

Executive Summary: TikTok Video Engagement Analysis

Milestone 2

Overview

This analysis examines a dataset of TikTok videos to explore engagement trends across different video types and author statuses. The key focus areas are the **claim status** (whether the video is a claim or opinion), the **author ban status** (active, banned, under review), and engagement metrics such as **views**, **likes**, **shares**, and **comments**. By analyzing these aspects, we aim to uncover patterns in user interaction, which may offer insights into what drives higher engagement and the impact of controversial content.

Objective

Analyze the distribution of claim status (claim vs. opinion) and its impact on engagement metrics.
Examine the role of author ban status (active, banned, under review) in driving video engagement.
Evaluate engagement rates for different types of content (claim vs. opinion videos) using metrics like likes, comments, and shares per view.
Identify key trends in user behavior related to claim videos and banned authors.

Results

1. Claim Status Distribution

The dataset is nearly balanced, with **49.6%** of videos classified as "claims" and **50.3%** as "opinions." This balance suggests that the dataset is well-suited for classification modeling without significant class imbalance.

2. Engagement Trends by Claim Status

Claim videos show significantly higher engagement than **opinion videos**. The average view count for claim videos is **501,029**, compared to **4,956** for opinion videos. Claim videos also receive more likes, shares, and comments, indicating greater viewer interaction.

3. Impact of Author Ban Status on Engagement

Banned authors generate much higher engagement across all metrics. Banned videos have a higher mean and median for views, likes, and shares compared to **active authors**. For example, banned authors' videos have an average view count of **445,845**, while active authors' videos average **215,927** views. This suggests that banned videos attract more attention, possibly due to controversy.

4. Engagement Rates (Likes, Comments, Shares per View)

Claim videos have higher **likes per view**, **comments per view**, and **shares per view** than **opinion videos**, indicating that claim videos provoke more engagement. The average likes per view for claim videos is **0.33**, while for opinion videos, it is **0.22**. Similarly, claim videos are shared more frequently, with a higher share rate compared to opinion videos.

5. Key Insights on Banned Authors

Videos from **banned authors** exhibit significantly higher engagement rates compared to active authors. Banned authors' videos tend to have higher shares (median: **14,468**) compared to active authors (median: **437**), suggesting that banned content generates more curiosity or controversy, leading to more engagement.