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# PREDICTING THE POPULARITY OF TED TALKS USING COMPOSITE MEASURES OF POPULARITY AND MIXED MODELS

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## 1 Data

We used descriptive data on TED Talk videos that has been web scraped from the TED talks website. The data contains descriptions of videos created during 2006 to September 21st, 2017. The original data set contained 2550 observations. Each observation includes descriptions of when and where the video was filmed, when it was published, who is/are in the talk, how many comments and views the video has obtained, the title of the video, duration of the video and other variables to describe the video.

## References