

# Project Presentation

## Social Media Data Science

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# Research question and motivation

- track emergence of conspiracy around 15-minute cities on YouTube
- show effect on search results & engagement metrics

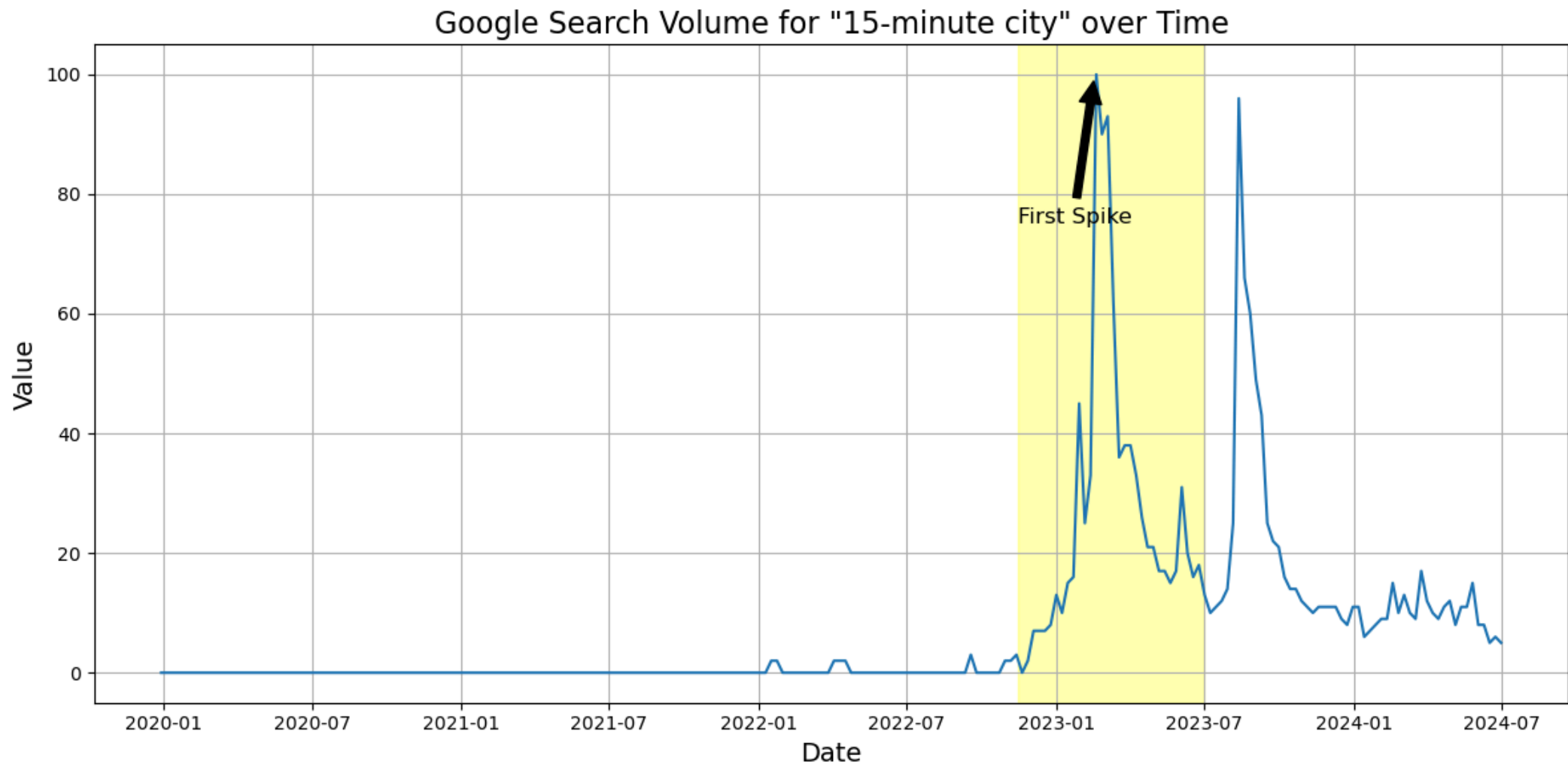
## Hypotheses

1. first spike in public interest -> % of conspirative videos increases
2. conspirative videos -> comments more negative
3. video is conspirative -> higher engagement rates per view

# Data and methods

1. google trends -> determine spikes in public interest
2. youtube api -> data & comments of most-viewed videos per week
3. by hand -> classify sample of videos as conspirative / non-conspirative
4. supervised text analysis -> classify complete dataset & evaluate
5. LEIA -> obtain sentiments of comments
6. Statistical analysis

# Results



# Conclusion and critique

- google trends shows clear spike -> useful cutoff point
- heavy use of YouTube API -> data retrieval needs scheduling
- second spike unexpected -> potentially counters trend?

**Thank you for listening!**