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MTH 5320

9/18/2021

Project #1 Proposal

**Tentative Project Title**: Prediction of YouTube Video Virality Based Using Feed Forward Neural Network

**Goals of Project**:

1. Creating a Feed Forward Neural Network that can determine to a reasonable degree whether a video will go "viral"
2. Determining what are some of the greatest indicators that a video will go viral
3. Providing a more modern definition of what it means for a video to be viral
4. Intended Data Source: YouTube Video API as well as possibly doing some scraping of YouTube videopages and their content. The latter will have to be pre-processed into a vectorized form for it to be compatible with a Feed Forward Neural Network, which will be the main aspect of data preparation for this project.

   Some hypotheses about the indicators include:
   - Some languages will more easily receive views
   - Videos without any inherent language content will more likely be
   - Non-political videos will be more likely to go viral
   - Non-esoteric/fringe videos will be much more likely to go viral
     - The definition of this will have to be specified
   - Videos that make the viewer feel happy or positive will more likely receive more views.
     - Videos with a human face making a peculiar or comical face in the thumbnail are likely to go viral
   - Videos meant for children are more likely to go viral