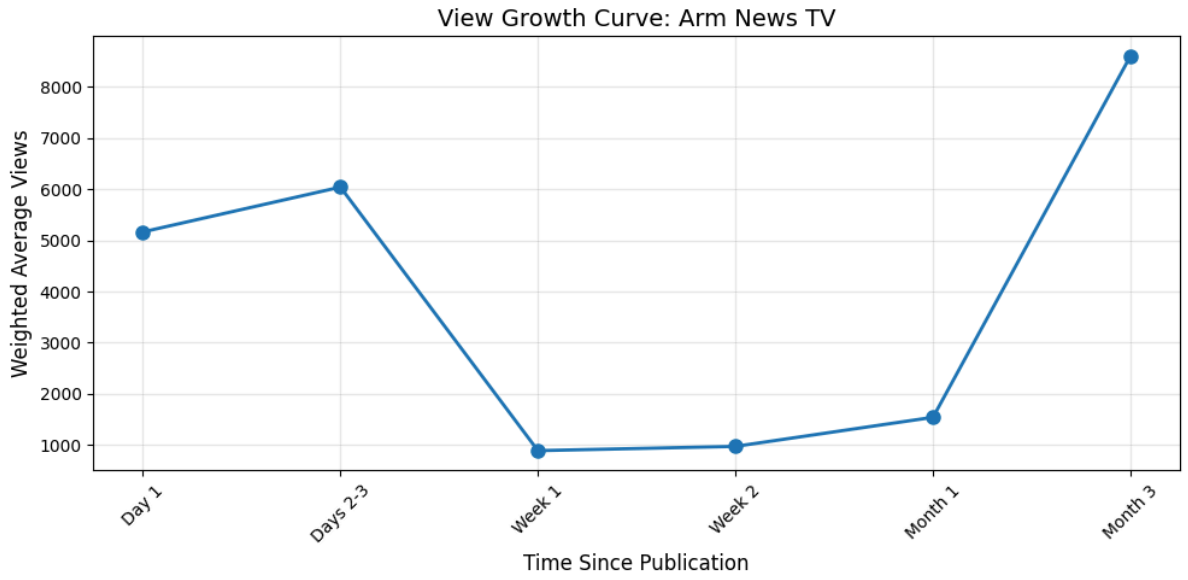
2000
4000
6000
8000
10000
Day 1
Days 2-3
Week 1
Week 2
Month 1
Month 3
Long-term
Time Since Publication


View Growth Curve: Arm News TV
Weighted Average Views
1000
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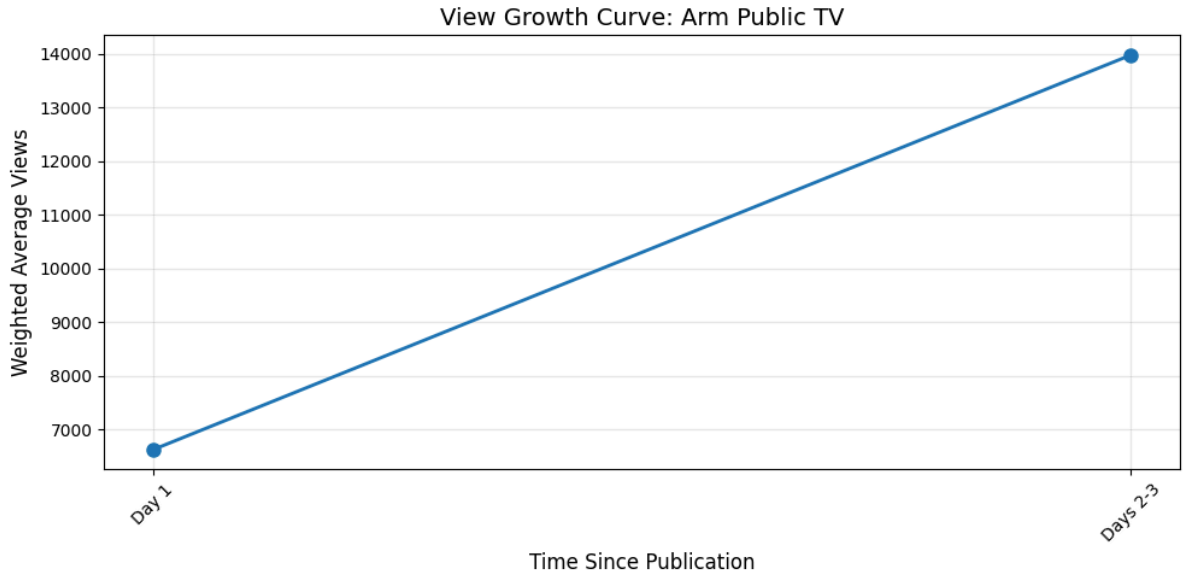
3000
4000
5000
6000
7000
8000
Day 1
Days 2-3
Week 1
Week 2
Month 1
Month 3
Time Since Publication


View Growth Curve: Arm Public TV
Weighted Average Views
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8000
9000
10000
11000
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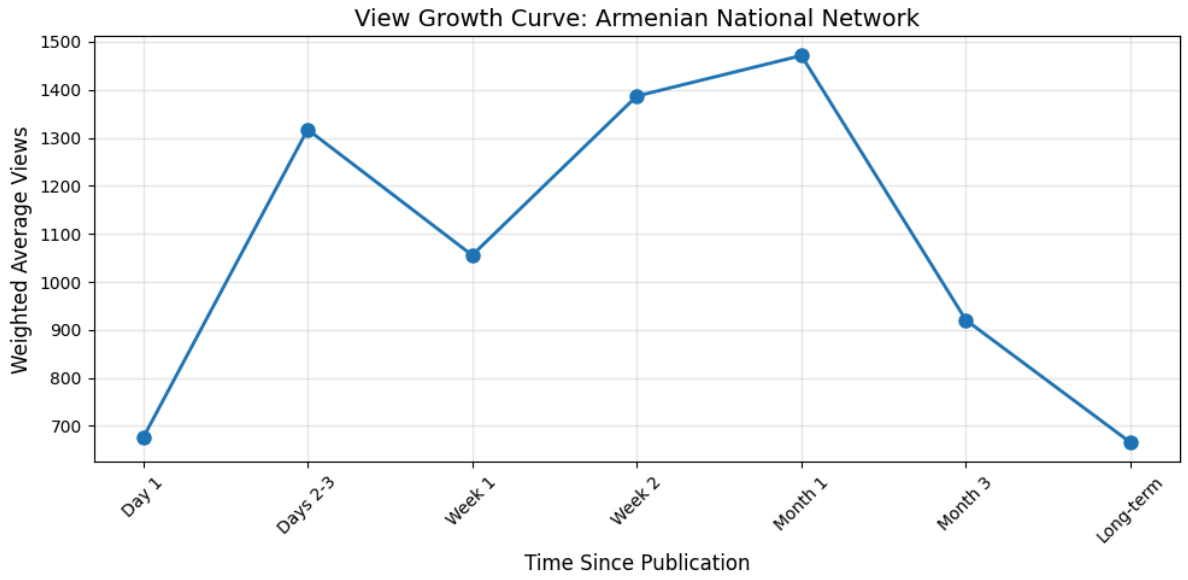
Day 1
Days 2-3
Time Since Publication


View Growth Curve: Armenian National Network
Weighted Average Views
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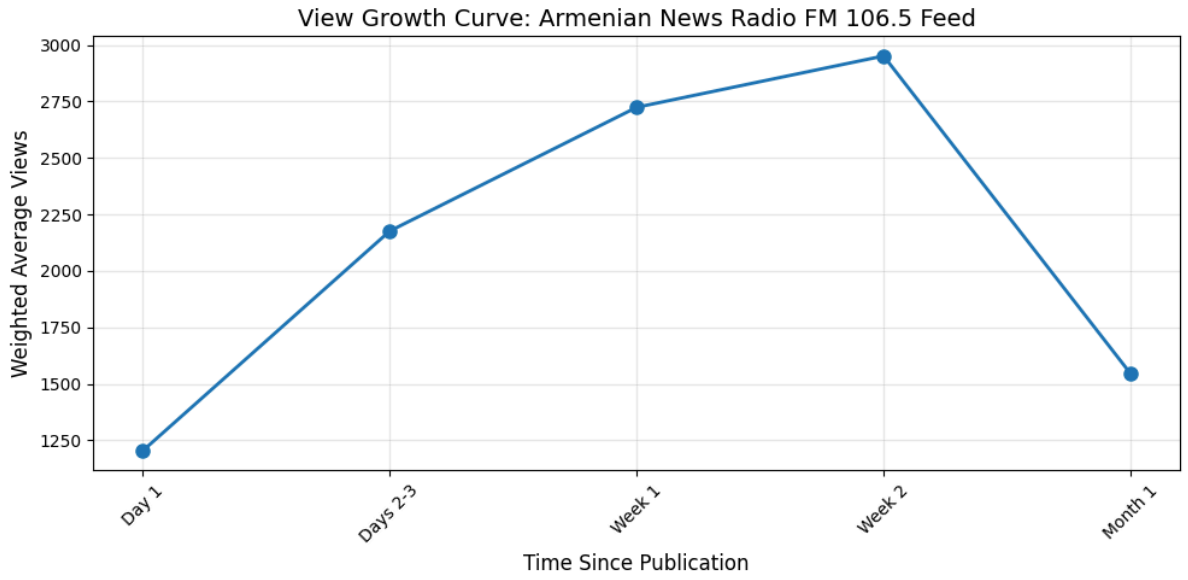
1000
900
800
700
Day 1
Days 2-3
Week 1
Week 2
Month 1
Month 3
Long-term
Time Since Publication


View Growth Curve: Armenian News Radio FM 106.5 Feed
Weighted Average Views
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2000
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1500
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Day 1
Days 2-3
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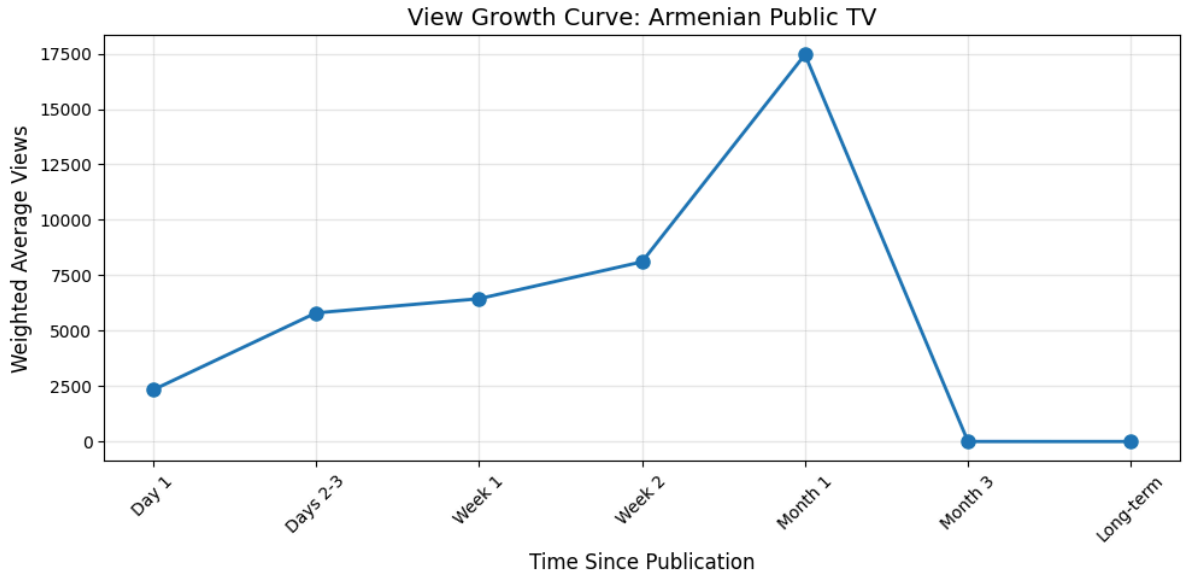
Week 2
Month 1
Time Since Publication


View Growth Curve: Armenian Public TV
Weighted Average Views
17500
15000
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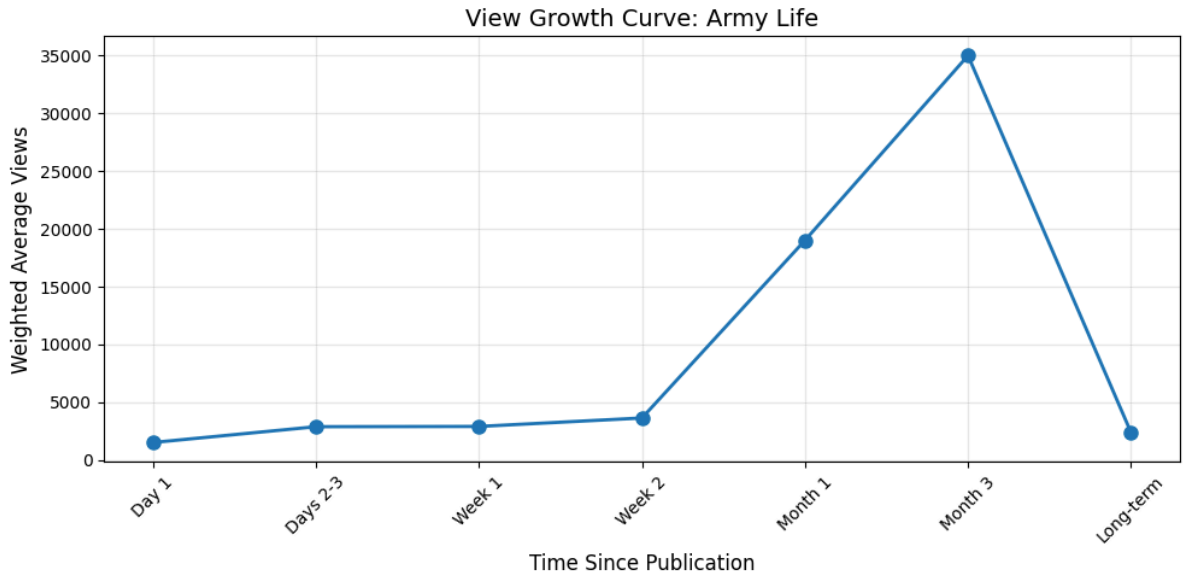
Days 2-3
Week 1
Week 2
Month 1
Month 3
Long-term
Time Since Publication


View Growth Curve: Army Life
Weighted Average Views
0
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30000
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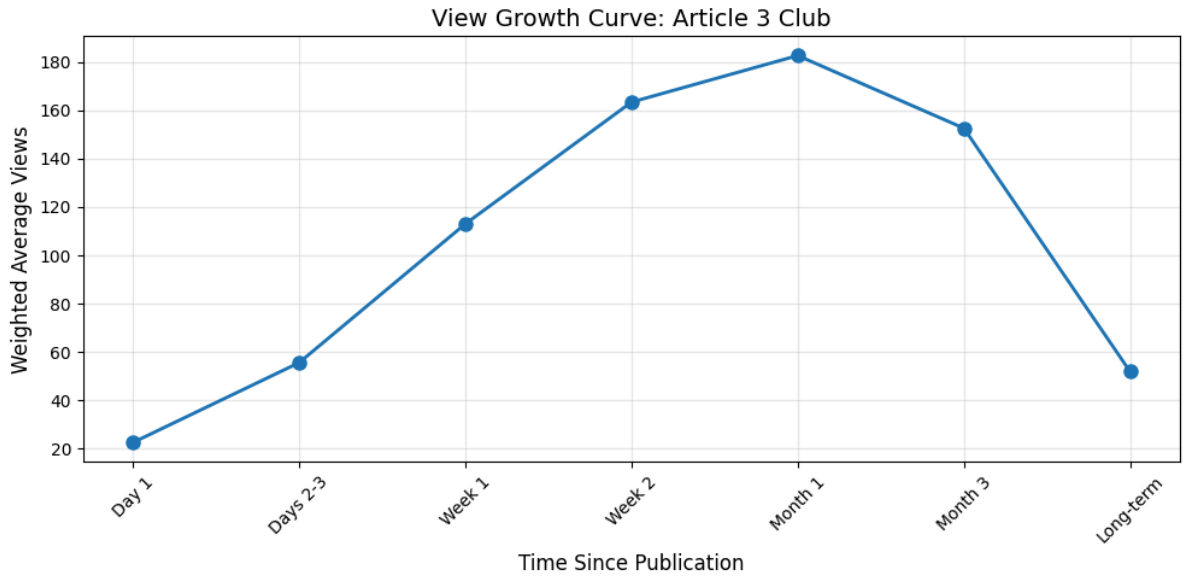
Day 1
Days 2-3
Week 1
Week 2
Month 1
Month 3
Long-term
Time Since Publication


View Growth Curve: Article 3 Club
Weighted Average Views
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60
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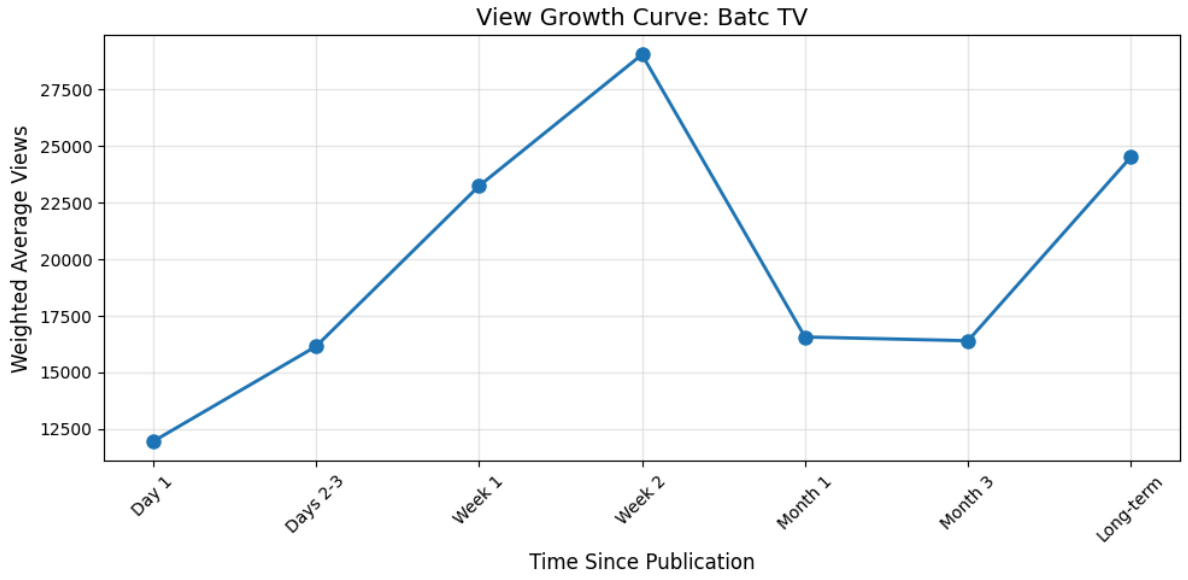
Day 1
Days 2-3
Week 1
Week 2
Month 1
Month 3
Long-term
Time Since Publication


View Growth Curve: Batc TV
Weighted Average Views
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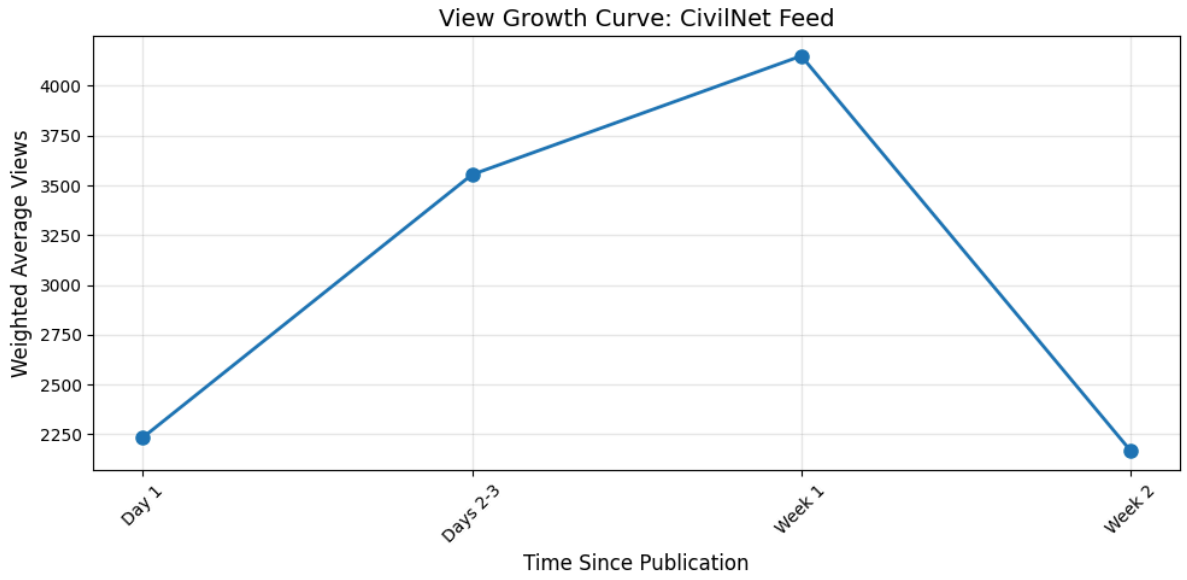
Day 1
Days 2-3
Week 1
Week 2
Month 1
Month 3
Long-term
Time Since Publication


View Growth Curve: CivilNet Feed
Weighted Average Views
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2500
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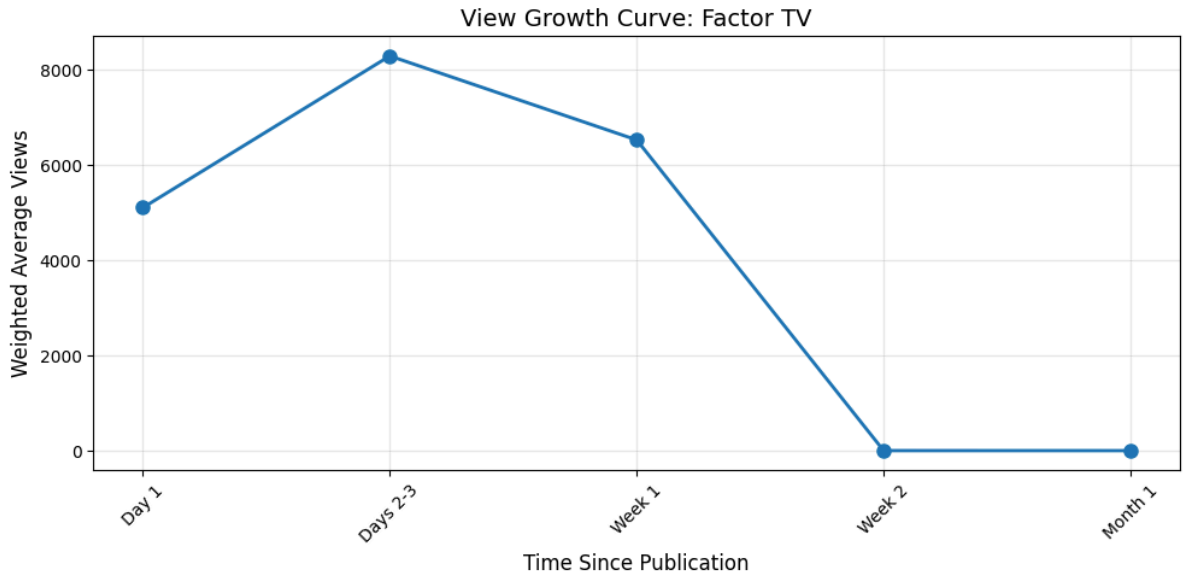
Day 1
Days 2-3
Week 1
Week 2
Time Since Publication


View Growth Curve: Factor TV
Weighted Average Views
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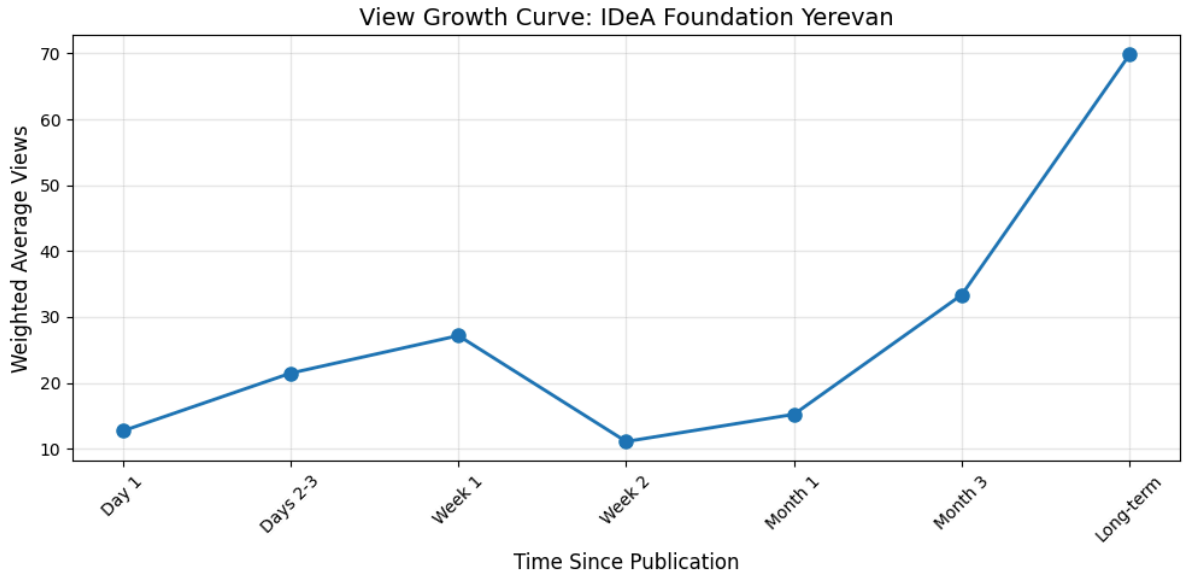
2000
0
Day 1
Days 2-3
Week 1
Week 2
Month 1
Time Since Publication


View Growth Curve: IDeA Foundation Yerevan
Weighted Average Views
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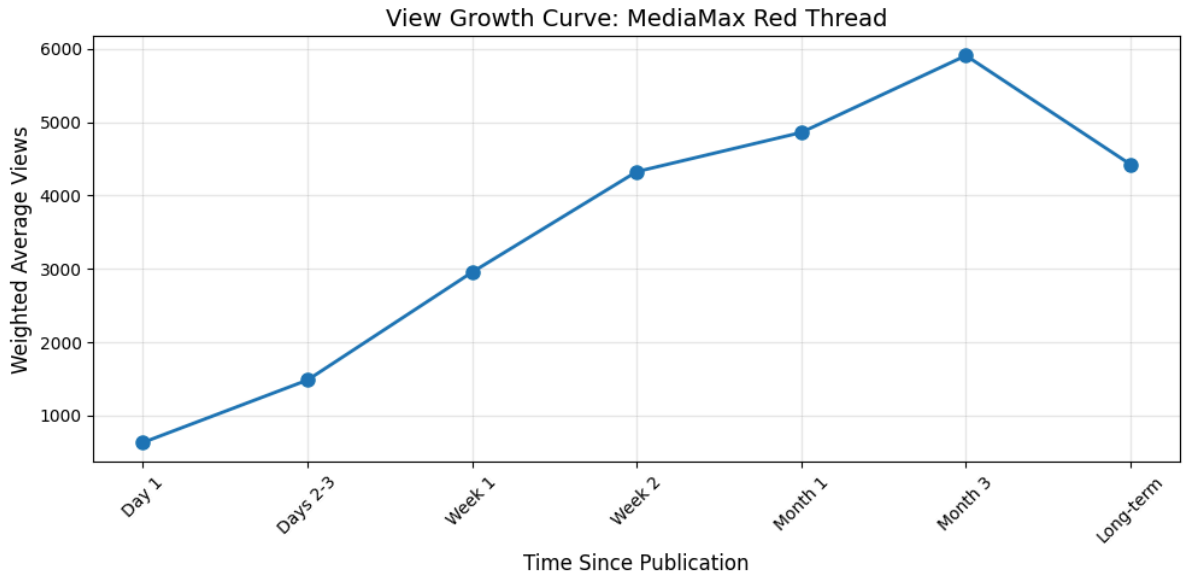
Week 1
Week 2
Month 1
Month 3
Long-term
Time Since Publication


View Growth Curve: MediaMax Red Thread
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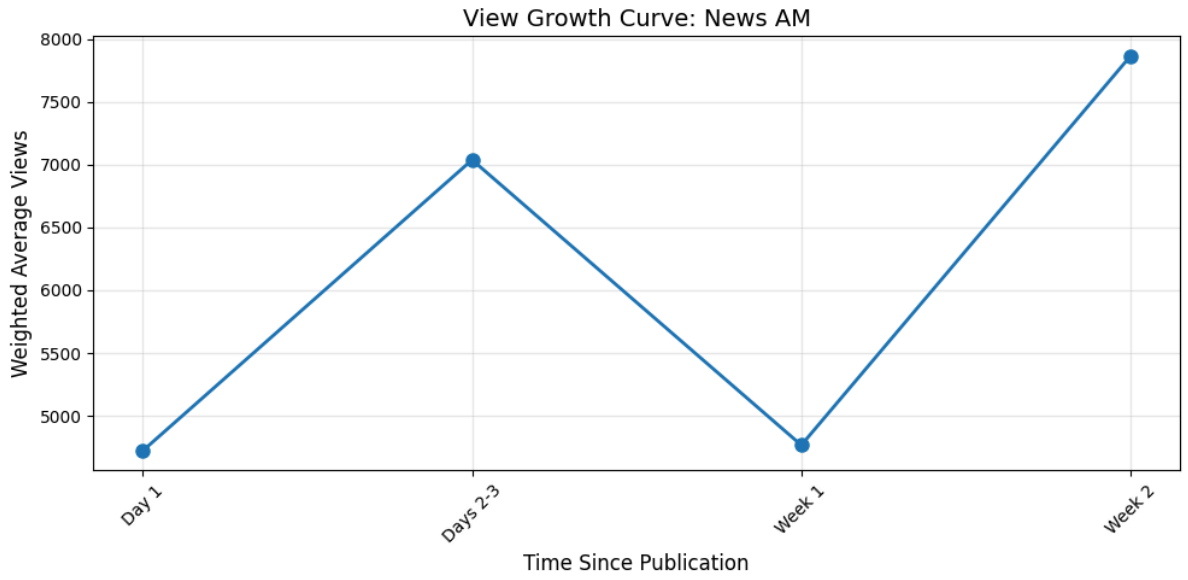
Day 1
Days 2-3
Week 1
Week 2
Month 1
Month 3
Long-term
Time Since Publication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Weighted Average Views
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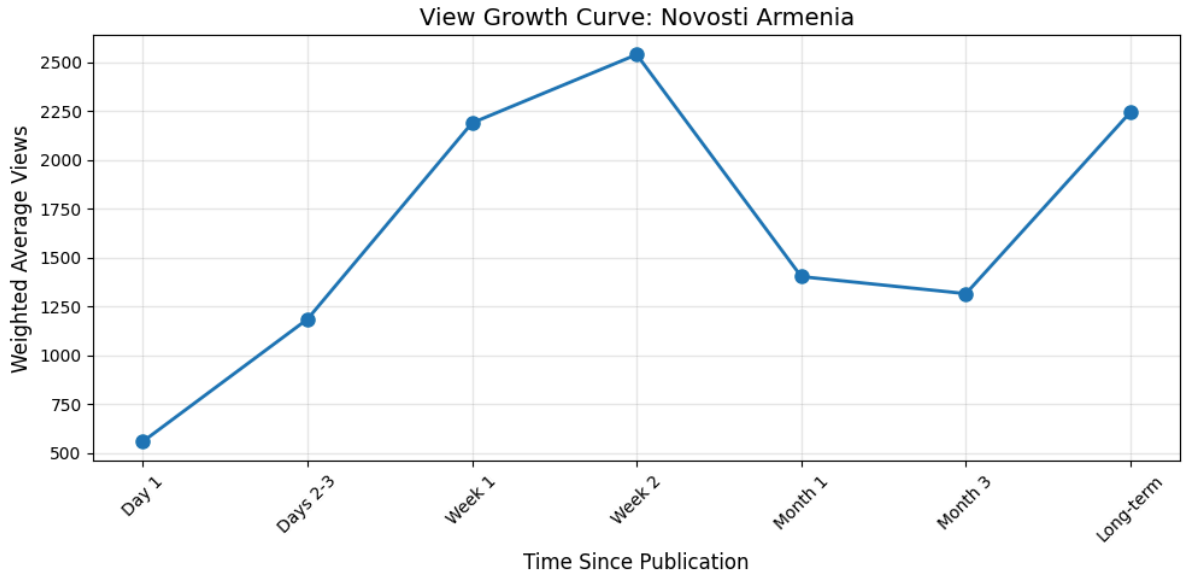
6000
5500
5000
Day 1
Days 2-3
Week 1
Week 2
Time Since Publication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Weighted Average Views
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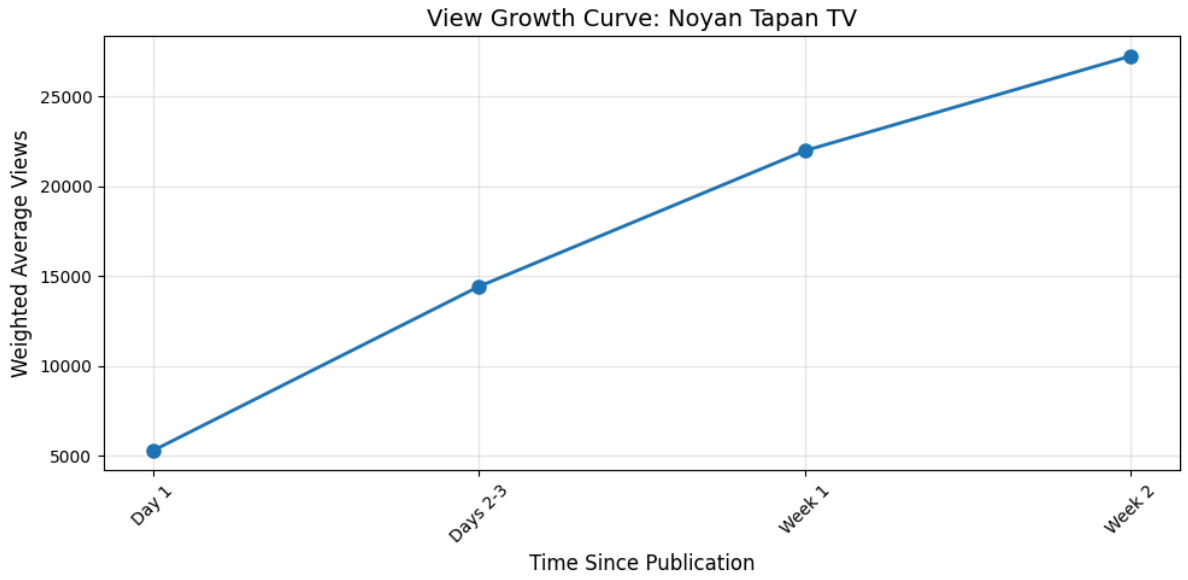
Day 1
Days 2-3
Week 1
Week 2
Month 1
Month 3
Long-term
Time Since Publication


View Growth Curve: Noyan Tapan TV
Weighted Average Views
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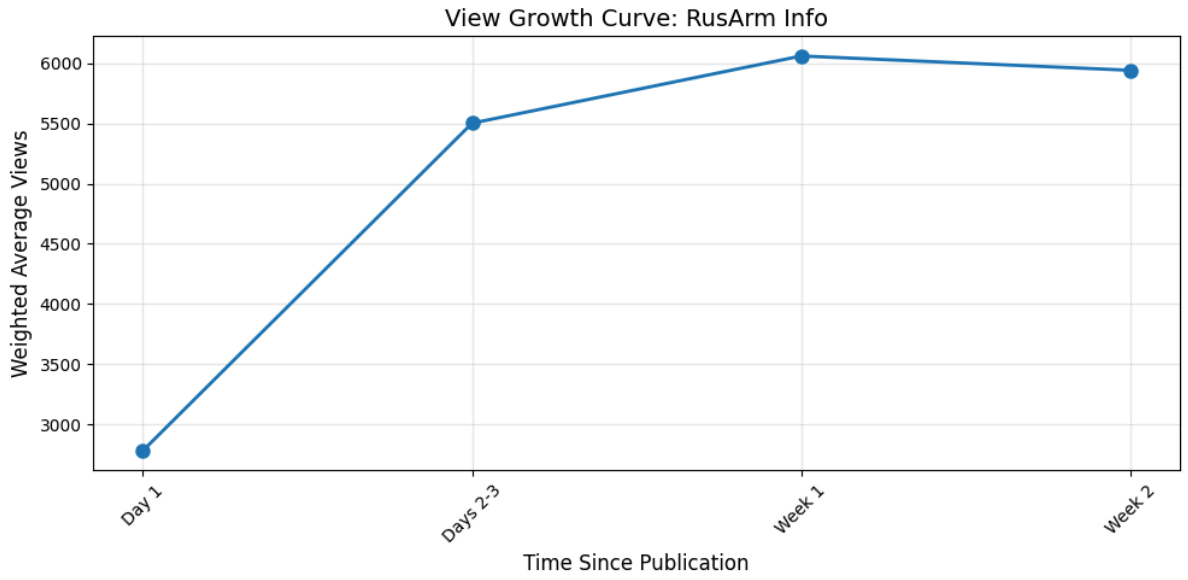
10000
5000
Day 1
Days 2-3
Week 1
Week 2
Time Since Publication


View Growth Curve: RusArm Info
Weighted Average Views
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4500
4000
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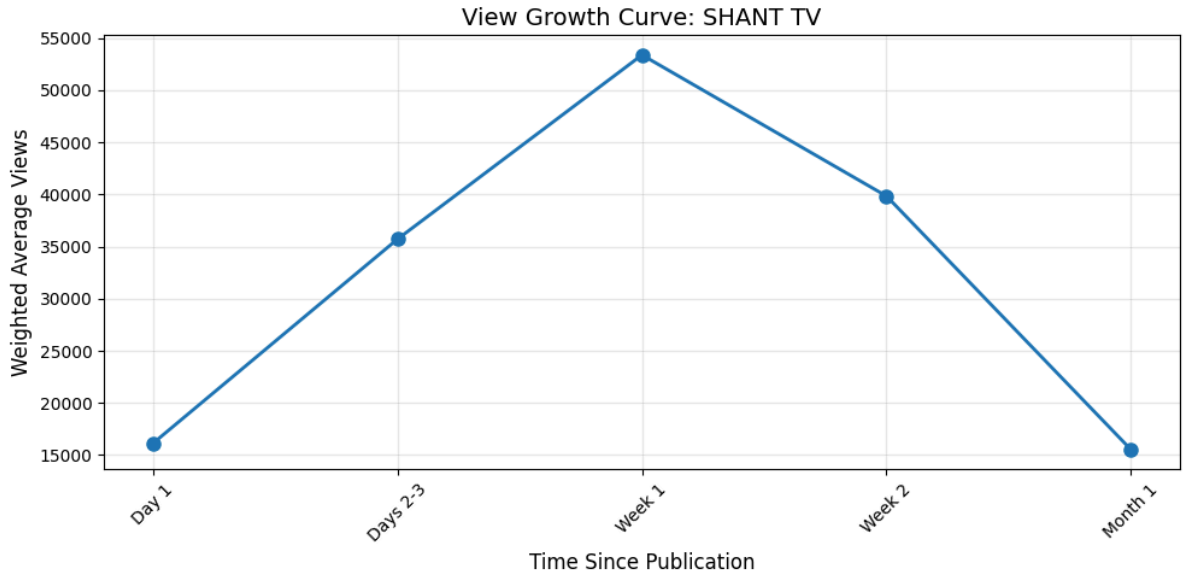
3000
Day 1
Days 2-3
Week 1
Week 2
Time Since Publication


View Growth Curve: SHANT TV
Weighted Average Views
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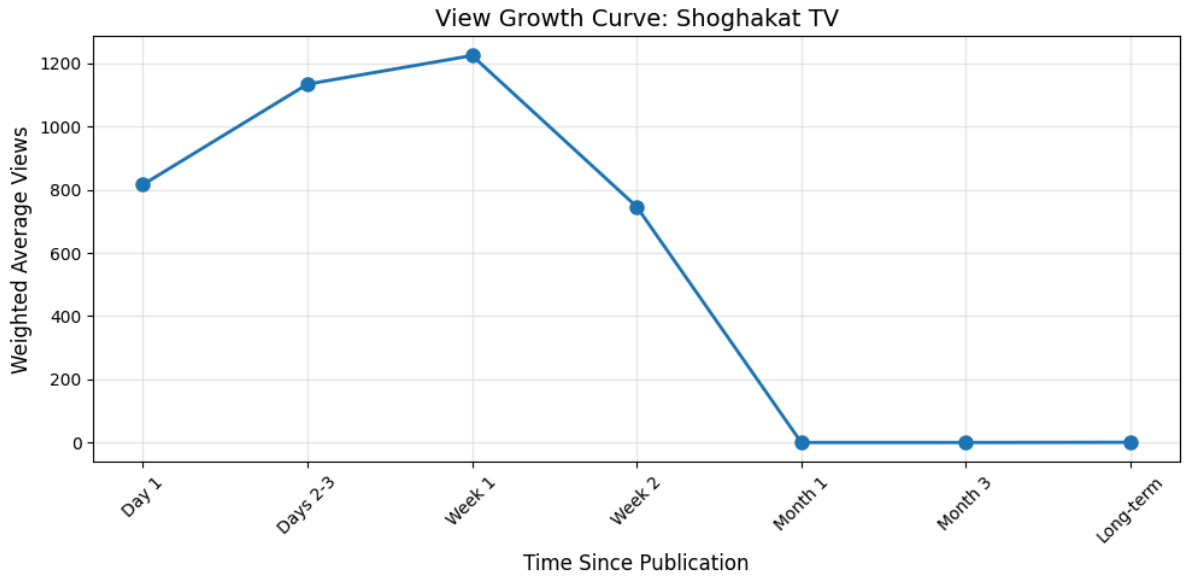
Day 1
Days 2-3
Week 1
Week 2
Month 1
Time Since Publication


View Growth Curve: Shoghakat TV
Weighted Average Views
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200
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800
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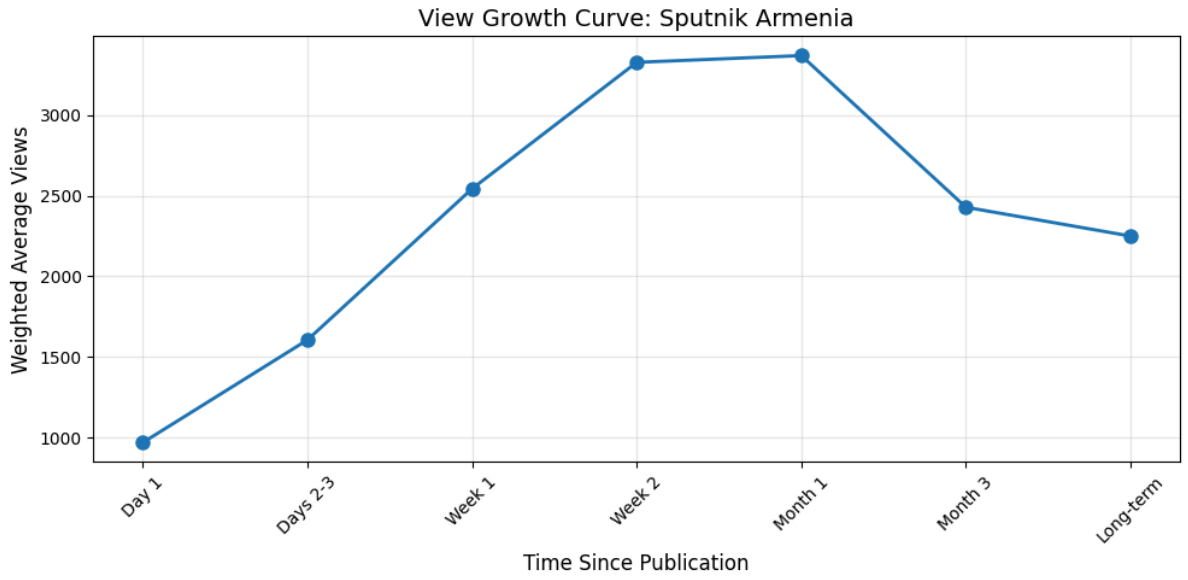
1200
Day 1
Days 2-3
Week 1
Week 2
Month 1
Month 3
Long-term
Time Since Publication


View Growth Curve: Sputnik Armenia
Weighted Average Views
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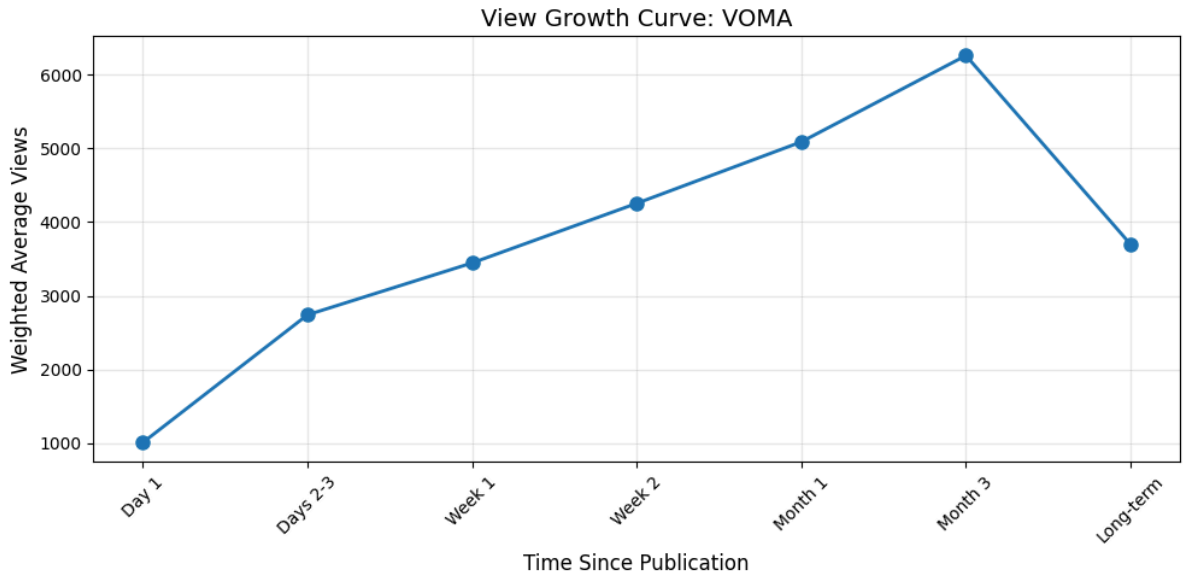
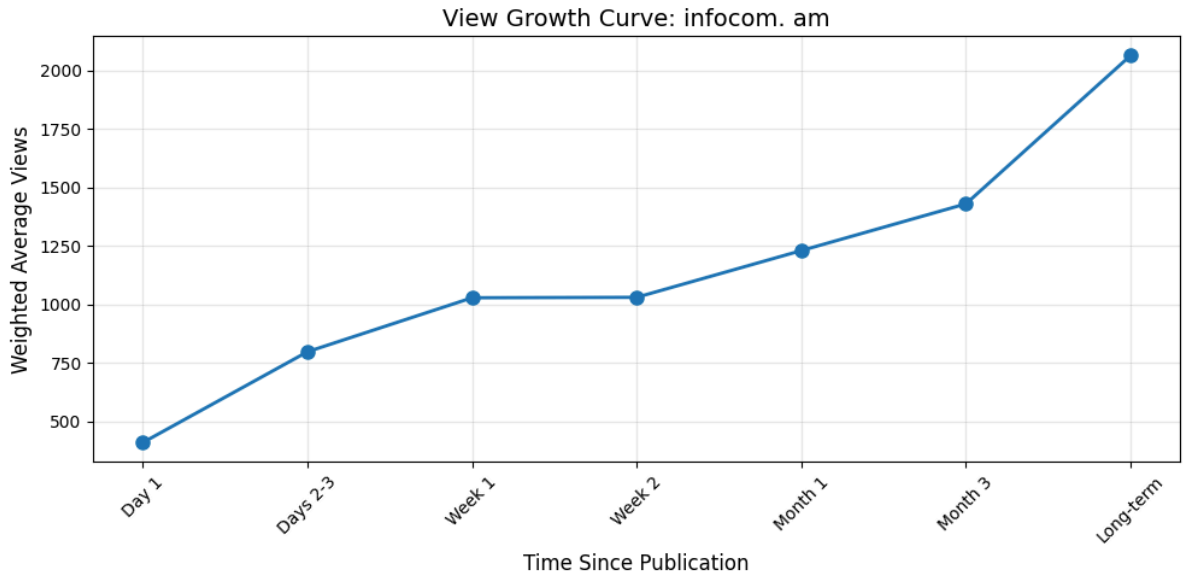
1500
2000
2500
3000
Day 1
Days 2-3
Week 1
Week 2
Month 1
Month 3
Long-term
Time Since Publication





6. Limitations / Future Improvements

While the current analysis provides valuable insights, there are several areas for future enhancement. One potential improvement is the integration of Natural Language Processing (NLP) techniques to analyze video titles and descriptions more deeply, enabling a better understanding of content themes and sentiment. Additionally, incorporating comment analysis could offer further insights into viewer engagement, opinions, and overall audience sentiment. These enhancements would provide a more comprehensive view of both the content and its reception.

7. Conclusion

This analysis of Armenian news YouTube channels reveals clear patterns in audience engagement, content performance, and publishing behavior. Channels like 1in TV Armenia, Arm Public TV, 24TV, Batc TV and SHANT TV consistently attract the highest number of views and maintain strong early engagement, indicating loyal subscriber bases and effective content strategies. High average ratings shortly after publication further reinforce viewer satisfaction for certain channels, particularly Arm Public TV and SHANT TV.

The correlation between views and ratings across most channels suggests that higher visibility generally leads to more positive feedback, although a few exceptions highlight the presence of controversial content.