Data Visualization Project Report

Project Theme: COVID-19 (or the virus, SARS-CoV-2)

Student Name/Surname : Ayten Tonbul

Student Number : 17030411012

In this study, I first wanted to touch on a subject that interesting people can consider and wonder. That's why I started by thinking about the things I did during the pandemic, except for my classes, I spent most of my day watching TV series, playing games and streaming on twitch. I thought about whether this process is the same for people , what activities people might be doing during the shutdown . It was very possible that most of them were the same as me, because what we could do for fun was very limited.

Then, I wanted to see if our understanding of entertainment had changed. Finding open and accessible data in the series, film industry and game industry could be very challenging for me, but since I have a broadcasting acquaintance, I knew that Twitch already offers instant viewership, weekly daily data, even to small publishers. Therefore, it would be much easier for me to observe how this site, which has a much more open source, has changed during the pandemic. It was very easy for me to access the dataset, I already found a website that keeps twitch logs. Twitch had improved a lot in this process and tripled the number of viewers. This was actually a data proving the reason why I chose the subject. People really turned to digital platforms to have fun, and this platform, which offered them entertainment, had its share of this. Live chat, concerts, games and a lot of fun sharing like this attracted people and many people who were bored at home turned to this sector. This situation must have drawn the attention of politicians that some politicians started to use this platform for the purpose of calling out to people and explaining themselves, and they reached a record number of instant viewers. Data visualization refers to drawing a graphical screen to display data. Sometimes each data point is drawn, such as a scatter plot, and sometimes a statistical summary, such as a histogram, can be displayed. I used line, scatter, column, pie charts and column histograms in my project. The pictures are mostly descriptive, focusing on raw data and simple summaries like mine. The main purpose here is to visualize data and statistics and interpret the screen to obtain information. Data visualization is very useful for cleaning up data, exploring data structure, detecting outliers and abnormal groups, identifying trends and clusters, detecting local patterns, evaluating modeling output, and presenting results. The results were not surprising. As seen in the graphics, I observed an incredible increase in the audience, watch hours, advertisements received and broadcasts, and in general, people turned to interactive categories such as 'just chatting' as well as the game category.

In my project, I wanted to explain the growth rate of this website, which can be considered as the new entertainment trend, the audience of the site, the advertisements it receives, which categories are watched and how much, so I used very understandable and clear graphs by appealing to the general audience and to inform people about it. In my study, I examined the change in people's understanding of entertainment by the scope of the twitch.tv.