

Digital Objects and Research Practices

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Work Group 2

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Research Project 3 – tagging data

Word count: 1633

Introduction

The BBC news is a news broadcast organization that distributes news globally (Sambrook n.d.). It creates daily news on current events and shares the content besides radio and television, also through a YouTube channel. The channel has generated 5.6 million subscribers and has made its presence known on YouTube ("BBC News" n.d.). The channel is known as an objective news producer, yet the channel is being judged on its posts by viewers through likes and dislikes. Therefore, the research shall provide an analytical picture of the reactions made by the viewers on certain posts based on the likes and dislikes.

The research will assess the following questions to depict the presence of the BBC news on the platform that is YouTube:

What does the likes and dislikes convey about the YouTube channel of BBC news?

What kind of posts does the BBC news consist out of?

Which reaction is more prevalent, disliked or liked?

How does the views and comments influence the likes and dislikes?

Moreover, to answer these questions, the research consists out of a quantitative nature and utilizes qualitative characteristics to address the titles of the posts that are considered in the dislike/like ratio. A deductive approach is utilized to assess the data in the excel sheet.

Methodology

The research based its findings on the scraped data by Davide Beraldo that was shared through Google drive. The data was transferred to an excel file. The following coding scheme was used to assess the questions:

Format	Content
Evidence: tag “G20 Summit”	G20 SUMMIT: Donald Trump - Vladimir Putin Body Language - BBC News

To analyze the content of the YouTube channel of the BBC news, the research utilized the ‘videoCategoryLabel’ that was presented in the initial excel sheet by Davide Beraldo. The pivot table took all the posts that were made by the YouTube channel of the BBC news into account. Therefore, the total of the pivot table is 6593, instead of the initial 150 posts that were assessed in the first table. Furthermore, this creates a more representative picture of the whole channel. The following table was a result of the data distributed by Davide Beraldo:

Row Labels	Count of videoCategoryLabel
Autos & Vehicles	53
Comedy	32
Education	8
Entertainment	116
Film & Animation	29
Gaming	16
Howto & Style	8
Music	65
News & Politics	5118
Nonprofits &	
Activism	13
People & Blogs	277
Pets & Animals	56
PT1M50S	1
PT2M14S	1
Science &	
Technology	578
Sports	208
Travel & Events	14
Grand Total	6593

To assess whether which reaction is more prevalent, the research manually marked the first 150 posts made by the BBC news between the difference of the number of disliked and liked responses. When there were more dislikes on a post compared to the number of likes, then the data was tagged with a 0. Moreover, if the data contained more likes than dislikes, then the data was tagged with a 1. In one instance the number of dislikes and likes were equal and then the data was tagged with a 2. The coding scheme consists out of the categories: dislike, like and equal. This led to the following pivot table:

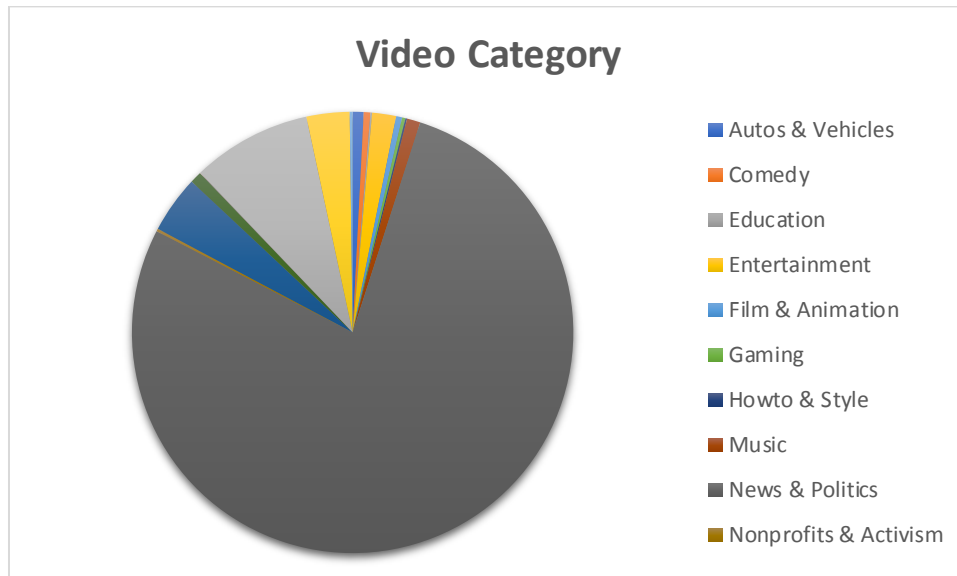
Row Labels	Sum of Diflike/dislike
dislike	31
equal	1
like	118
Grand Total	150

The final table is based on tagged data based on the findings of the posts that have been more disliked and liked posts. This conveys what the amount of likes and dislikes based on views and comment counts tells about how the content created by the YouTube channel of the BBC news is judged by the public. The list divided into 4 tagged categories: 'viewcountdislike', 'viewcountlike', 'commentcountdislike' and 'commentcountlike'. The four categories were utilized to create the following pivot table:

Total dislike/like ratio	
Total Viewcountdislike	1240703
Total Commentcountdislike	8667
Total Viewcountlike	4181076
Total Commentcountlike	18322

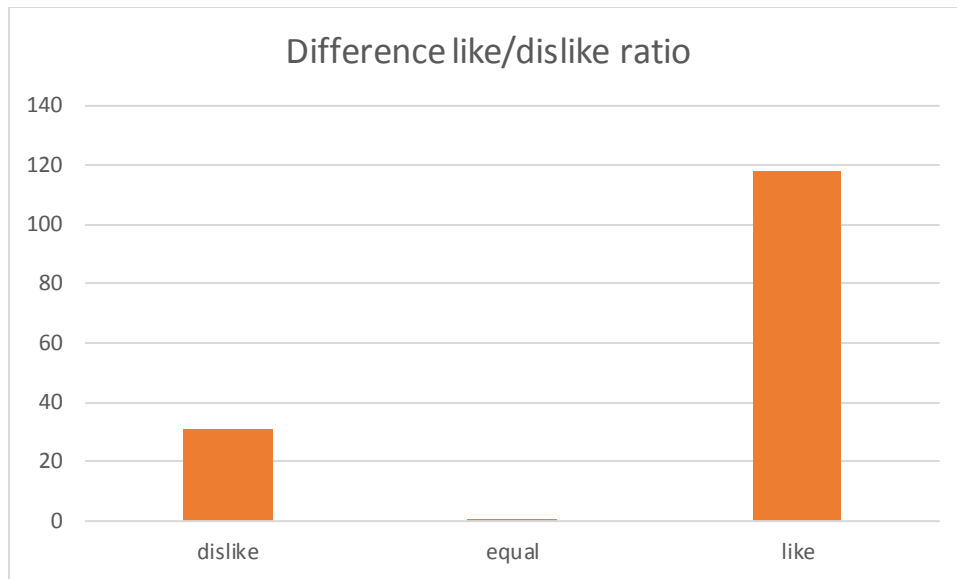
Analysis

To answer what kind of posts the BBC news consist out of, the research utilized the 'videoCategoryLabel'. By answering this question, the content is being examined as a means to comprehend the reaction from the public. Therefore, allowing for an insight to what the post represents and what the viewer might be reacting negatively or positively towards. Moreover, it gives an impression on who the users are.



The categories show an overwhelming presence of 'News & Politics' posts. This consists out of three quarters of the whole content distribution made by the YouTube channel of the BBC news. The other quarter consists out of many different other categories. Since the BBC news focusses on factual news, it was not a surprise that 'News & Politics' was the main distributed category. Moreover, the audience that watch the content are intrigued to have knowledge about current events in the world. The audience can be typified as educated people that are engaged with the state of society.

The findings of the dislike and like ratio portrayed that most of the posts were liked. Therefore, the most prevalent reaction made by the audience is positive to the content created by the BBC news.



However, the posts that were disliked differed in content. For instance, the following titles consisted out of more dislikes than likes based on the excel sheet:

G20 SUMMIT: Trump and Putin meet face to face for first time - BBC News

G20 SUMMIT: Donald Trump - Vladimir Putin Body Language - BBC News

Has Russia's love for Trump gone cold? - BBC News

Grenfell Tower child survivor: 'Give us houses that we want' - BBC News

The Muslim MP who meets the people who send her hate mail - BBC News

London Fire: PM: Unsafe Cladding on some Flats- BBC News

BREXIT negotiations - Tusk: UK offer for EU citizens "below expectations" - BBC News

These posts consist mainly out of 'News & Politics' categories. Moreover, these posts also had the highest view count compared to other posts. Yet, these posts can also be divided in the following categories: environment, Trump, Brexit, Putin and terrorism. Therefore, it points out that these categories are frowned upon by the audience that view the content.

The posts that consisted out of the most likes had the following video titles:

BREXIT Negotiations: UK Foreign Secretary tells parliament EU can "go whistle" - BBC News

Putin to Trump: I hope our meeting brings results - BBC News

Donald Trump in handshake trouble... again - BBC News

BBC speaks to protesters ahead of G20 summit - BBC News

Stephen Hawking: Trump stance could damage Earth - BBC News

Female Kurdish sniper cheats death at hands of IS- BBC News

Corbyn On Grenfell Tower fire "deaths could and should have been avoided" - BBC News

These posts show the same categories and subjects as the most disliked posts. Yet, the slight difference between these two is that the most liked posts are against the subjects that are presented in the disliked posts. For instance, Trump working together with Putin is more liked than that the two parties are against one another. Furthermore, the posts that had more likes are critical towards the current situations and try to share a result or opinion by the public to solve challenges.

As to assess the effect of views and comments on the like and dislike ratio, it is clear to observe that of the 150 posts the liked posts have more views than the disliked posts. Therefore, the content is overall regarded as positive, which makes the YouTube channel to be supported by the audience.

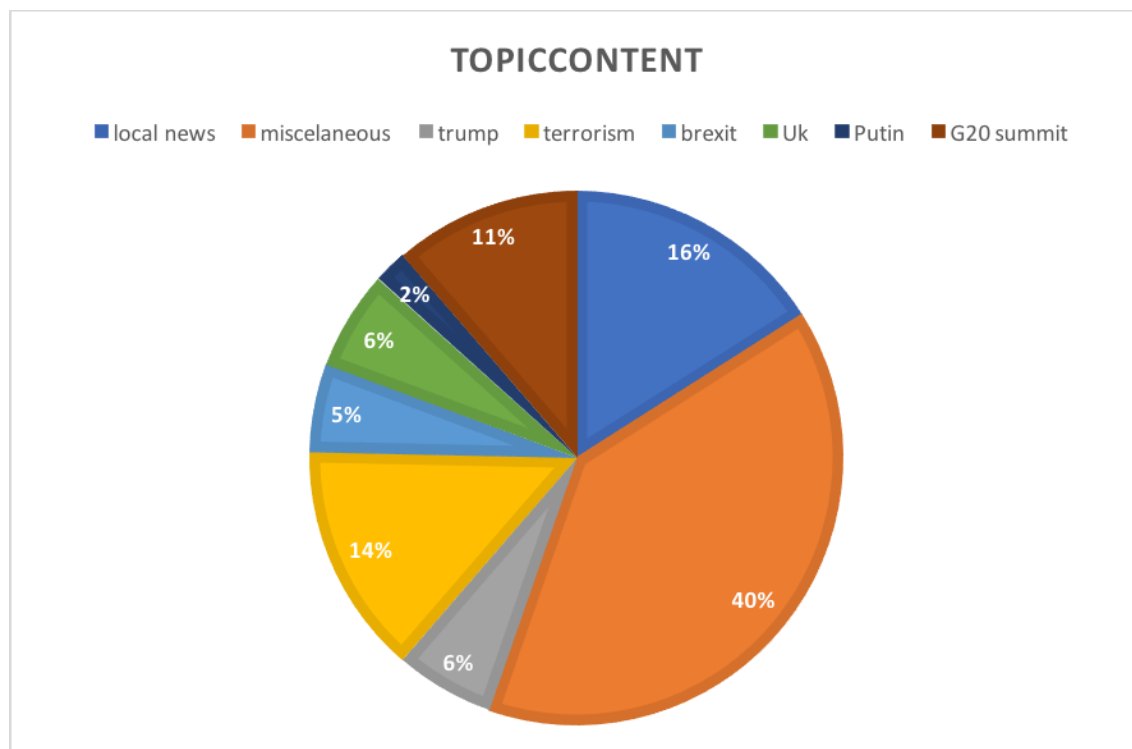
Total dislike/like ratio	
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Despite the fact that the liked numbers are higher than the disliked content, the disliked content has overall more comments in comparison with the viewcount than the liked content. Therefore, within the disliked posts, the comments are more likely to appear than in the liked posts.

The most mentioned topics within the posts, such as Trump, is used to assess how much the content is mentioned in the posts made by the BBC. To assess the most liked and disliked content the following pivot table was utilized:

Row Labels	Sum of Topiccontent
brexit	8
G20 summit	17
local news	24
miscellaneous	59
Putin	3
terrorism	21
trump	9
Uk	9
Grand Total	150

The following topic content shows that miscellaneous is mostly represented. However, in comparison with the other content, the categories prove to be mentioned 10% more.



Conclusion

In conclusion, to assess the question: what does the likes and dislikes convey about the YouTube channel of BBC news? The likes and dislikes do not only judge the content, but also opinion of the audience about certain subjects. The data on likes and dislikes can be used to assess the opinion on current events, it also allows for insight about the viewers and whether the information is subjective or objective, the public will always voice their opinion through the click of a simple button.

However, the research had its limitations. For instance, categories could have been more elaborate, since 'News & Politics' is a broad category that touches other categories as well. Moreover, the research was limited to base audience on video category of the YouTube channel of the BBC news. Furthermore, while looking at 6593 posts it might be too limited to look at 150 posts. Therefore, for future researches on the subject, it might be more representative to take more posts into account. The 'News & Politics' category was mainly regarded, although there were more categories that were not examined. A solution might be to look at a different channel that has a more balanced category list. Moreover, the expectations of the total dislike/like ratio were different to the outcome. The research was expecting that the disliked content would be prevalent over the liked content, since 'News & Politics' consists out of mainly negative subjects and that the audience would rather want to gain knowledge on subjects that a strong opinion can be formulated about. However, the results proved that people rather would want to click on posts that are more likely to be in line with the preference of the individuals interests rather than considering disliked content.

Yet, the research did give concise answers to the questions and evaluated the meaning behind the data. Therefore, the research did allow insight behind the YouTube channel that is the BBC news.

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