

Hypothesis Testing: Do Verified Accounts Get More Views?

Milestone 4

This project investigates the relationship between account verification status and video view counts on the platform, aiming to determine whether verified accounts receive more views than unverified ones. Using statistical analysis, we conducted a hypothesis test to assess any significant differences in engagement. The findings provide insights into how verification status may influence content visibility and audience interaction.

Details

Key Insights

Business Insights from Hypothesis Test:

- 1. Unverified accounts get significantly more views – Contrary to expectations, unverified users have higher average views than verified ones.
- 2. Verification does not guarantee higher reach – Being verified may not directly boost visibility, challenging common assumptions.
- 3. Potential content differences – Unverified users might create trending or viral content, while verified users may focus on niche or long-form content.

Based on the results of the hypothesis test:

- **T-statistic:** -25.4994
- **P-value:** 0.0000
- **Conclusion:** Since the p-value is much lower than the significance level of 0.05, we **reject the null hypothesis**.

Interpretation:

There is a **significant difference** in the mean video view counts between verified and unverified accounts. This suggests that verification status **does have an impact** on the number of views a video receives on the platform.

Next Steps

As the project progresses, the team will develop a **regression model** to further explore which features most strongly influence video view counts. This model will help quantify the impact of variables such as verification status, video duration, engagement metrics, and claim classifications on viewership. The goal is to create a predictive framework that supports deeper insight into content performance and informs platform strategy decisions.