

Executive Summary

Milestone 2 of the TikTok Claims Classification Project

Project Overview

TikTok needs to create an accurate predictive model that determines whether a video contains a claim or offers an opinion. The data team started by inspecting, organizing, and preparing the data for analysis. The following included some insights from the preliminary investigation.

Key Insights

- The number of claims videos and opinion videos are fairly balanced.
- Claim videos in general generates more views than opinion videos.
- Videos from banned authors and those under review generates more views, likes, and shares than active authors.
- Engagement level seems to be strongly correlated with claim status and somewhat with author ban status.
- Relevant columns: claim_status, video_id, author_ban_status, video_view_count, video_like_count, video_share_count, video_download_count, video_comment_count

Details

Number of Claim/Opinion Videos:

```
data['claim_status'].value_counts()
```

claim	9608
opinion	9476

Engagement Level per Claim Status:

	Average Views	Median Views
Claim	501029	501555
Opinion	4956	4953

Video Share Count per Ban Status:

author_ban_status	video_share_count_median
active	437.0
banned	14468.0
under review	9444.0

Next Steps

After the preliminary investigation, the dataset is ready for exploratory data analysis.