**Pitch:**

In our current day, YouTube has transformed into the second most visited website on the internet ([SimilarWeb](https://www.similarweb.com/top-websites/)). Millions of individuals from all around the world visit YouTube.com in order to watch videos about ranging from virtually any topic. If there is an idea in your head, it’s likely that a YouTube video has been created about said idea. With 95% of teens claiming that they have utilized the platform in some way ([Pew Research](https://www.pewresearch.org/journalism/2020/09/28/many-americans-get-news-on-youtube-where-news-organizations-and-independent-producers-thrive-side-by-side/)),YouTube has transformed into such an important part of our daily lives, especially with the technology-prone youth. With such a large presence in our day-to-day experiences, it was inevitable that the question of “how can I become a YouTuber?” has been asked more and more frequently. Channels such as Mr. Beast, which posts various gameshow like videos, video game content creators such as PewDiePie, or even cooking tutorials from world famous chef Gordan Ramsey, YouTube as a career oftentimes seems like dream jobs for children around the world. The prospect of becoming a content creator of one of these channels amassing millions of subscribers and tens of millions of monthly views has become a dream for many around the world as it represents a job where individuals can truly do anything they want.

With almost 30% of children listing YouTube blogger as their ideal job ([CNBC](https://www.cnbc.com/2019/08/02/forget-law-school-these-kids-want-to-be-a-youtube-star.html)), realistically, how likely is it for an individual to make it big on the platform? Looking at the raw numbers and data coming from the site, it becomes clear that pursuing this as a career and becoming successful seems unlikely. Over 30,000 hours of video content is uploaded on the site per hour ([Statista](https://www.statista.com/statistics/259477/hours-of-video-uploaded-to-youtube-every-minute/)), meaning the chances of discovery for your video is similar to finding a needle in the haystack. But while the raw numbers themselves seem daunting, it can still be useful to ask, what are the ways that you can increase your chances? YouTube provides a trending page for new and popular content, with these videos oftentimes amassing millions of views. Acting as the front page of the site, getting a singular video onto this page is a triumph in itself. By analyzing the types of videos that make it onto this page, we can see what videos are more likely to succeed on the platform, and what individuals can do in an attempt to attract more attention to their YouTube channels. Variables such as title length, tags, channel category, likes/dislikes, can all be utilized in order to see what factors make up a “trending” video on the platform.

**Data:**

* [YouTube Trending Video Dataset (updated daily)](https://www.kaggle.com/datasets/rsrishav/youtube-trending-video-dataset?select=US_youtube_trending_data.csv)
  + Large dataset including titles, views, likes, tags.
  + Data collected using YouTube API
  + Found on Kaggle
  + 43320 observations (updated daily according to site)
  + 16 Features
* [Youtube Statistics](https://www.kaggle.com/datasets/advaypatil/youtube-statistics)
  + Includes comment sentiment analysis
  + Found on Kaggle
  + “This dataset was created using YouTube's data API”
  + 18408 Observations
  + 13 Features
* [Trending YouTube Video Statistics](https://www.kaggle.com/datasets/datasnaek/youtube-new/data?select=USvideos.csv) (extra data set)
  + Includes likes, dislikes, views, tags, etc.
  + “This dataset was collected using the YouTube API.”
  + Found on Kaggle
  + 6351 Observations
  + 16 Features
* [Global YouTube Statistics 2023](https://www.kaggle.com/datasets/nelgiriyewithana/global-youtube-statistics-2023) (extra data set)
  + Includes category, channel type, etc.
  + “Data Source: The dataset was meticulously compiled from various reputable sources, ensuring accuracy and reliability of the information presented.”
  + Found on Kaggle
  + 995 Observations
  + 28 Features

**Background Research:**

* [NYT Opinion: Algorithms Won’t Fix What’s Wrong With YouTube](https://www.nytimes.com/2019/06/14/opinion/youtube-algorithm.html)
  + Explains the algorithms that YouTube utilizes in order to recommend videos (our project would go into trending videos which is a separate system).
  + YouTube recommendations is a more personalized page for individuals, as opposed to trending which is standard across instances.
* [Deep Neural Networks for YouTube Recommendations](https://research.google/pubs/pub45530/)
  + Similar to the previous article, focuses on algorithm for recommendations. Still useful information regarding how YouTube labels and contextualizes videos and utilizes this for trending videos.
* [NBC News: YouTube career or college? The new question facing teens](https://www.nbcnews.com/business/business-news/youtube-career-or-college-new-question-facing-teens-n920581)
  + 34% of kids aged 6-17 would like to be a YouTube personality. The idea of becoming a YouTuber is popular among children and very relevant.
  + Article claims that “96.5 percent of all of those trying to become YouTubers won’t make more than $16,800 per year”. Agrees with my initial assumption that it is very unlikely.
* [Trending YouTube Video Analysis](https://www.researchsquare.com/article/rs-2548456/v1)
  + Strong correlation between likes and video views.
  + The optimal title range is 40-to-50-character lengths. We also plan to do analysis on title lengths.
* [Analysis on YouTube Trending Videos](https://www.irjet.net/archives/V7/i8/IRJET-V7I8732.pdf)
  + Findings suggest that videos without filler words such as “the”, “of”, etc. in the title were more likely to appear as trending.
  + Also found a strong correlation between views and likes.