Whats Next?

The datasets used are in no sense recent. Apart from not being recent, they are also not related in dates. Therefore, the obvious next step forward would be to do a similar analysis in which both datasets used are from the same period of time. By finding a dataset for trending and viral videos in the same period of time, we could directly compare their differences in a much more accurate way. A much more accurate and applicable conclusion would be reached which would be of greater help to those content creators we seek to help.

Another further step that could be done following this research would be to display the results in a much more ergonomic way. What is meant by this is that it would be useful to use the conclusions and calculations done in this in order to make a more accessible tool for content creators. This tool could be in the form of a website for example, in which content creators could input what type of video they want to make, and the website would return what the content creator could do to make that video have a greater chance of going viral such as giving tips on the length of the title, the duration of the video as well as the tags that the creator should place.

Finally, there are a few open ends to this investigation that should be investigated. For example, due to the limitations of our viral video’s dataset, we could not analyze how publishing time affected a videos view count. This would be very interesting to see how publishing time in each country affects view count. Adding on to this, it would be both interesting and useful for content creators to analyze instead, of maximizing views and exposure, how content creators could maximize revenue. This could include an insight into how videos become monetized, ad revenue and other ways content creators could maximize their passive and direct income from the platform.