

TikTok Claim vs Opinion Classification

Exploratory Data Analysis Executive Summary

ISSUE / PROBLEM

This team is going to produce a machine learning algorithm that will, with sufficient accuracy, assign claim vs opinion status to certain tiktoks in order to bring about a more efficient filtering process.

RESPONSE

In order to conduct exploratory data analysis, the team filtered out some variables about engagement that seemed related to the task of the algorithm: view, like, and comment counts.

IMPACT

The exploratory data analysis indicated that the classification model will need to incorporate null values and opinion video counts into the model parameters.

KEY INSIGHTS

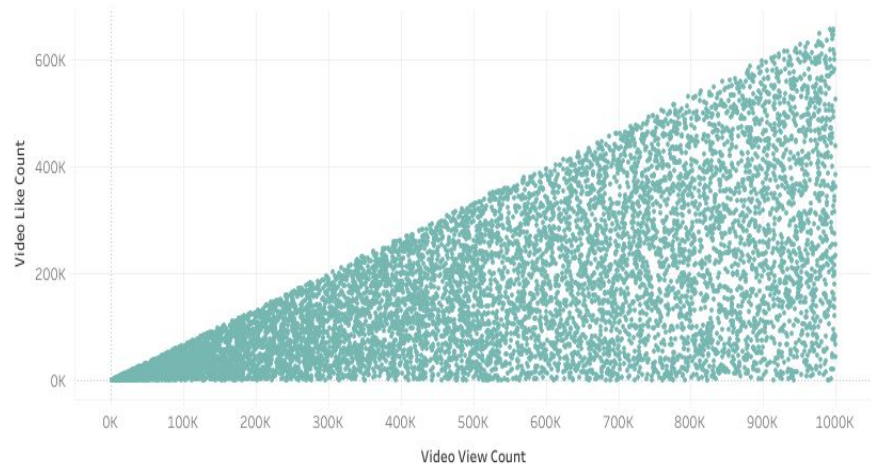
The exploratory data analysis revealed the prevalence of many null values that could be problematic. Without further knowledge about the data, analysis will need adjusted to account for the missing data.

Both opinions and claims have a very consistent linear correlation between view count and like count, however claim tiktoks tend to have significantly more views and likes than opinion tiktoks.

Below are scatter plots relating the view counts of opinion/claim tiktoks against their like counts

Claims:

TikTok Views and Likes



Opinions:

TikTok Views and Likes

