# USvideos指标报告

USvideos数据包含的是YouTube视频应用上，一段时间内热榜视频的相关信息。从这些相关数据中，可以通过分析来制作媒体频道的影响力榜单。我的数据分析主要基于互动类数据和媒体频道自身的数据。经过基础的数据清洗，发现总共有大约2200个频道，6050个视频。

评价一个媒体频道的水平主要可以从三个角度：互动力、传播力、生产力。互动力的衡量主要是基于观众和视频交流产生的数据。在图标中，互动类数据指的是点赞数、点踩数、观看数和评论数。这四者属于观众观看视频时产生的数据。在分析中，如果要得到相对客观全面的排名，不止要考虑单个频道所获得的点赞、观看等数据的总数。部分频道可能由于自身发出的视频较少而整体数据较低。因此，引入平均值衡量媒体频道在互动方面的整体排名。

可以发现，点赞数在任何视频下都远高于点踩数。这个现象让我好奇点赞数与点踩数之间是否存在一定的线性关联。在分析了这二者的相关性之后，发现这两者之间有非常强的线性关系。R值达到0.7，也就是说基本可以通过点赞数推出点踩数。公式：y=0.007742x+11166.77（x为点赞，y为点踩）

在评价传播力时，我的主要评判标准是频道下视频在热榜上保持的时间。保持时间越长，也就意味着视频能够被更多的人点击，形成传播的正向循环，视频的传播力自然也就越强。数据表中，单个视频的上榜天数可以从同样title的数据条数中得出。从频道的水平来看，不同的视频上榜的持续天数也不一样。为了评价一个频道整体的传播能力，首先要看它所有热榜视频总共上榜的天数。这个数字越大就可以吸引越多人订阅该频道。其次，要想评价这个频道未来的传播能力，就要计算频道下热榜视频的平均上榜天数。为了衡量现在看来，可能取中位数值或众数值会更准确。但是在整体数据中，很多频道仅仅有一条热榜视频，难以保证数据的准确性。我认为上榜天数的极差也可以代表频道生产视频的传播能力稳定程度，但是目前没有想到好的处理方法。

最后一个指标是频道的生产力。衡量生产力相比前两个指标要简单一些。一个统计是频道下视频占据的类别数量。类别数量代表这个频道的广度。另一个就是频道下视频的数量。基本可以代表本频道的生产能力。

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| **参与度top100** | **传播能量top100** | **生产力top100** |
| ChildishGambinoVEVO | The Tonight Show Starring Jimmy Fallon | ESPN |
| ibighit | Saturday Night Live | TheEllenShow |
| BeckyGVEVO | TheEllenShow | The Tonight Show Starring Jimmy Fallon |
| TheWeekndVEVO | Late Night with Seth Meyers | Jimmy Kimmel Live |
| LuisFonsiVEVO | INSIDER | The Late Show with Stephen Colbert |
| MalumaVEVO | Netflix | Netflix |
| YouTube Spotlight | CNN | NBA |
| Dude Perfect | Washington Post | CNN |
| Ed Sheeran | Vox | Vox |
| ArianaGrandeVevo | The Late Show with Stephen Colbert | The Late Late Show with James Corden |
| Marvel Entertainment | WIRED | Refinery29 |
| jypentertainment | Jimmy Kimmel Live | BuzzFeedVideo |
| Cardi B | 20th Century Fox | INSIDER |
| Logan Paul Vlogs | First We Feast | Late Night with Seth Meyers |
| TaylorSwiftVEVO | NBA | NFL |
| FoxStarHindi | ESPN | Saturday Night Live |
| DrakeVEVO | Complex | WWE |
| CalvinHarrisVEVO | jacksfilms | First We Feast |
| Selena Gomez | Team Coco | WIRED |
| Sony Pictures Entertainment | E! Entertainment | Tasty |
| Maroon5VEVO | ABC News | Washington Post |
| Disney鈥ixar | NikkieTutorials | Great Big Story |
| EminemVEVO | CollegeHumor | CollegeHumor |
| ZaynVEVO | Good Mythical Morning | SciShow |
| David Dobrik | Warner Bros. Pictures | Vogue |
| Kylie Jenner | Marvel Entertainment | FBE |
| Universal Pictures | Screen Junkies | Life Noggin |
| JenniferLopezVEVO | Vanity Fair | Screen Junkies |
| Bruno Mars | Smosh | The King of Random |
| SelenaGomezVEVO | Vogue | Tom Scott |
| SMTOWN | FBE | Good Mythical Morning |
| 20th Century Fox | The King of Random | Warner Bros. Pictures |
| The Weeknd | The Voice | Bon App茅tit |
| Daddy Yankee | BuzzFeedVideo | HellthyJunkFood |
| Warner Bros. Pictures | Bon App茅tit | jacksfilms |
| GEazyMusicVEVO | Life Noggin | TED-Ed |
| TheEllenShow | American Idol | Marques Brownlee |
| Jimmy Kimmel Live | TODAY | Vanity Fair |
| Safiya Nygaard | The Graham Norton Show | ABC News |
| The Late Late Show with James Corden | WWE | NBC News |
| ShawnMendesVEVO | Universal Pictures | Watch What Happens Live with Andy Cohen |
| Diplo | Safiya Nygaard | BBC Radio 1 |
| Lele Pons | Selena Gomez | TODAY |
| WWE | Unbox Therapy | BBC News |
| 5-Minute Crafts | Charlie Puth | The Slow Mo Guys |
| The Tonight Show Starring Jimmy Fallon | Movieclips Trailers | E! Entertainment |
| ChainsmokersVEVO | You Suck At Cooking | NBC Sports |
| CamilaCabelloVEVO | BBC Radio 1 | The View |
| NickiMinajAtVEVO | Tati | CBS News |
| Gorillaz | Tom Scott | IISuperwomanII |
| BuzzFeedVideo | NFL | Safiya Nygaard |
| LiamPayneVEVO | Nintendo | The Dodo |
| CelineDionVEVO | NBC News | The Verge |
| How Ridiculous | HellthyJunkFood | CBS This Morning |
| shakiraVEVO | NBC Sports | The New York Times |
| AbrahamMateoVEVO | Great Big Story | 20th Century Fox |
| justintimberlakeVEVO | Focus Features | ColliderVideos |
| NickyJamTV | CinemaSins | John Campea |
| MigosVEVO | Simon's Cat | The Graham Norton Show |
| 鏉板▉鐖鹃煶妯?JVR Music | The Late Late Show with James Corden | The Voice |
| FifthHarmonyVEVO | TED-Ed | Team Coco |
| Saturday Night Live | iJustine | ViralHog |
| Hannah Stocking | CBS News | Smosh |
| KatyPerryVEVO | Binging with Babish | Marvel Entertainment |
| marshmello | Tasty | CrazyRussianHacker |
| OVO Sound | Marques Brownlee | Guardian News |
| DemiLovatoVEVO | SciShow | James Charles |
| Walt Disney Animation Studios | Gallant | REACT |
| KendrickLamarVEVO | Watch What Happens Live with Andy Cohen | Star Wars |
| Dua Lipa | FifthHarmonyVEVO | Tati |
| FBE | Brave Wilderness | HBO |
| The Film Theorists | REACT | CinemaSins |
| AsapSCIENCE | miniminter | Complex |
| nigahiga | IISuperwomanII | Inside Edition |
| Clean Bandit | Rudy Mancuso | Lip Sync Battle |
| SiaVEVO | Linus Tech Tips | Nintendo |
| Charlie Puth | Michelle Khare | Universal Pictures |
| Lucas the Spider | Cobra Kai | iJustine |
| Clash Royale | Rosanna Pansino | Entertainment Tonight |
| BANGTANTV | Teen Vogue | Simon's Cat |
| Bad Lip Reading | How Ridiculous | American Idol |
| Coachella | itsAlexClark | AsapSCIENCE |
| Turkish Airlines | Lucas the Spider | Brave Wilderness |
| Nicki Minaj | The Film Theorists | Hannah Stocking |
| James Charles | James Charles | National Geographic |
| Paramount Pictures | Marzia | RM Videos |
| Liza Koshy | 24 | CaseyNeistat |
| The Slow Mo Guys | Kurzgesagt 鈥?In a Nutshell | Dude Perfect |
| J. Cole | johnmayerVEVO | ExplosmEntertainment |
| BackstreetBoysVEVO | BackstreetBoysVEVO | Good Morning America |
| jbalvinVEVO | TheOdd2sOut | Grace Helbig |
| Netflix | WatchMojo.com | NikkieTutorials |
| Screen Junkies | TIME | Rosanna Pansino |
| Vevo | Bad Lip Reading | Simply Nailogical |
| Blossom | Sony Pictures Entertainment | The Film Theorists |
| Collins Key | The Dodo | TIME |
| IISuperwomanII | The Verge | TMZ |
| WINNER | Star Wars | William Osman |
| Vogue | Olivia Jade | Business Insider |
| CAguileraVEVO | CelineDionVEVO | Breakfast Club Power 105.1 FM |

在对类别进行分析的过程中，发现频道的视频大多只存在于一个频道。也即是说频道的视频生产基本是垂直深耕的。热榜视频的类别比较集中分布于十几个类别。类别基本属于娱乐性质，影视、体育、音乐等分类。

| **category\_num** | |
| --- | --- |
| **category** | **num** |
| 24 | 1634 |
| 10 | 817 |
| 26 | 595 |
| 23 | 552 |
| 25 | 508 |
| 22 | 505 |
| 17 | 455 |
| 28 | 389 |
| 1 | 319 |
| 27 | 256 |
| 15 | 140 |
| 20 | 103 |
| 2 | 72 |
| 19 | 61 |
| 29 | 14 |
| 43 | 4 |

从评价三个角度分别可以产出一个top100频道的榜单。我对于三个子榜单进行了交叉处理，得到最终能够同时上榜三个榜单的十九个频道作为总榜内容。对总榜排序时，是将频道分别在三个子榜单排名的均值进行升序排列。

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| **channel** |
| TheEllenShow |
| The Tonight Show Starring Jimmy Fallon |
| Jimmy Kimmel Live |
| Saturday Night Live |
| Warner Bros. Pictures |
| BuzzFeedVideo |
| 20th Century Fox |
| Marvel Entertainment |
| WWE |
| Netflix |
| The Late Late Show with James Corden |
| FBE |
| Safiya Nygaard |
| Universal Pictures |
| Screen Junkies |
| Vogue |
| IISuperwomanII |
| James Charles |
| The Film Theorists |

处理软件：

EXCEL：表格汇总和数据分析

Access：数据库级联统计、查询和数据分析