

# Characteristics of Viral Videos on YouTube

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## CS 6474 - Social Computing Project Proposal

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# Problem Statement

To identify the common characteristics (eg: tags and category) exhibited by the daily trending videos of Youtube

# Significance

- The videos that go viral online will give us a better understanding of prevailing issues concerning people offline
- Viral videos influence offline events
- Why do people use Youtube?

# Related Work

- **Itube, You Tube, Everybody Tubes: Analyzing the World's Largest User Generated Content Video System**  
*Meeyoung Cha, et al. (2007)*
- **“Yes We Can”: How Online Viewership, Blog Discussion, Campaign Statements, and Mainstream Media Coverage Produced a Viral Video Phenomenon**  
*Kevin Wallsten (2010)*
- **Virality over YouTube: an empirical analysis**  
*Gohar Feroz Khan, Sokha Vong (2014)*

# Gaps in Existing Research

- Based on surveys.
- Dataset size was small
- Only looked at viral videos of one country

# Project's Contribution

- Analysis results vs Tips for YouTube virality
- Temporal nature of virality
- Analysis across demographics

# Thanks

We are open to questions & suggestions