**Discussion**

Overall, we were able to explore almost all of our hypotheses. However, we were still left with a number of questions due to the limitations of our datasets.

According to our initial assumptions, we found out that if you want to go viral you should make a video that fits the category of either “comedy”, “animals” or “entertainment”. The second conclusion we drew was that the trending algorithm is definitely very different from the viral one as it promotes more family-friendly and “how-to”s content, overall a more diverse content.

Furthermore, our analysis confirmed our idea about a viral video’s duration; they are indeed more likely to go viral when short (a vast majority of them being below 16.6mn).

Despite our initial assumptions, we found out that the number of interactions and the emotions it gives to the viewer do matter. Positive sentiment towards a video (i.e. likes) does not guarantee a high amount of view but still greatly enhances its probability of both going viral and to feature in the trending page.

Our approach was fairly simplistic to approach such a complex topic that takes into account so many factors and the hidden secrets of such a huge company.

However, we believe our research is still relevant to its own scale looking at the similarities and differences between viral and trending videos and will hopefully help creators!

Follow our advice to go viral or trending, if you do, please let us know down below.