

Youtube's Statistics

Visualization of Information, 2022/2023
Mariana Rosa, 98390
Simão Arrais, 85132



Youtube - Interesting facts



Single?

YouTube was originally a dating site.

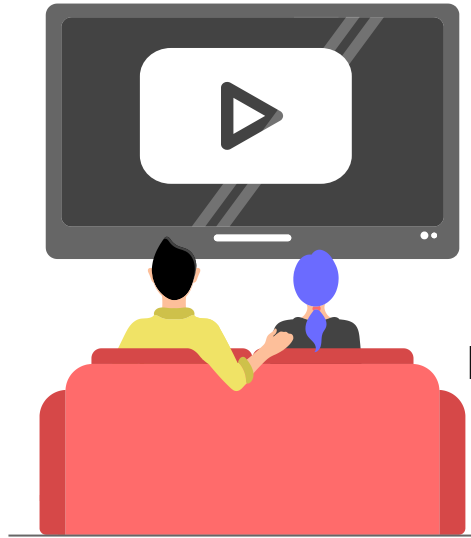
Users

Youtube has more than 2.6B users



Revenue

\$28.88 billion in ad revenue in 2021



Number of videos uploaded

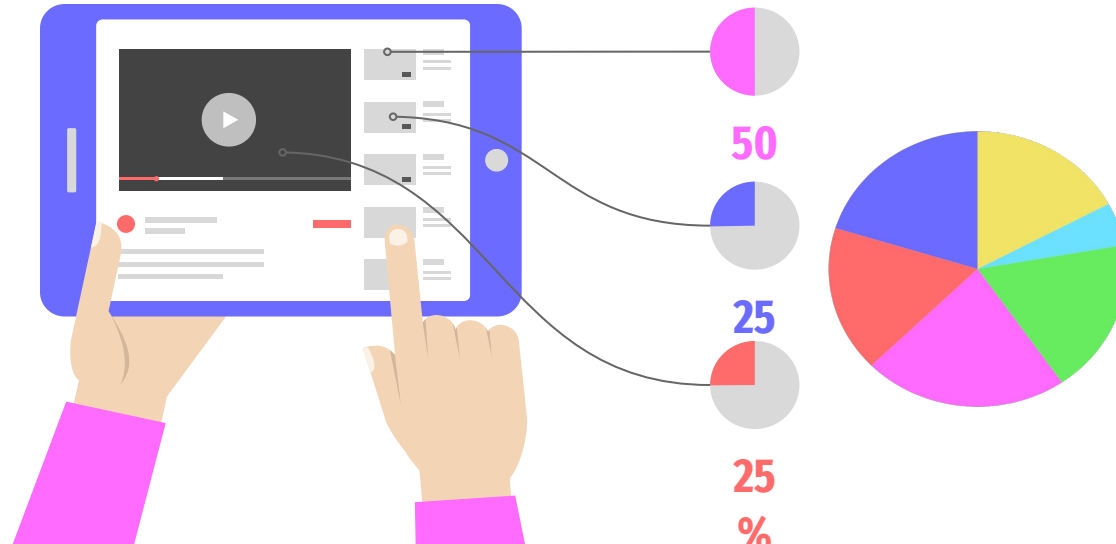
Every minute, more than 500 hours of video are uploaded.



Context of our application

This product will allow users to:

- Have a visualization of what videos are the most popular;
- Get organized views from statistics of likes, views and comments on a category or multiple (in this case, it's possible to compare them);
- See in time (month/year) views of the amount of likes, views or comments Youtube videos had (and filter by category too).



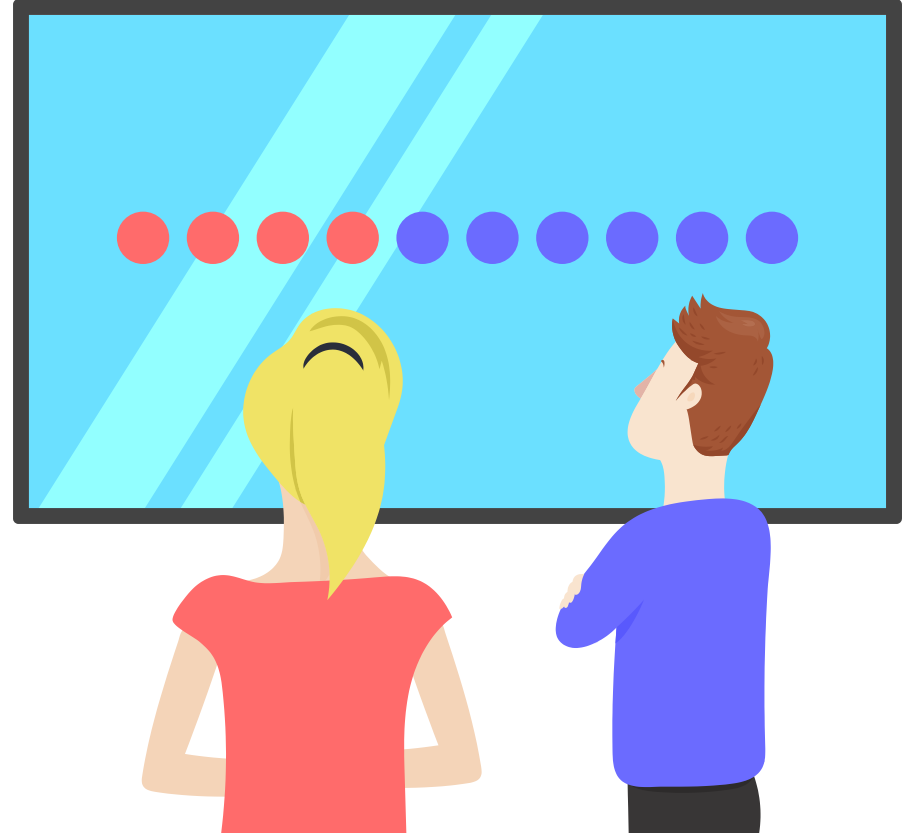
Dataset - Youtube Statistics

- Title: title of the video
- Video ID: The video Identifier
- Published At: The date the video was published in YYYY-MM-DD
- Keyword: The keyword/category associated with the video
- Likes: Number of likes the video has received
- Comments: Number of comments the video has
- Views: The number of views the video got

kaggle

1880 rows

Who is this application for?



Personas



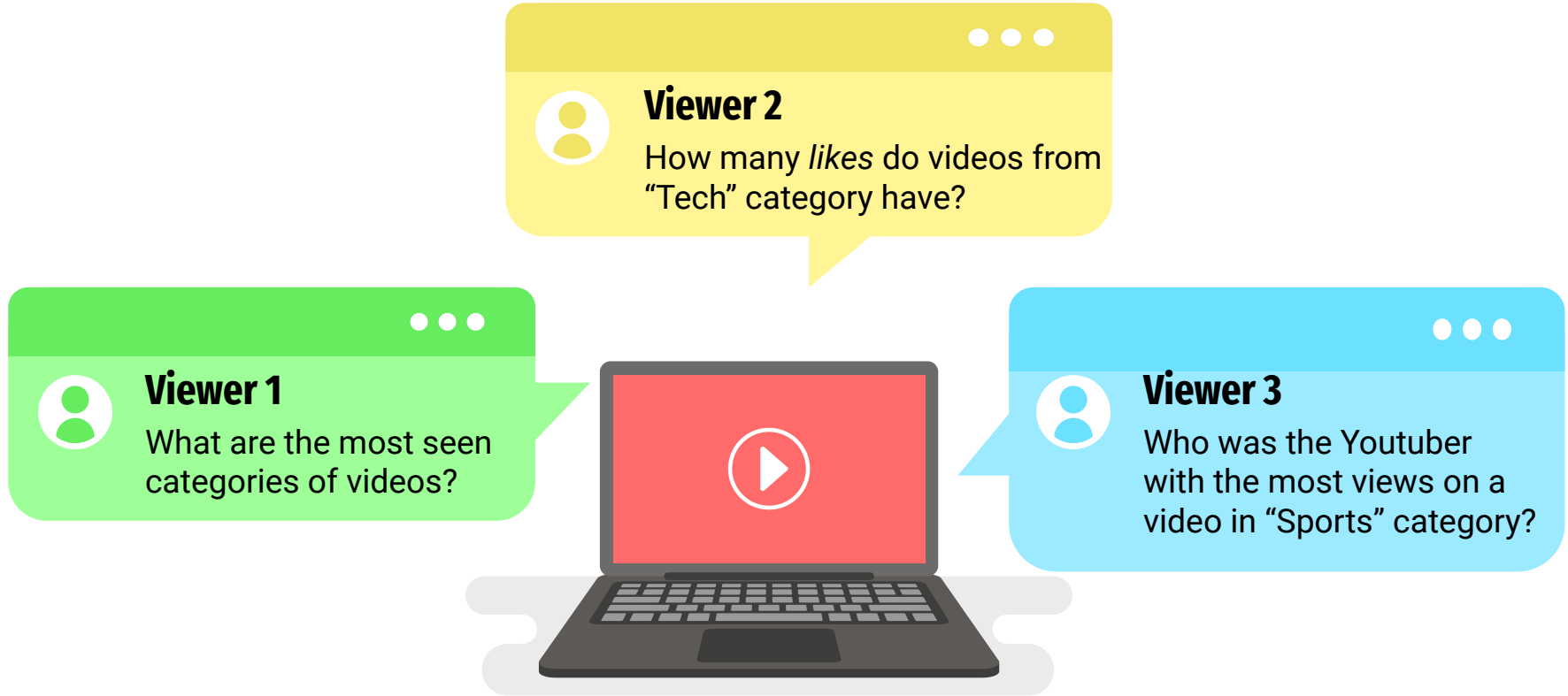
- Fictional name: Tom Fox
- Demographics:
 - 37 years old;
 - From London, UK;
- Job Title: Social Media Manager
- Goals and task: Tom works for a Technological brand, TechNow. He is looking for a big Youtuber to do Marketing of his company. Therefore, he needs to analyse pretty well some of the candidates.

Personas

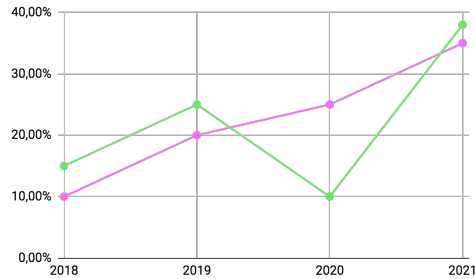


- Fictional name: Sara Sousa
- Demographics:
 - 27 years old;
 - From Porto, Portugal;
- Job Title: Content creator, one of the biggest portuguese influencers;
- Goals and task:
 - Check how everyone else is doing (in statistics), to compare to her channel worldwide;
 - See which category is more popular to know which content is trending.

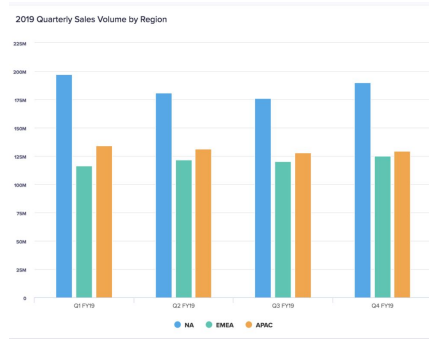
Main questions that can be made



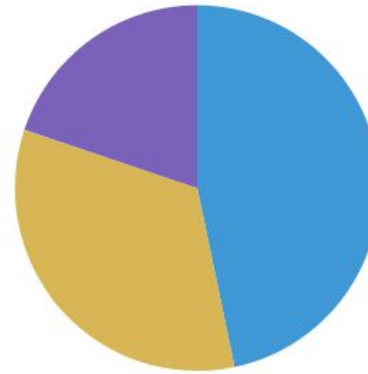
Visualizations Techniques selected



Time Chart



Bar Chart



Pie Chart



World Cloud

Low- Fidelity Prototype



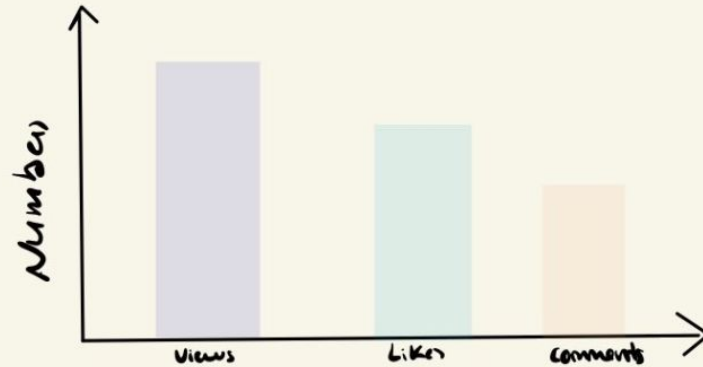
Youtube Statistics

By Categories

TOP,

Overtime

▼ Categories (cat-)
word cloud (categories)





Youtube Statistics

By (category)

TOP,

Overtime



Pie chart
(categories)

(or
thumbnail
of the videos)

title	Category	# Likes	# Views	# Comments	Date	
~	~	~	~	~	~	



Youtube Statistics

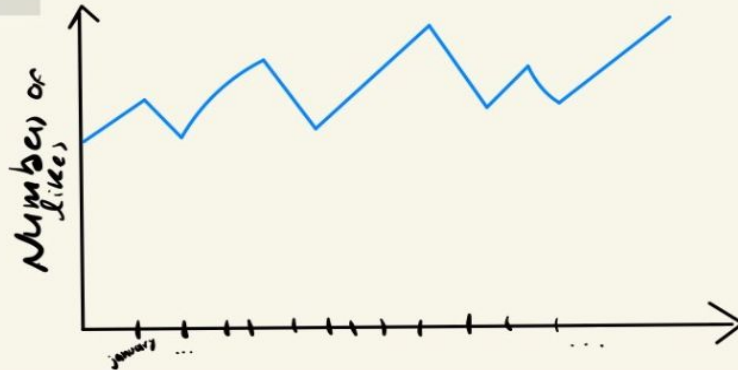
By (categories)

TOP,

Overtime

Choose one:

▼ Categories



Filter by:

▼ year

(2023)

▼ month

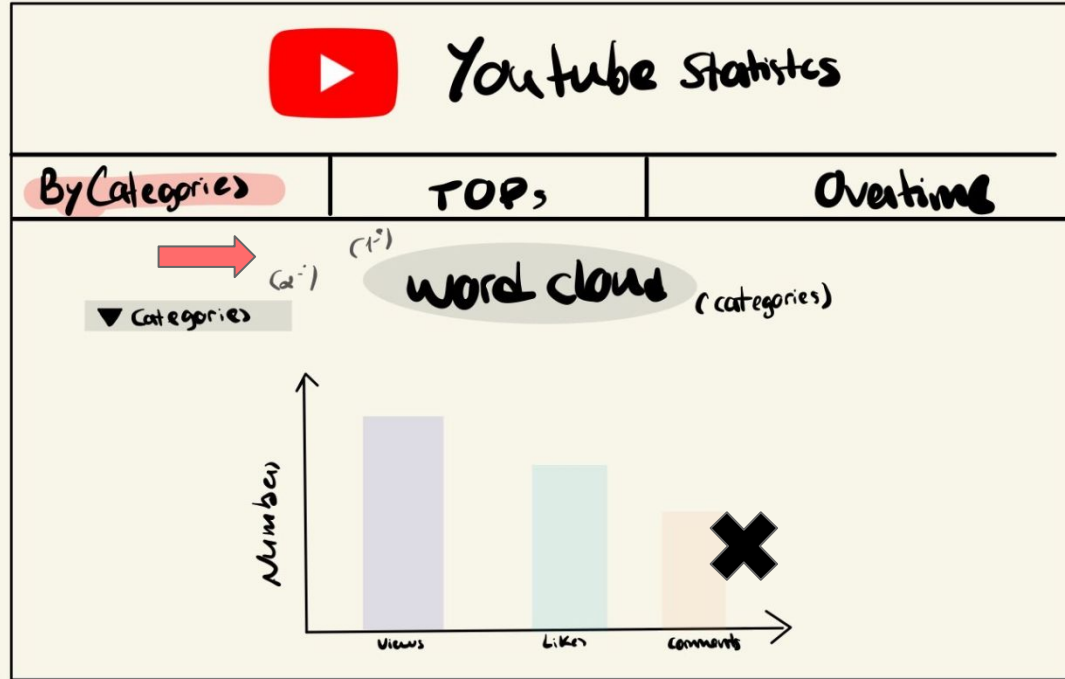
Statistics of:

☐ Views

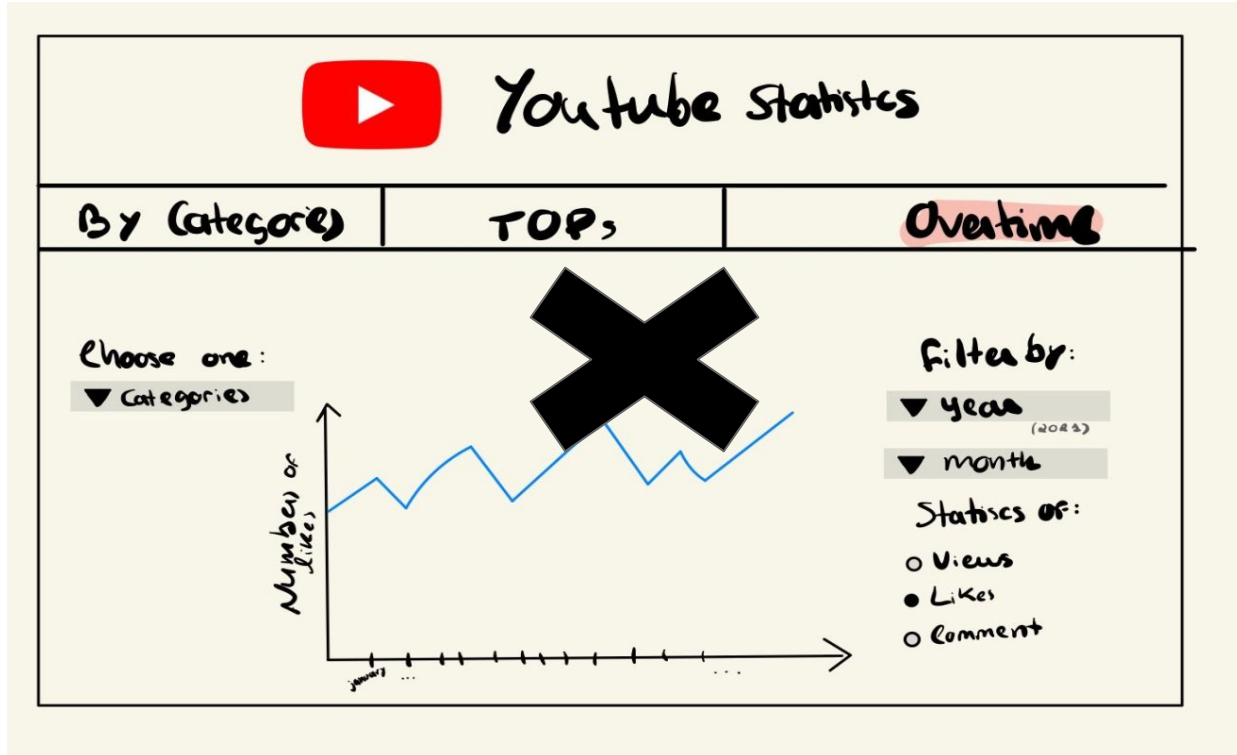
☒ Likes

☐ Comment

Changes on the original prototype



Changes on the original prototype



User Evaluation on the Low-Fidelity Prototype

In order to **evaluate** our system we performed a test. We invited **6 participants** to complete a few tasks and evaluate them from:

- 1. Very easy
- 2. Easy
- 3. Medium
- 4. Hard
- 5. Very hard

Duration: 5-10 minutes

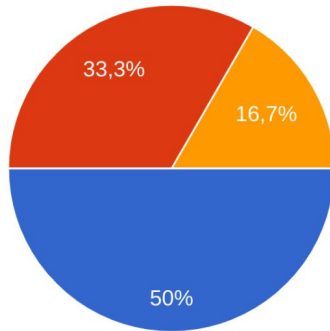
Tasks:

1. Get the category with the most likes;
2. How many likes did category “tech” had?
3. How many views did category “interview” had?
4. What was the YouTuber with the most viewed video on the category Computer Science?

Participants information

Age

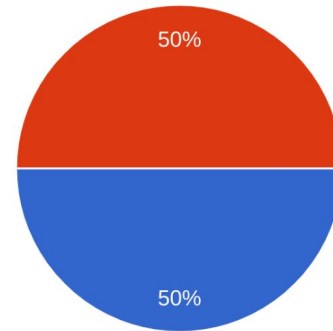
6 respostas



Gender

6 respostas

- 18-25
- 26-45
- 46-70
- 70+

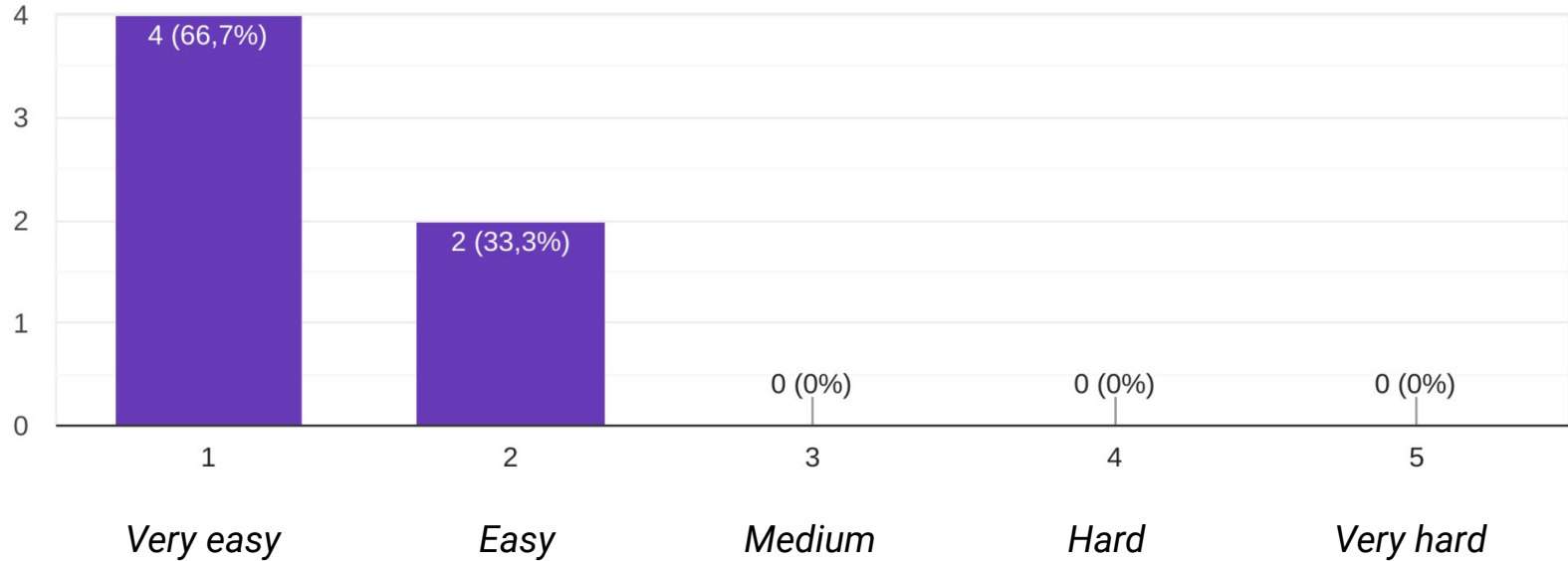


- Female
- Male
- Opção 3

Task 1

Get the category with the most likes

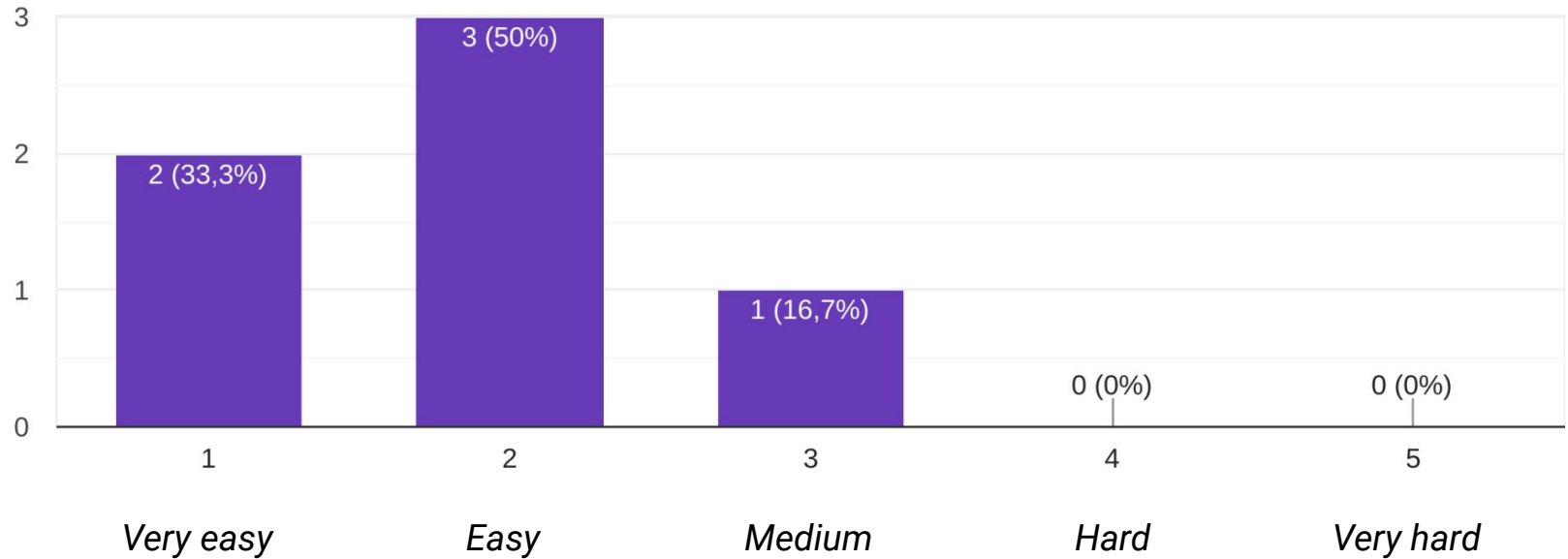
6 respostas



Task 2

How many likes did category “tech” had?

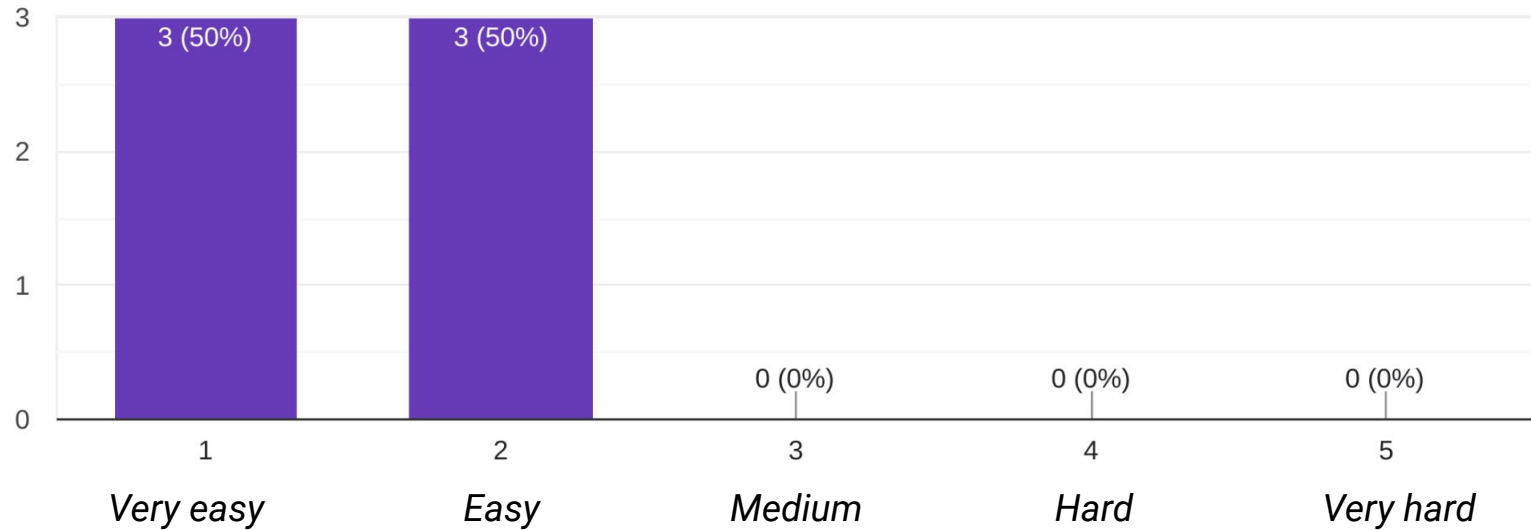
6 respostas



Task 3

How many views did category “interview” had?

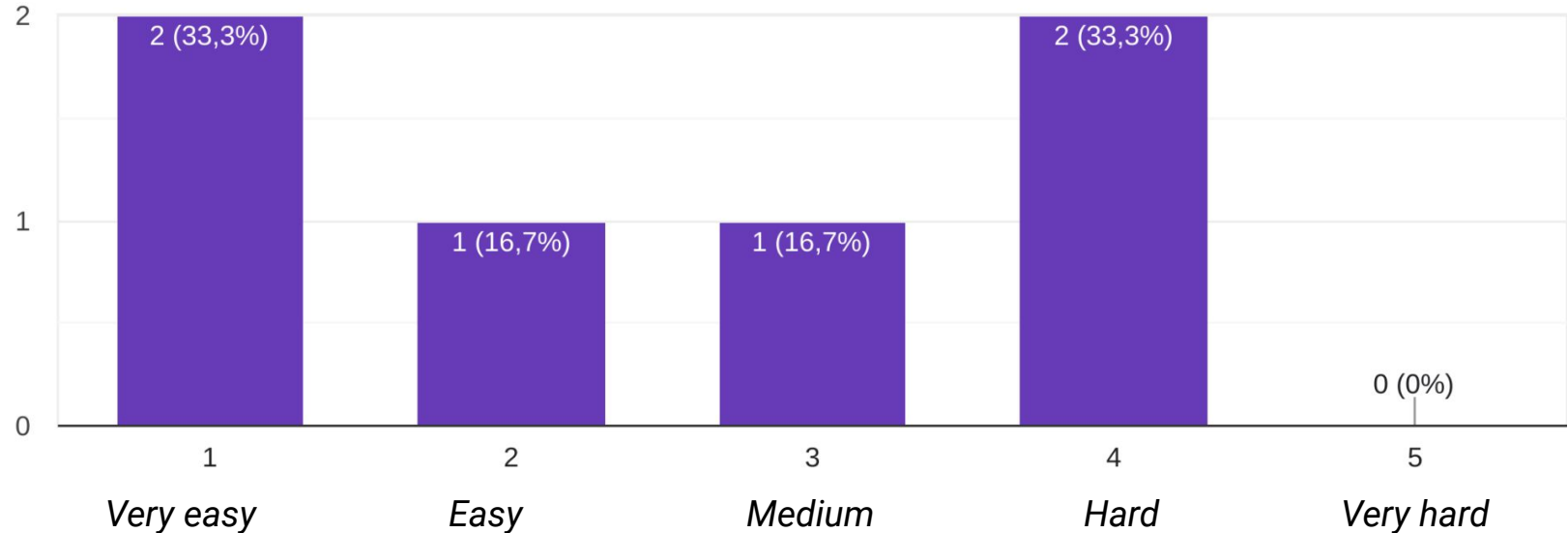
6 respostas



Task 4

What was the YouTuber with the most viewed video on the category Computer Science?

6 respostas



Jakob Nielsen's Heuristics

Principles

Visibility of system status

Match between system and the real world

User control and freedom

Consistency and standards

Error prevention

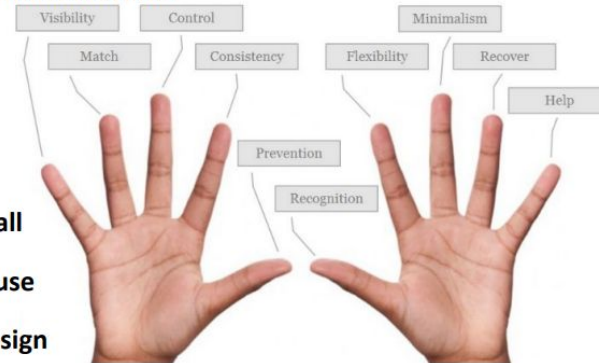
Recognition rather than recall

Flexibility and efficiency of use

Aesthetic and minimalist design

Help users recognize, diagnose, and recover from errors

Help and documentation



Severity Scale

0 = I don't agree that this is a usability problem at all

1 = Cosmetic problem

2 = Minor usability problem

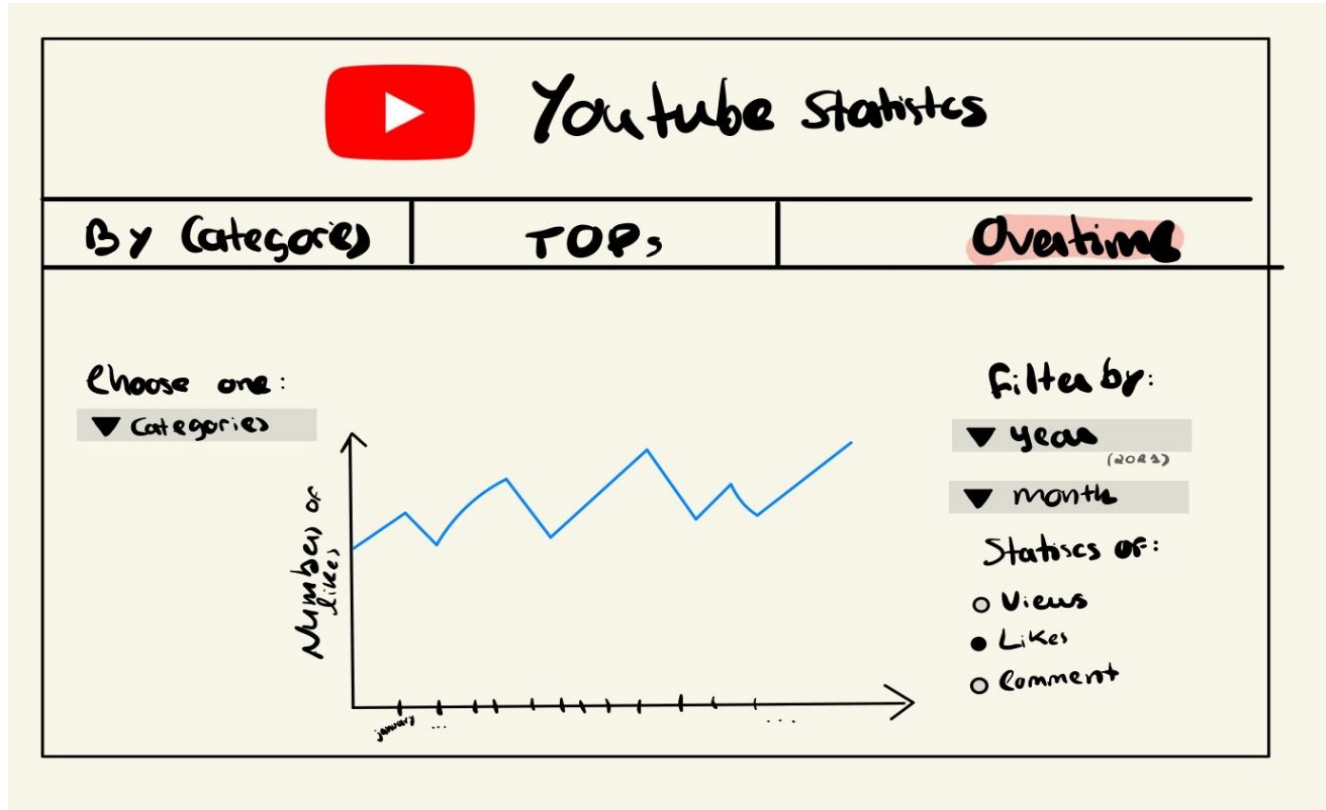
3 = Major usability problem

4 = Usability catastrophe

Problem according to each principle	Gonçalo F.	Joana S.
Visibility of system status		
You are able to get the same information from multiple places and sometimes the user get confused on where to pick up the information on the page.	1	1
Error prevention		
User may not know that is possible to choose to see views/likes of a certain category by clicking on the WordCloud graphic.	1	1
Aesthetic and minimalist design		
The same data it's on both places at the same time, however one gives you a general view and another a more specific one.	1	0

LIVE DEMO

Future Work



Thank you!