This visualisation aims to familiarise the viewer about how average views received on the trending Tiktok videos vary depending upon the day of the week and period of the day they are posted in. The two lines distinguish between users that have a verified account and those without. The idea was to understand if temporal aspects on average create any impact on the popularity of the videos, considering that overall user activities may have their peaks and troughs during different times in the week and hence affect how videos trend. As can be seen, posting videos at a certain period of a day may entail more views than posting at a different period. The time periods were chosen to gauge the viewership across four distinct quarters in the day, namely Midnight, Morning, Afternoon, and Evening and they were extracted from a combination of the datetime and pandas library.

One of the biggest computational and visualization challenges and also one of the features of the dataset was the high skewness of the playCount variable due to many videos that were posted by celebrities, especially the one by Billie Eillish with 250,800,000 views. This was really hampering the attempt to visualise an overall trend but since there were many such highly viewed videos created by other celebrities too, it seemed inappropriate to discount these observations for this graph. Tiktok has a lot of celebrity activity spread across time periods and that, to some extent, may draw viewership attention to the app, hence compounding the popularity of the videos posted. Here, taking the average was also important to draw a more general understanding of the viewership trends given the variety of features like genres, music used, duration etc that the trending videos differed on. However, in order to offset the high variance in views, log of the average views was taken to scale down the magnitude, approximate a more normal distribution, and to still reproduce the similar trend that may be associated with the temporal features.

The rationale behind using a scatter-line plot was to visually appreciate the movement and flow of viewership across the periods. Further, splitting the plot into 7 subplots was intended to deliver and contain the effect of juxtaposition between the days in one place. The y-axis ticks have been left bare in the middle because the graph aims to show the apparent variance only and not the discrete values hence the middle values may have been redundant. There have been days when verified users have not created any posts, which were marked ‘X’ on the baseline. This was done because there was actually no data for posts in that period and not because there were zero views in that period, hence plotting a zero would have been misleading in terms of average views. For this reason, the dashed line was also used for Saturday to represent the trend but also to show the gap of posts between the two periods.