

BASc 0005 - Project Proposal Feedback

Project Title: What makes a video trendy or viral? A study into the features of and factors behind such phenomenon.

Group: 11

Feedback

Almost everyone watches YouTube and I am interested to see what findings you come up with! I would like to see some background about the topic (including citations), including explanations of what viral / trending is and what typical viewing figures are. This will help with keeping a well-defined narrative. Have you found any existing similar studies? Has anyone else used this dataset before and if so, what did they find? These things will give greater context and will enhance your work.

I recommend that you define the scope because there are a lot of different variables here and lots of regions too, so you need to make sure that the analysis you're planning is doable in the time frame. Internet availability and behaviour may be very different depending on which country you are in, so make sure you are making the correct comparisons. The data sources are good, obviously the date ranges are different on the different datasets so some of the stuff may not be directly comparable, but it seems like there is enough overlap to do what you are planning. I think you need to think a bit more about how you will visualise the data as you haven't mentioned it. Tables of most common words can be represented as a word cloud. You could also plot scatter graphs for some of the analysis, maybe there are some more interesting figures you could produce too? This would help you get higher marks. Make sure when you have decided on what visualisations you want to use that you adjust the scope accordingly, so it is achievable within the timeframe.

I am looking forward to seeing the website. As a part of the conclusions, you could give a 'recipe' for making a successful video or channel e.g. which keywords and dislike ratio etc. will more likely give you success.