

# **TikTok Video Popularity Analysis : What Makes TikTok Videos Go Viral?**

# ★ Motivation

## TikTok is no longer just entertainment

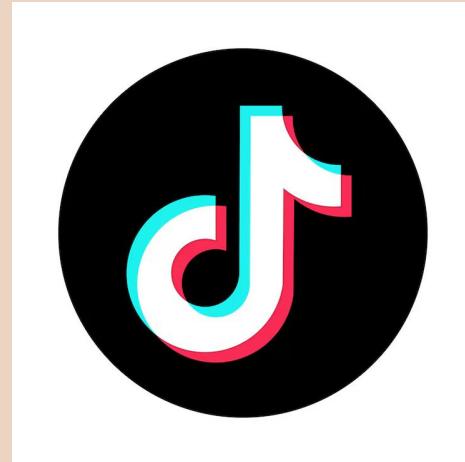
- Known for short, viral, and creative videos
- Increasingly used for **news, education and current events**

## Why this matters

- Many users now rely on TikTok to stay informed
- The platform plays a growing role in shaping opinions and knowledge

## Our curiosity

- Do people engage with informational content the same way they engage with entertainment?
- Does TikTok reward one type of content more than the other?



# ★ Research Question

## Main question

- What drives video popularity and engagement on TikTok?

## Key factors we examine

- Posting frequency
- Hashtag use
- Music choice
- Video length
- Follower count

## Content comparison

- Entertainment-focused videos
- Informational / news-related videos

## Goal

- Understand how different content types perform
- Identify patterns in how users interact with TikTok videos

# ★ Background : What we know so far ?

## What prior research shows

- Engagement depends on multiple factors, not just follower count
- Creator behavior, content type, and audience dynamics all matter

## Why TikTok is unique

- The *For You Page* algorithm can boost small or new creators
- Videos can go viral very quickly
- Engagement is not evenly distributed

## Why this platform is interesting

- Popularity isn't tied only to being famous
- Raises questions about whether informational content can succeed as much as entertainment

# ★ Data

## 1. Top 250 TikTok Creators

- Dataset: [top-250-tiktokers.csv](#)
- Focus: **demographics and characteristics of top influencers**
- Collected using:
  - Web scraping with **Python (BeautifulSoup)** from InfluenceGrid
  - Manual data entry from **Famous Birthdays** and **TikTok** for missing demographic details
- Used to analyze:
  - Age, gender, verification status
  - Follower counts and engagement patterns among top creators

## 2. Sample of 1,000 TikTok User Profiles

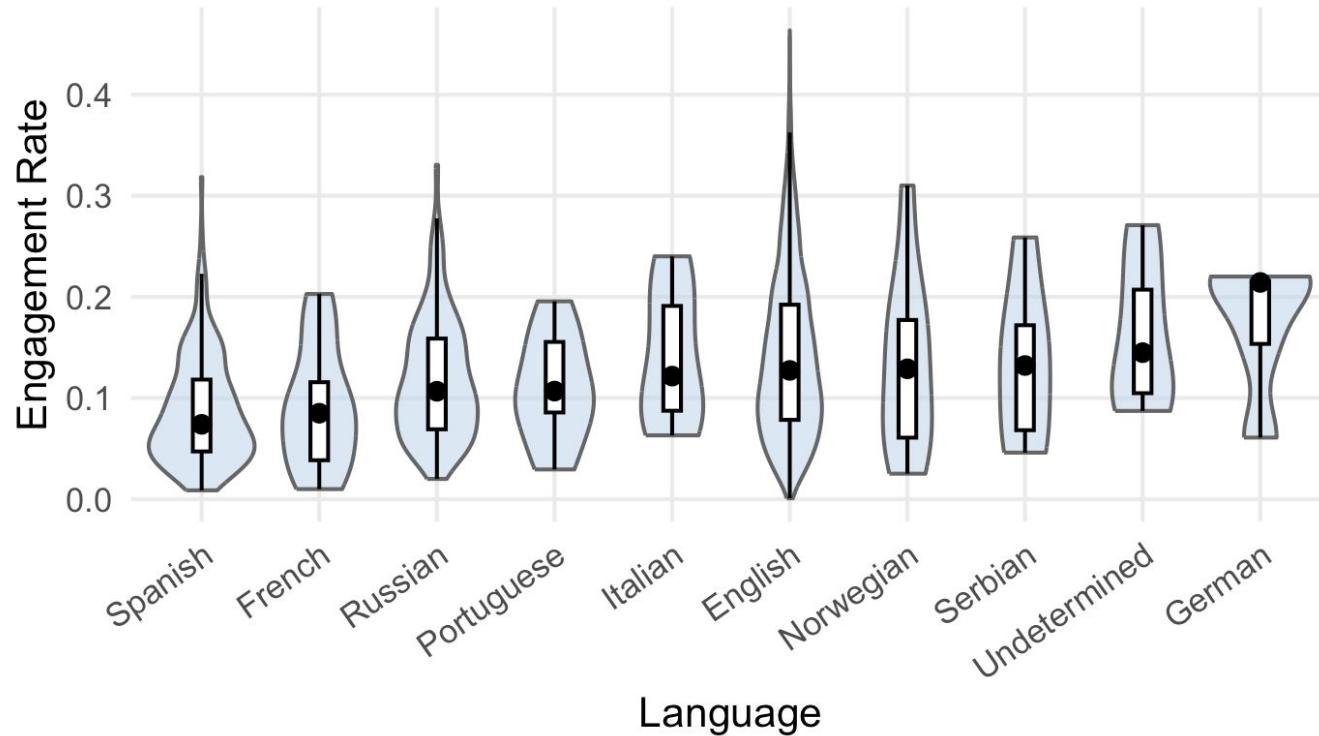
- Source: Bright Data
- Focus: **broader creator engagement patterns**
- Includes:
  - Public profile information
  - Follower counts and engagement metrics
- Used to study:
  - Posting frequency
  - Engagement rates
  - Differences between smaller and larger creators

### Data notes

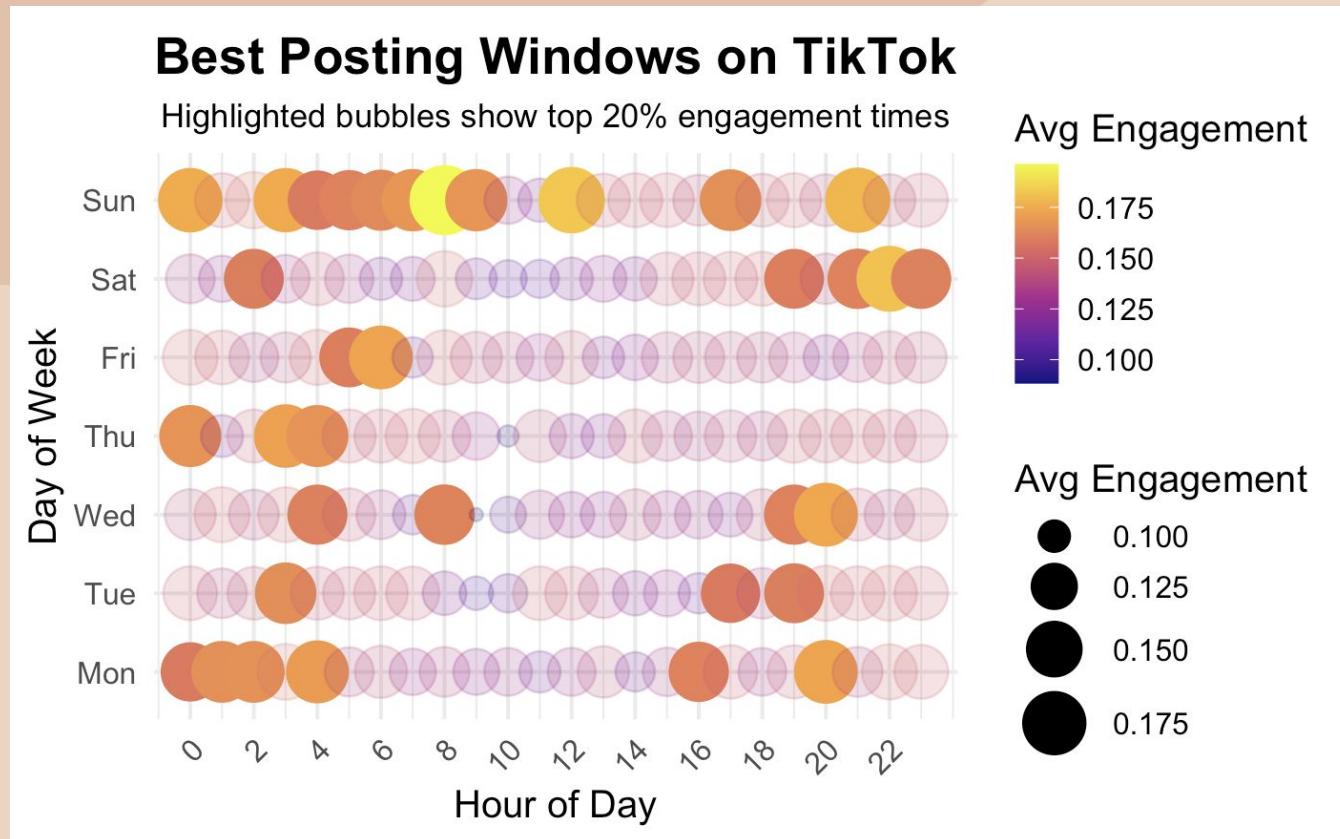
- All data are **publicly available** (no private information)
- Data were cleaned and standardized before analysis
- Engagement metrics are often skewed, so **log scales** are used in visualizations

# Engagement Rate by Language

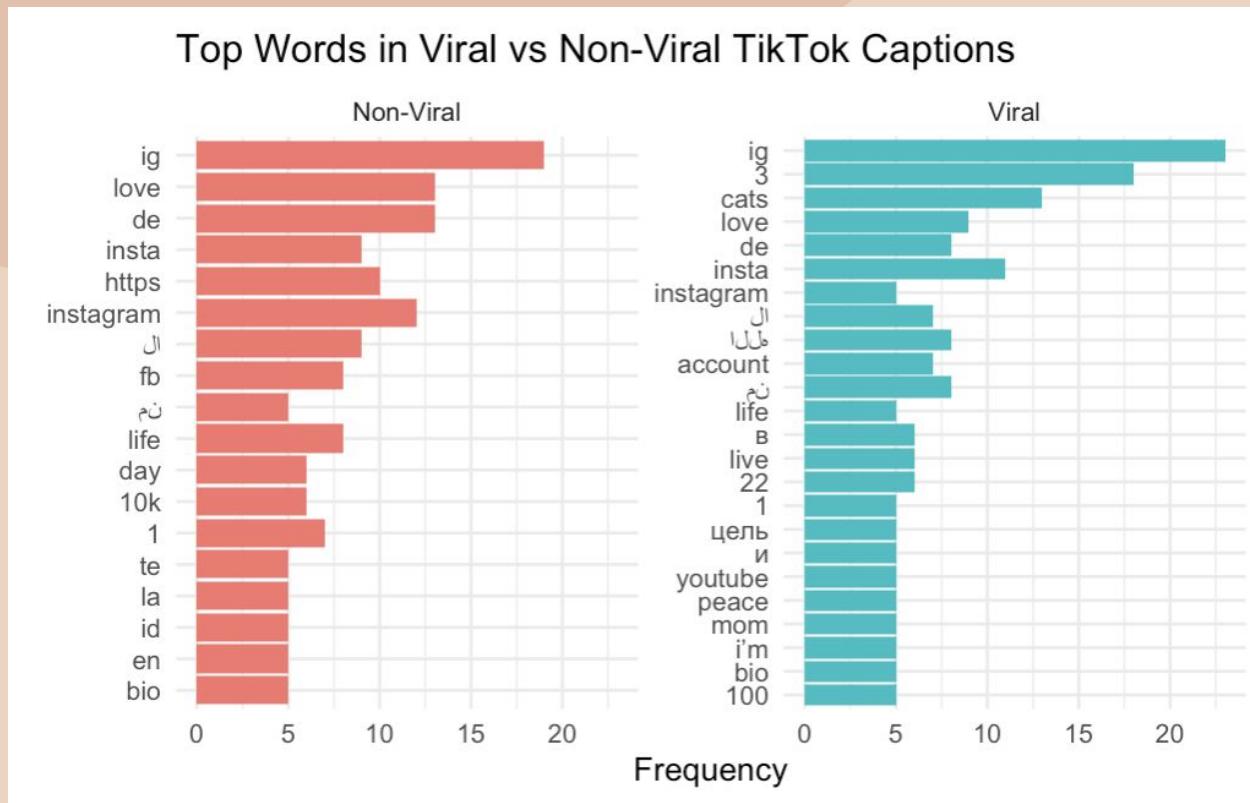
## Engagement Rate by Detected Language (Top 10)



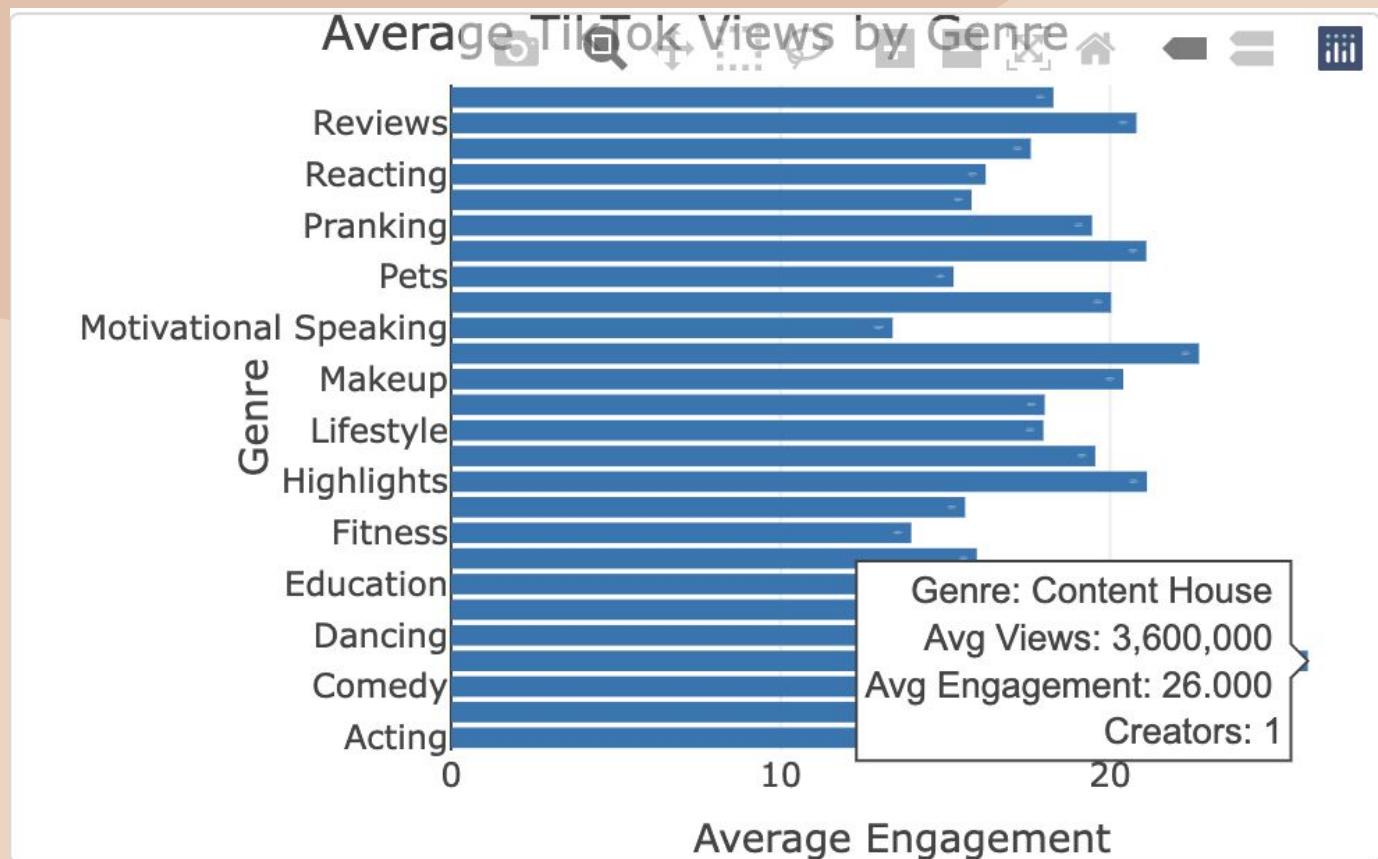
# Best Posting Windows on TikTok



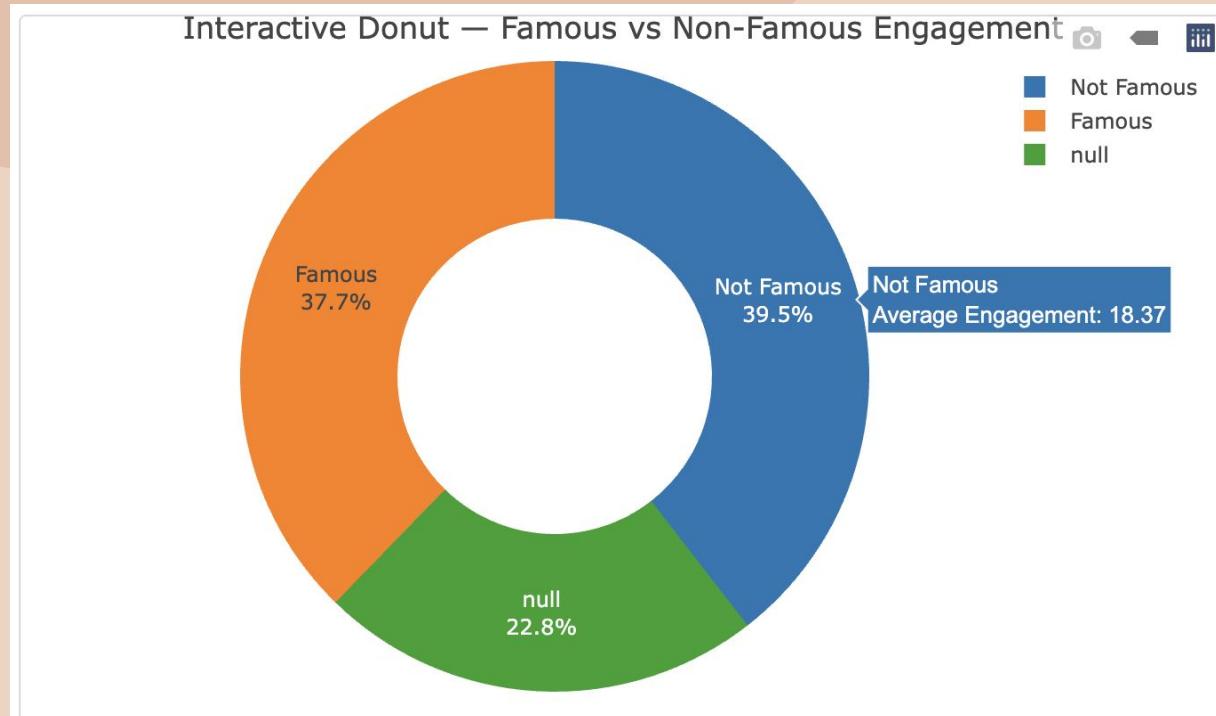
# Hot Key Words in Viral TikTok Captions



# Top Genres From Viral TikTokers Content

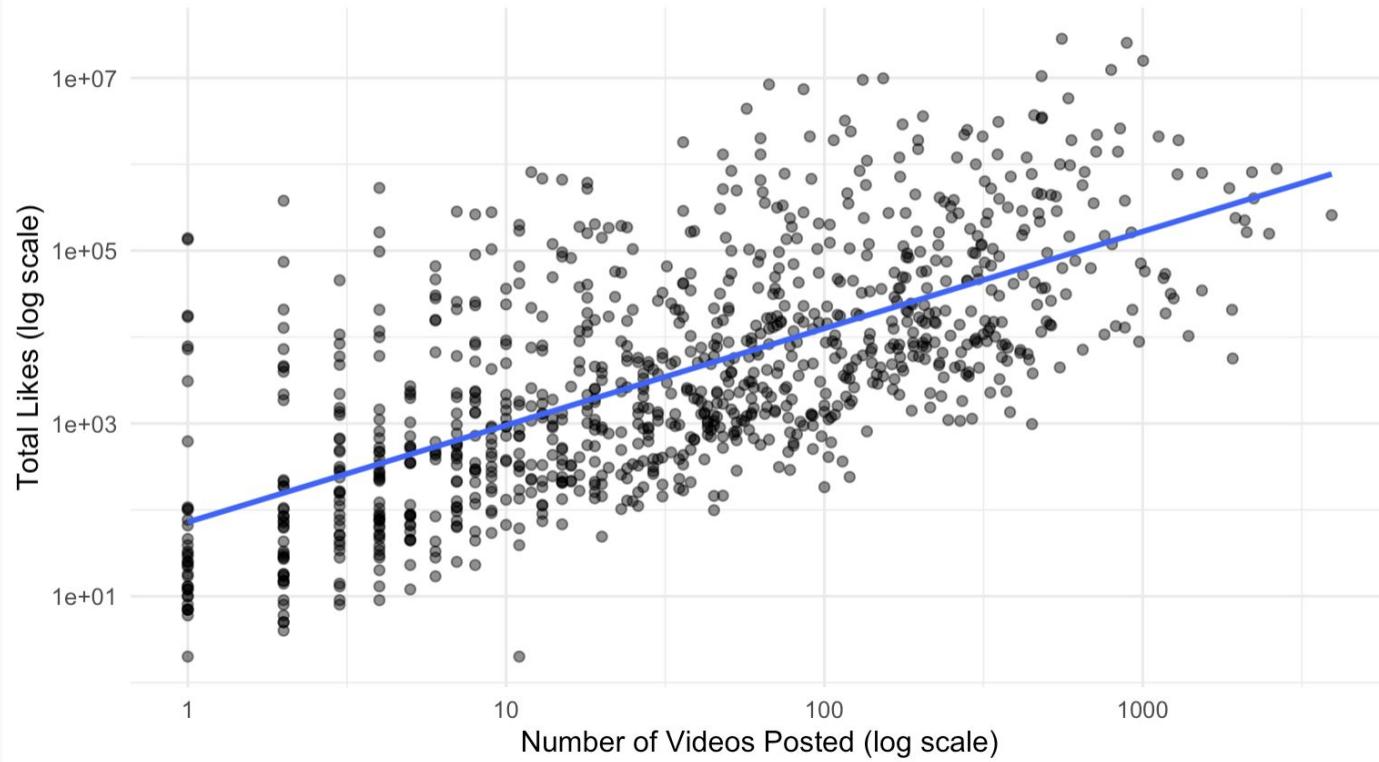


# Does Famous before TikTok matter for becoming viral on TikTok?



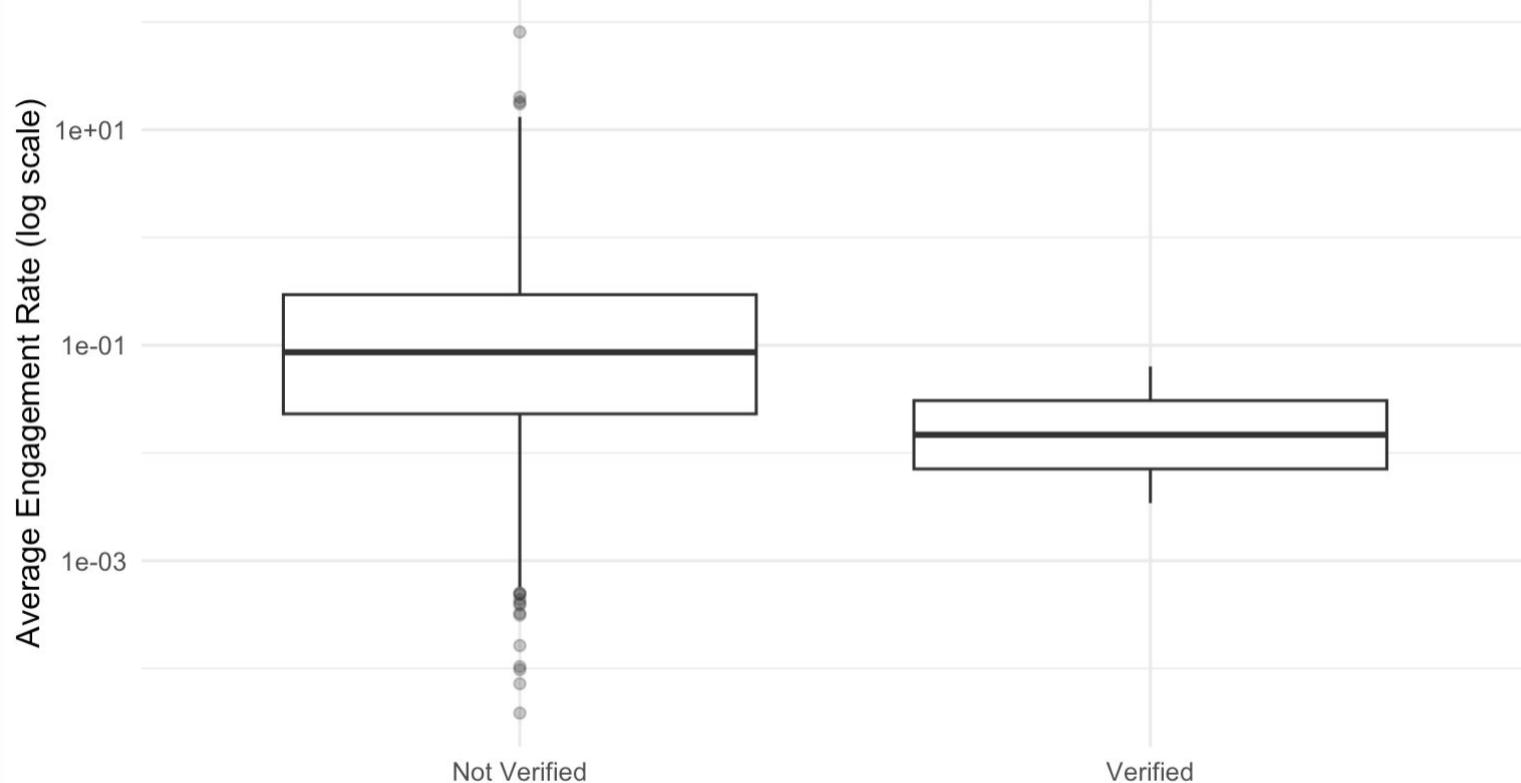
## Posting Frequency and Total Likes

Log-log scale with linear trend

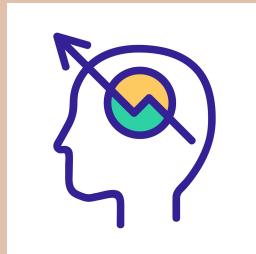


## Engagement Rates by Creator Verification Status

Log-scaled for visibility of distribution

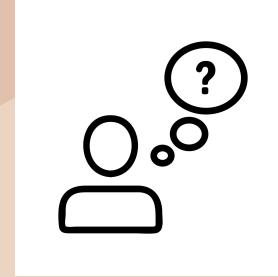


# Conclusions



- Engagement rate is driven by strategy and platform dynamics
- Consistency, timing, content type and audience connection matters
- Entertainment Platform and Information Sharing Space

# Limitations and Future Work



- Only public data, not comprehensive, may missing details
- Expand analysis
- Working on shaping public knowledge