OMIS 670 – Spring 2023  
Assignment 5: Find One of the Most Important Customers on YouTube  
Available Date: 4/25/2023  
Due Date: **5/2/2023** at **11:59 PM** on **Blackboard**  
Instructor: Dr. Amin Vahedian

Volkswagen is preparing to launch the US version of its highly anticipated minivan, the ID. Buzz. A European version of this vehicle has already been on the market for a while. However, there is much speculation about the differences and the similarities of the two versions. Some YouTubers even traveled to Europe to drive one. Some were able to get in one in the US during car show events and even drive them on private roads.

Imagine you work for Volkswagen’s marketing team. The company is interested in finding the most important viewers of ID. Buzz content on the platform. Using NodeXL, do the following tasks:

* Build the YouTube user network for period *1/1/2023 – 2/1/2023* using the commenting behavior on videos with the following criteria:
  + Includes one of the following: ID Buzz, ID.Buzz, VW Buzz
  + Also, includes one of the following: review, drive, first look.
  + Do not include replies to comments.
  + Limit to 100 videos and 100 comments

Answer the questions in the next page about the YouTube network you have built.

1. List the top 5 users according to closeness centrality in the table below (2 points). What does it mean for a user to have the highest closeness centrality in this network (2.5 points)?

*Closeness centrality refers to how close a node is to each node in a network.*

*In this network, Closeness centrality measure defines about the people who commented on all types of videos.*

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| carwow |
| TFLEV |
| Electrifying |
| Chadimous |
| Richard Denson |
| Aidy Madd |
| chilly willy |
| TJ Murphy |
| What Car? |
| Out of Spec Reviews |
| Tyrone Shoelace |
| MegaRetr |
| duncan page |
| ggolds5 |
| zane sutherland |

2. List the top 5 users according to eigen vector centrality in the table below (2 points). What does it mean for a user to have the highest eigen vector centrality in this network (2.5 points)?

*Eigen vector measure tell us about the importance of a node while giving consideration to the importance of the neighbor nodes.*

*In this network, high eigen vector centrality signifies that users commenting on videos that other important commentators comment.*

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| carwow |
| Chadimous |
| Richard Denson |
| Aidy Madd |
| chilly willy |
| MegaRetr |
| hansi's corner |
| SG2020 |
| TJ Murphy |
| Richard Shiggins |
| Rasher basher |
| Teddy M |
| ano T |
| Ric Caley |
| Alan Steele |