

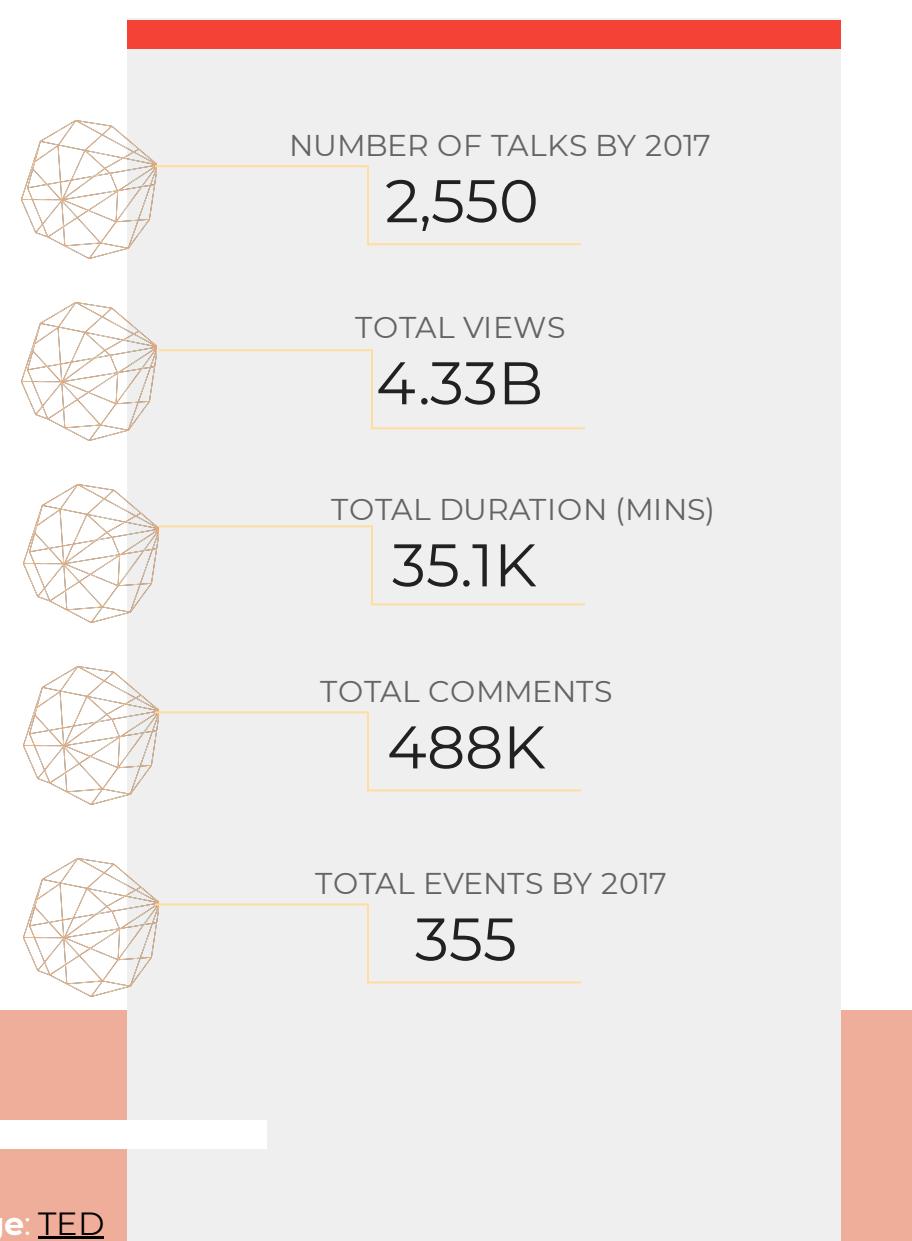
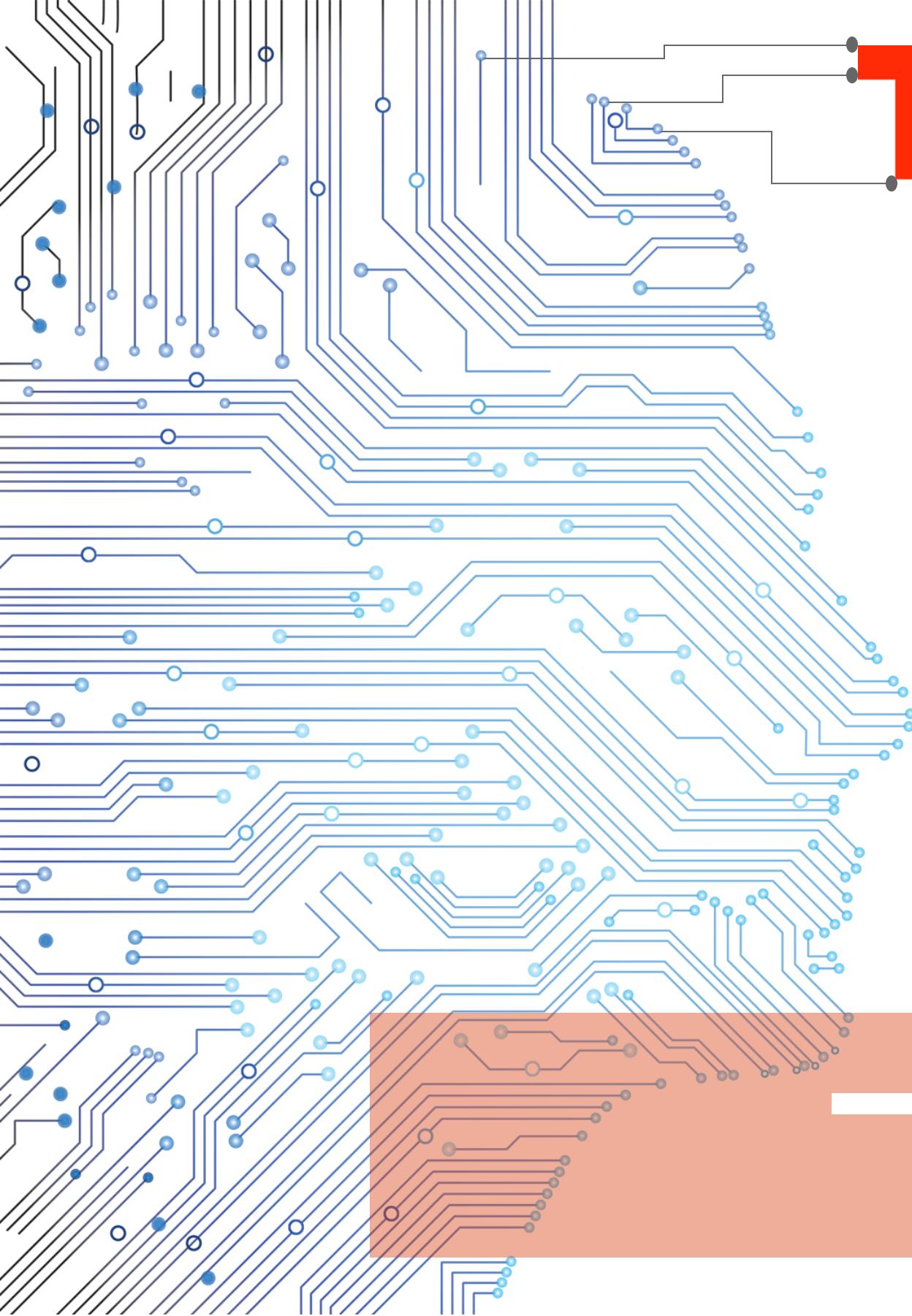


TED Talk Analysis: What makes a popular video?

**Team: Secati
CoderSchool 2020**



Ideas worth
spreading



Homepage: [TED](#)

Dataset: [Kaggle](#)

Most Views

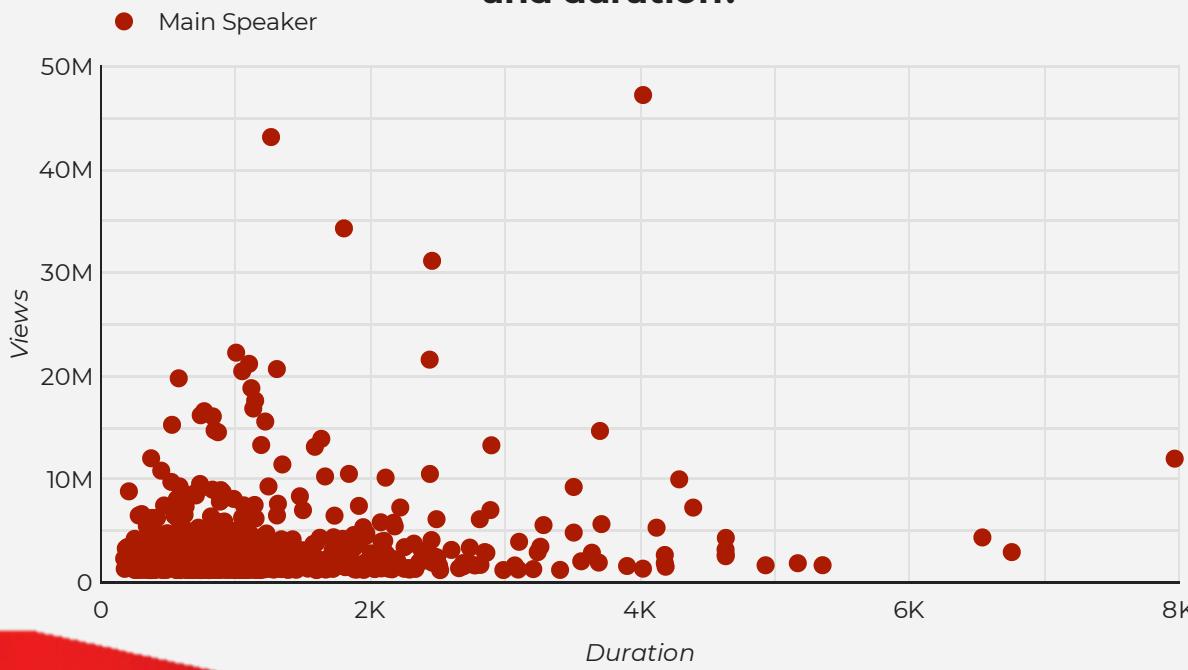
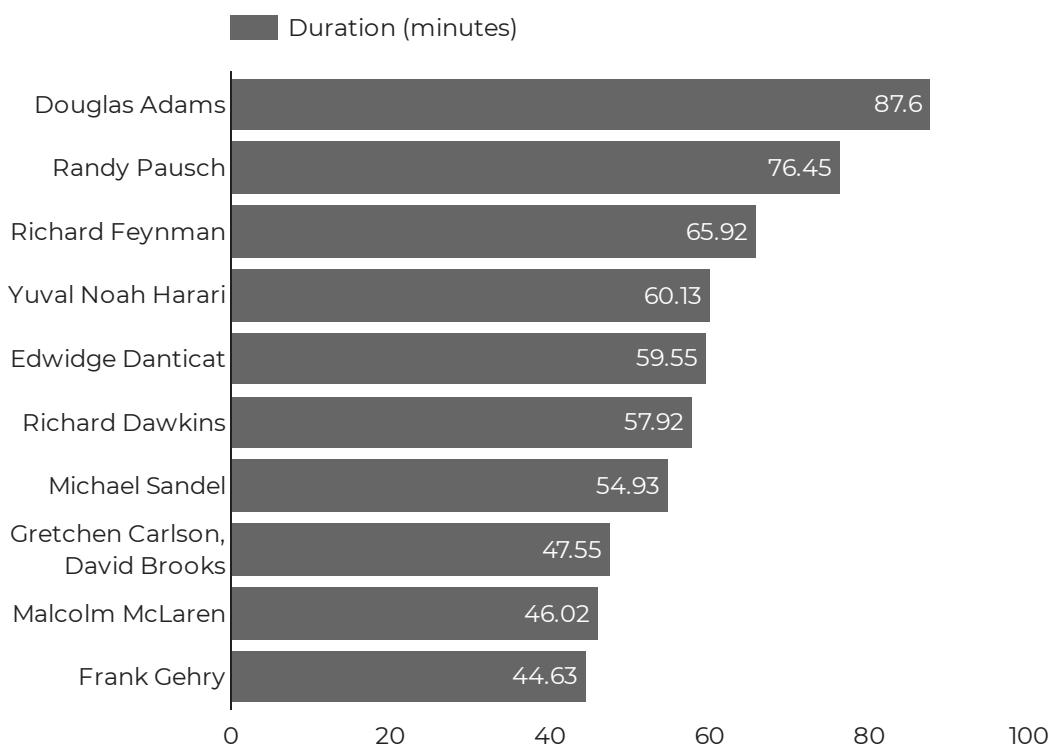
47.23M

Longest Duration

5,256

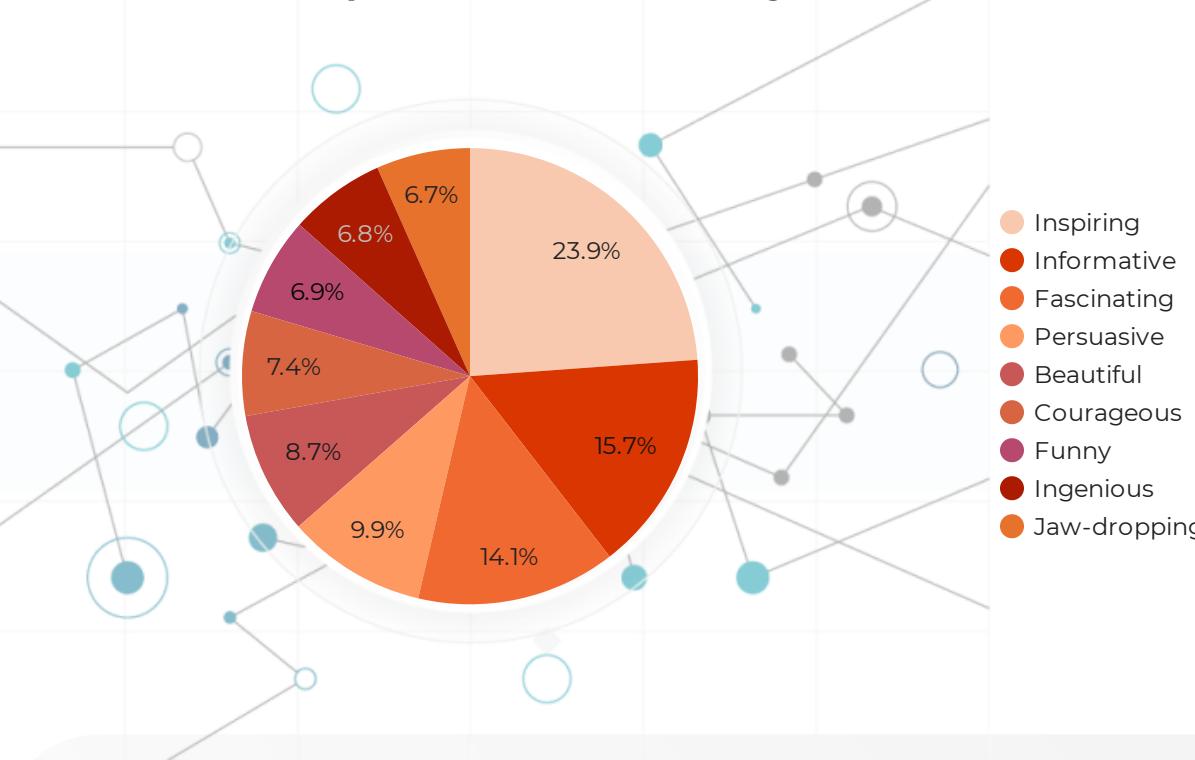
Which speakers have the most views?

Main Speaker	Title	Views ▾
Ken Robinson	Do schools kill creativity?	47.2M
Amy Cuddy	Your body language may shape who...	43.2M
Simon Sinek	How great leaders inspire action	34.3M
Brené Brown	The power of vulnerability	31.2M
Mary Roach	10 things you didn't know about org...	22.3M
Julian Treasure	How to speak so that people want t...	21.6M
Jill Bolte Taylor	My stroke of insight	21.2M
Tony Robbins	Why we do what we do	20.7M
James Veitch	This is what happens when you repl...	20.5M
Cameron Russell	Looks aren't everything. Believe me, ...	19.8M

 Is there any relationship between views and duration?**Who talks the most?**

Key Takeaway: Contrary to YouTube, TED talk does not try to increase the amount of time a viewer spent watching.

Which descriptors are most rated by the viewers?

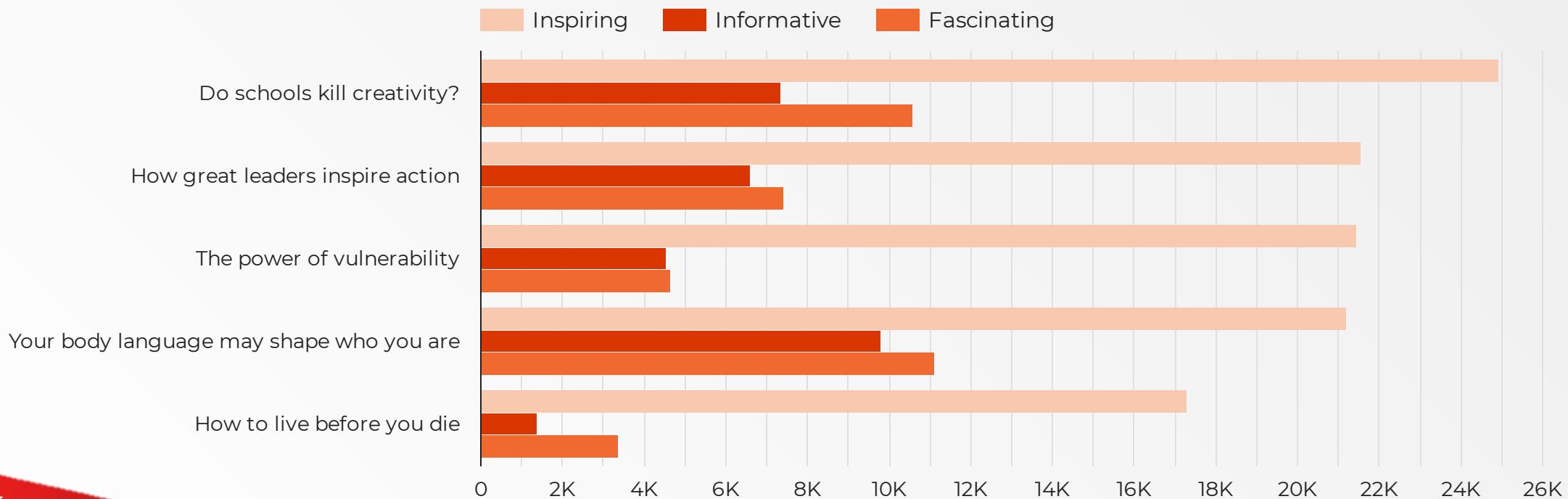


Correlation between Views and Positive Ratings

Talks	Total Positive Ratings ...	Total Views
1. Do schools kill creativity?	91,538	47.2M
2. My stroke of insight	68,436	21.2M
3. Your body language ma...	63,814	43.2M
4. The power of vulnerabil...	58,794	31.2M
5. How great leaders inspir...	53,712	34.3M
6. How to live before you ...	36,664	8.7M
7. The happy secret to bet...	31,692	16.2M
8. Underwater astonishm...	29,309	13.9M
9. The power of introverts	29,095	17.6M
10. The danger of a single st...	29,067	13.3M

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Top 5 Talks with the most ratings



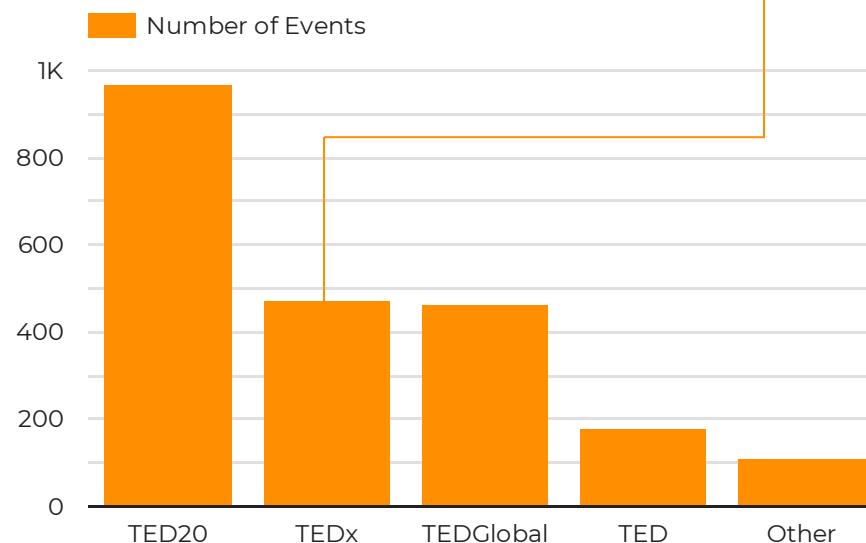
Key Takeaway: Video views are moderately correlated with higher YouTube rankings.

Total Events by 2017

355

Total TEDx Events by 2020

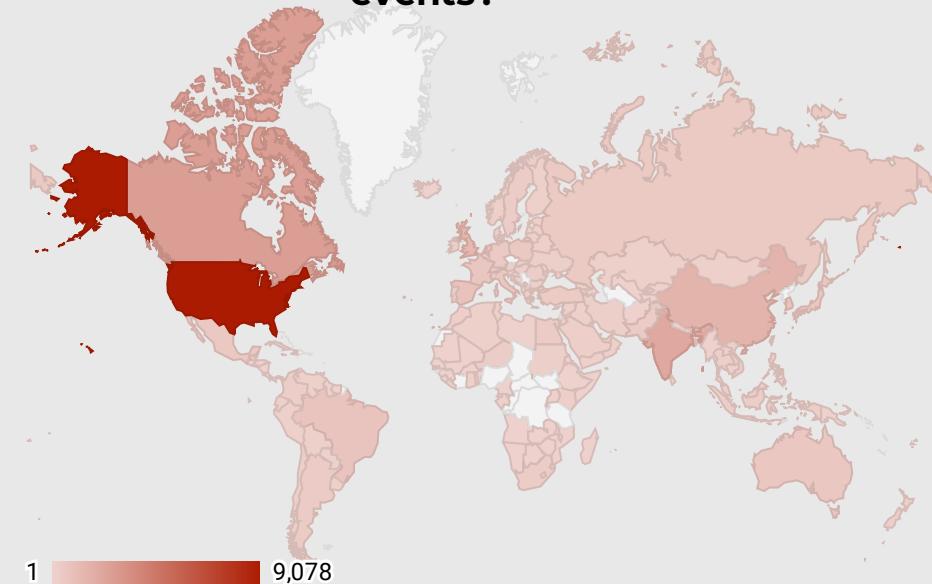
31,508

Top 5 Events on Ted Talks

TEDx Events in USA

9,078

What are the top countries by number of TEDx events?



Events	Number of Views	Average Views	Average Duration
1. TED20	1.9B	1.9M	13.6
2. TEDx	737.8M	1.6M	13.9
3. TEDGlobal	826.2M	1.8M	13.8
4. TED	252.3M	1.4M	12.1
5. Other	111.6M	1M	19.5
6. TEDWomen	140.8M	1.5M	12.9
7. TEDSalon	134.3M	1.7M	15
8. TEDMED	105.3M	1.5M	14.6
9. TED@	87.8M	1.5M	10.3
10. TED@BCG	46M	1.7M	12.3

Country	Number of TEDx Events
1. United States of Amer...	9,078
2. Canada	2,523
3. India	1,976
4. China	1,451
5. United Kingdom	1,259
6. Spain	756
7. South Korea	654
8. Brazil	644
9. France	543
10. Australia	342

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Key Takeaway: TED Talk recently focuses more on a local community that concentrates on local voices.

Total Comments

488.5K

Which talks provoke the most online discussion?



Title	Event	Number of Comments	Number of Views	Duration
1. Militant atheism	TED2002	6.4K	4.4M	29.2
2. Do schools kill creativity?	TED2006	4.6K	47.2M	19.4
3. Science can answer moral questions	TED2010	3.4K	3.4M	23.1
4. My stroke of insight	TED2008	2.9K	21.2M	18.3
5. How do you explain consciousness?	TED2014	2.7K	2.2M	18.6
6. Taking imagination seriously	TED2011	2.5K	1.8M	9.4
7. On reading the Koran	TEDxRainier	2.4K	1.8M	9.6
8. Your body language may shape who you...	TEDGlobal 2012	2.3K	43.2M	21
9. The danger of science denial	TED2010	2.3K	1.8M	19
10. How great leaders inspire action	TEDxPuget Sound	1.9K	34.3M	18.1

0 2K 4K 6K 0 10M 20M 30M 40M 0 50

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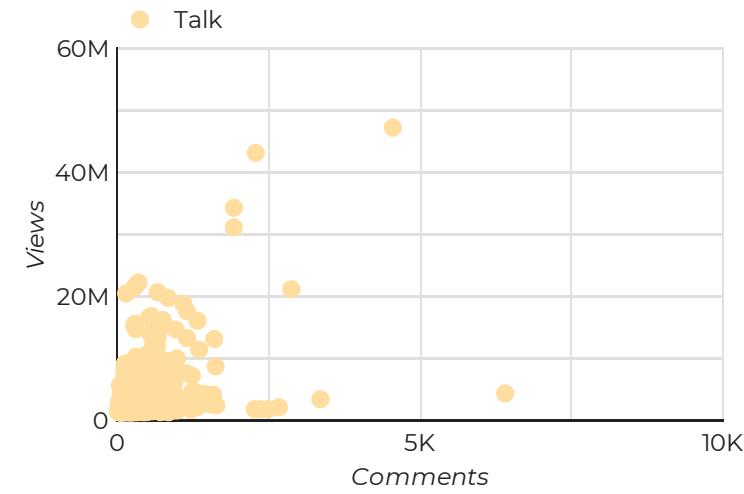
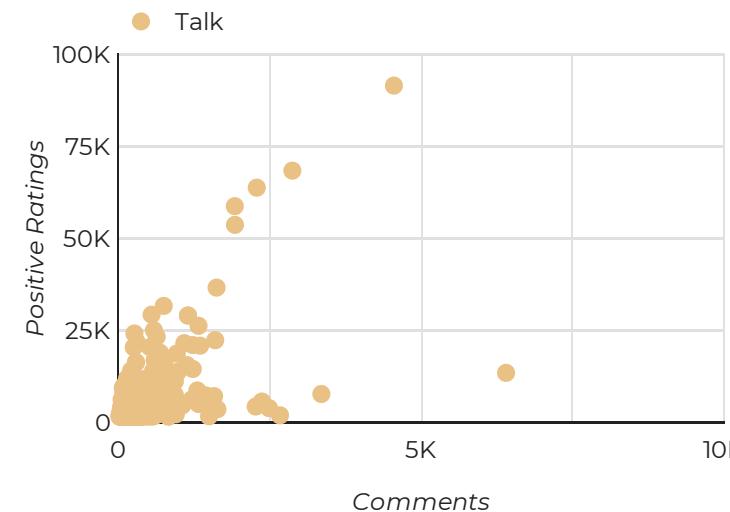
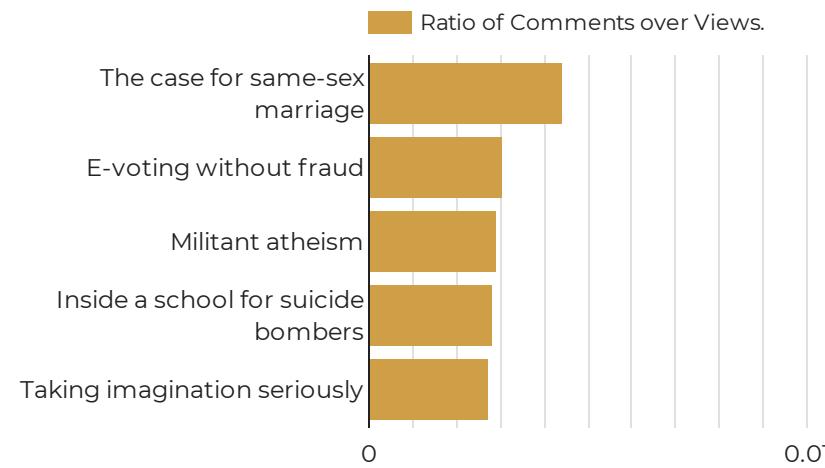
Which talks tend to attract the largest amount of discussion?



Is there any relationship between comments and ratings?

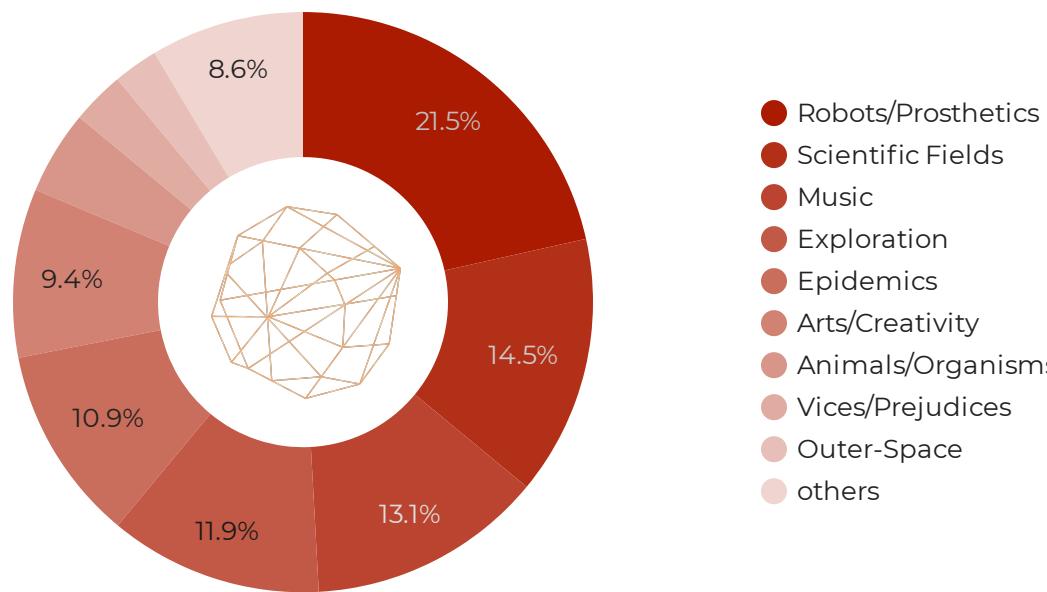


Is there any relationship between views and comments?

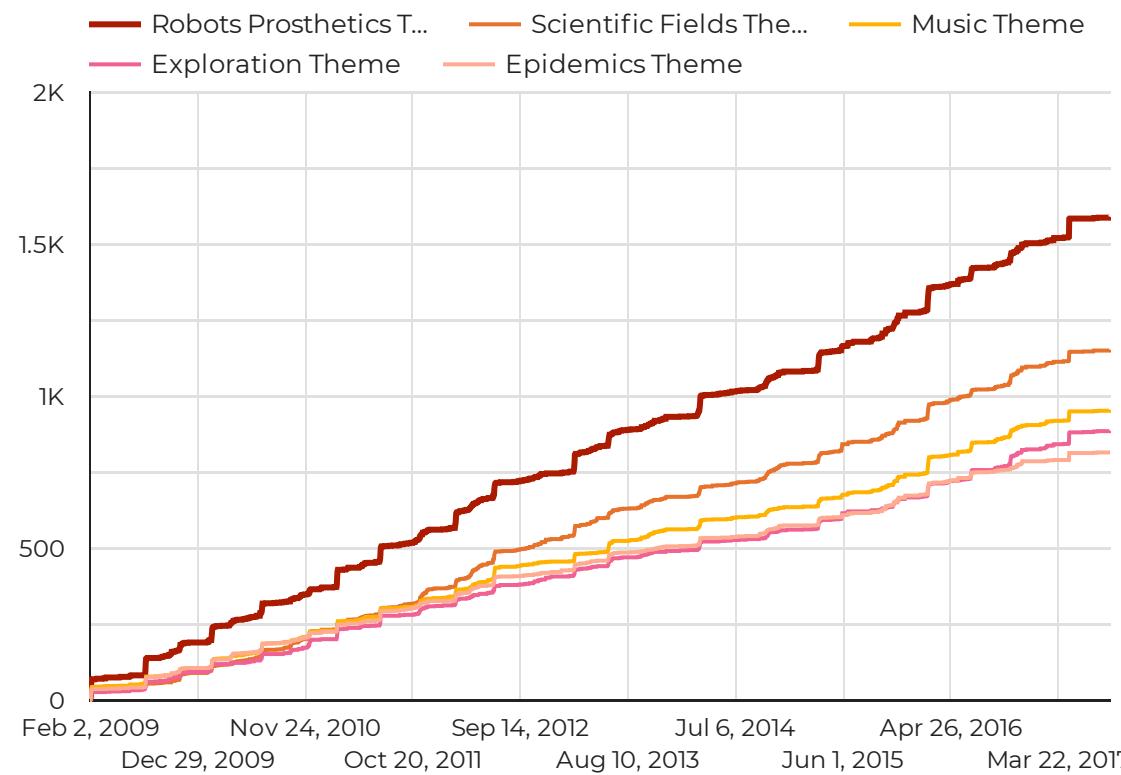


Key Takeaway: There is a medium correlation between views and comments.

What are the most common topics on TED Talks?

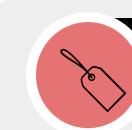


Trends and relationships between TED Talk topics



Key Takeaway: There is a relationship between keyword-rich video tags and views.

Among these topics, which talks have the most views?



Most Viewed Talks by Topics

Talk of Robots/Prosthetics

Views
1. Do schools kill creativity?
2. Your body language may shape who ...
3. How great leaders inspire action
4. The power of vulnerability
5. 10 things you didn't know about orga...

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Talk of Scientific Fields

Views
1. Do schools kill creativity?
2. How great leaders inspire action
3. The power of vulnerability
4. 10 things you didn't know about orga...
5. Looks aren't everything. Believe me, ...

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Talk of Music

Views
1. Your body language may shape who ...
2. How great leaders inspire action
3. The power of vulnerability
4. How to speak so that people want to ...
5. Why we do what we do

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