**MAKERERE UNIVERSITY**

**COLLEGE OF COMPUTING AND INFORMATION SCIENCES**

**DEPARTMENT OF NETWORKS**

**BACHELOR OF SCIENCE IN SOFTWARE ENGINEERING (YEAR 2)**

**RECESS TERM 2**

**COURSE CODE: BSE 2301**

**PROPOSAL FOR YOUTUBE TRENDING STATISTICS**

**GROUP NUMBER: G-09**

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CONCEPT PAPER

INTRODUCTION

YouTube is a video sharing website that allows users to upload, view, rate, share, report and comment on videos. Both private individuals as well as large companies have used YouTube to grow and reach out to the audiences all over the world. It also supports a feature called *trending,* which represents content that has the potential of being popular in a relatively short time. It also tries to highlight emerging trends developing within different viewership communities. From the political, entertainment, and business sector, you tube provides a platform for different organizations to share content with the world.

PROJECT DESCRIPTION

The software engineering recess project aims to develop a system to capture and analyze the opinions of public to trending content uploaded on the YouTube site. This is through distinguishing whether the feedback is positive, negative or neutral with the help of sentimental analysis to find out what most people say or talk about mainly to give a better picture to the statistical numbers.

BACKGROUND OF THE PROBLEM

Users of the YouTube platform are not restricted to the large co-operations, famous celebrities, or the political sector that may use the platform to advertise, campaign or push different agendas. These organizations have large following and the need to understand the needs of that following to provide better service. This will not be achieved from just the numbers of the spreadsheets but the opinions expressed to the content they release. The platform has also been instrumental in development of startups, upcoming talents and so many others. They need to know how they could improve in order to match and compete in the market today. This attaches much importance to the sentimental analysis (opinion mining).

However, YouTube has a large array of different users all over the world who provide feedback to many uploaded videos through likes and comments. Due to the enormous number of comments and data collected, companies or individuals would find it difficult to be able to get a definite or clear understanding of the opinion the public has on the uploaded content. i.e. the reason for a particular spike, or large deep in numbers seen in statistical analysis. For example, a video that has over 1,500,000 comments would be tedious to review one at a time to find out why it’s popular. Therefore, this presents a challenge to the respective entities to achieve the desired feedback from the uploaded video.

PROBLEM THE PROJECT WILL ADDRESS

The major problem users of YouTube in different sectors today is the need to know what is trending and why. From the upcoming YouTube sensation to the giant political co-operations, failure is eminent if they fail to understand public’s attitude towards the uploaded content. This will be major focus of the proposed project.

MAIN GOAL OF PROJECT

The goal of the project is to improve feedback by providing sentiment analysis to support the statistical information through the comments made by viewers.

OBJECTIVES

* To detect opinions/sentiments as subjective or objective based on adjectives in the sentences.
* To discover the opinion’s target by identifying comparative and superlative adjectives.
* To classify the opinions of the public as positive, negative or neutral.
* To provide statistical analysis of opinions/feedback.
* To categorize the content to the respective sectors.

ANTICIPATED OUTCOME

To create an environment where viewers’ feedback is analyzed and categorized in positive, negative or neutral comments to trending content uploaded. This also aids in better or simpler statistical comprehension.

METHODOLOGY

Agile methodology- Collaborating to iteratively deliver whatever works.

This methodology emphasizes adaptability to changing situations, adequate and ongoing communication among the project team and between them and the client. It also leaves room for potential change or evolving of requirements. The agile process also requires the project team to cycle through a process of planning, executing and evaluating.

TIMELINE

This project will be completed by the end of the recess term scheduled to conclude at the end of July, 2018.

REFERENCES

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