



Project Purpose:

“Writing a popular news article is a difficult task”

In the past, I had done an internship as a writer for an online news media company, and my performance was also measured by the popularity of an article.

I can speak from my own experience that it is often troublesome for a writer to identify which articles become popular and why they do so.

I thought it would be compelling if I could identify unique combinations of factors that influence an article's popularity.



Research Questions:

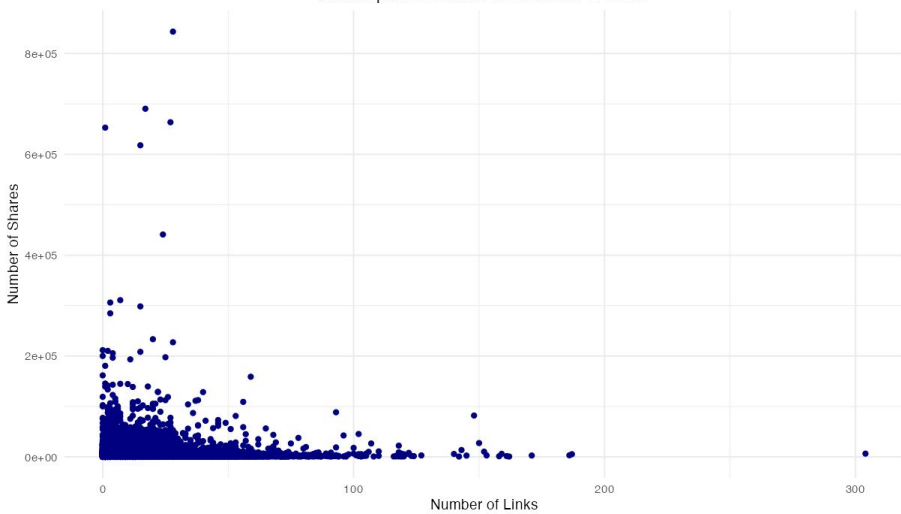
- What are the primary factors influencing the popularity of online news articles?
- Do specific article topics, such as technology or lifestyle, have a significant impact on popularity?
- Are there optimal days and times for publishing articles to maximize shares?
- Is number of sources in an article a key variable in predicting its popularity.



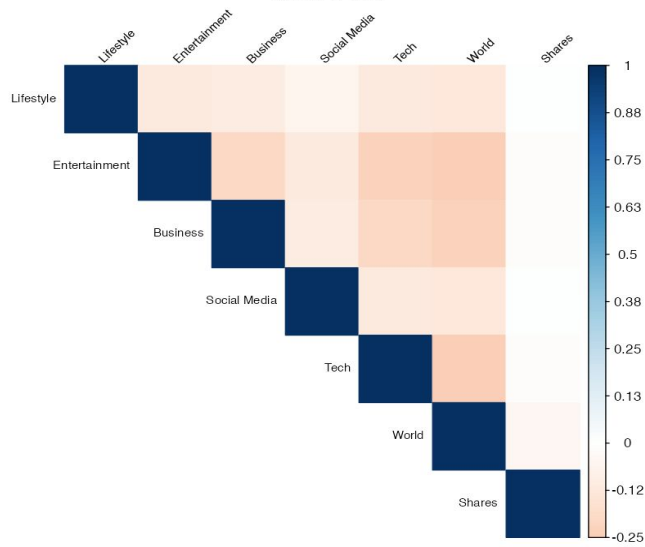
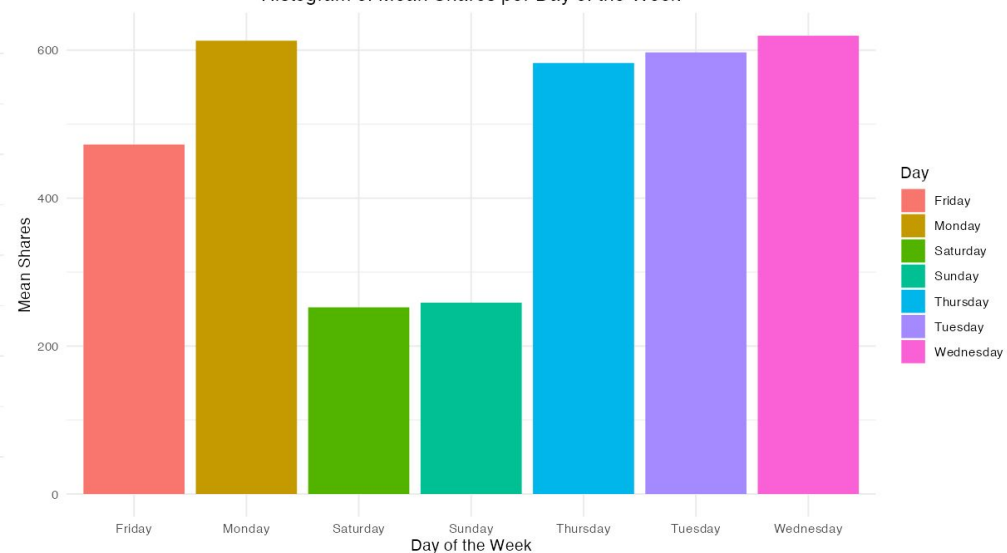
Insights from Data:

- Publishing articles on weekdays (M,T,W,TH) can boost shares compared to weekends.
- The number of sources an article cites does not play a role in predicting its popularity.
- Article topics do not tend to be a useful predictor for how much shares an article gets.
- Articles with shorter headlines (between 50 and 130 words) tend to be more popular.

Scatterplot of Shares vs. Number of Links



Histogram of Mean Shares per Day of the Week



Scatterplot of Shares vs. Title Length

