Authors:
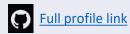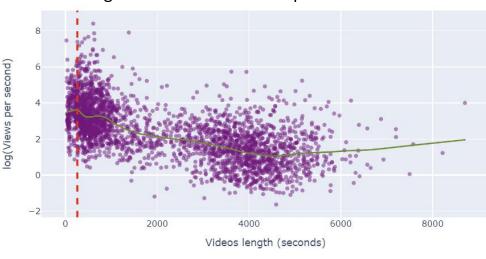David Henderson
Amanda Wu

BiggerPockets® X **YouTube**

Natural language processing (NLP) and sentiment analyses for BiggerPockets YouTube Channel
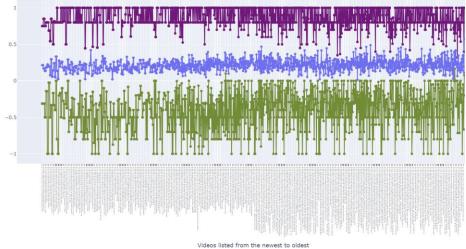
The "sweet spot" – A video length of 4 min 20 s has the highest view count per second, and anything after this video length receives lower views per sec.

Case study: Comments overwhelmingly express gratitude about a video on low-interest rate loan in 2023.

Positive sentiments: Comments for all videos are mostly positive (polarity > 0 for mean value, blue line), although each video often receives both positive (purple line), and negative comments (green line).

Videos listed from the newest to oldest

The trend of shorter but more frequent videos – From 2011 to 2024, BiggerPocket has been making a higher frequency of videos with a decreasing video length.