

<English Version>

TED Talks' topic variation utilizing a dynamic topic modeling  
approach<sup>1)</sup>

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Summary:

TED Talks is a platform designed to inspire and provoke changes in people's thoughts and behaviors by sharing innovative ideas across various fields such as technology, medicine, and design. The purpose of this study is to analyze the topics of TED Talks contents over time and identify changes in social trends. The contents from January 2017 to December 2019 are analyzed using a dynamic topic modeling approach that takes into account changes over time. As a result, it is found that the main focus in 2017 is on computer vision and medical-related topics, shifting to robotics and space exploration in 2018, and further evolving to understanding light and continuing the exploration of space in 2019. Based on these results, content planners and marketing strategists can predict future trends and select topics that are likely to capture the audience's attention.

Keywords:

Dynamic Topic Modeling, Natural Language Processing, TED Talks

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