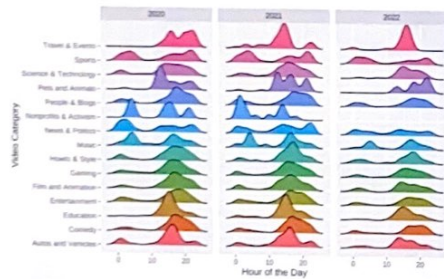# Navigating the Current Youtube Landscape

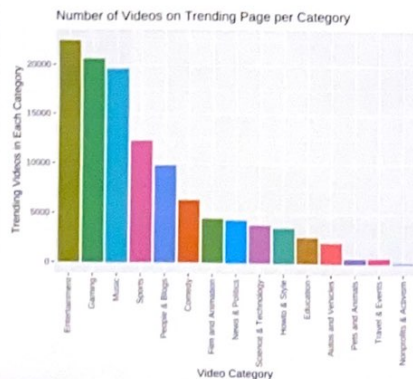D. Asoh, M. Kornely, L. O'Brien, B. Paddock, S. Peterson

Does the time of day posted have an effect on getting on the trending page?

In this visualization, we explored the density of the posting times for each category to help creators understand the popular posting times for each category. We decided to use a ridgeline plot to examine the densities for each hour of the day (i.e Hour 10 being 10:00 AM and Hour 20 being 8.00 PM). As a result, it is clear that there are peaks present across several different video categories, showing that there may be a causal effect given what time you post a video and its category. From 8/3/2020 to 3/11/2022, it seems that these peaks tend to stay relatively similar with some amount of deviation. One important takeaway from this visualization is the uniformity of the News and Politics category across the different hours of the day. We inferred this could be due to the unpredictability of breaking news occurring throughout the day.

How does YouTube weigh popularity with the quality of content being shown?

In this visualization it is apparent that trending videos in each category have between a 95-100 percent likes to total ratings (likes + dislikes) ratio. However, the "News & Politics" category has far more trending videos that are less than this ratio. This suggests that videos in this category don't need to be well received by people to become trending since people have various political views which may cause them to dislike videos that disagree with their views.

Which category of videos have the most success getting on the Trending Page?

In this visualization, it is apparent that YouTube videos in the categories Entertainment, Gaming and Music out-number the other categories by a fair amount since August 2020. It is surprising that the Pets & Animals and Travel & Events categories are in the bottom three of videos on the trending page. Another thing to note is that the Comedy is middle of the pack in trending videos, while the tag "Funny" is the most appearing tag.

What are the most frequent tags included in trending videos?

Tags, short for hashtags, are brief descriptive keywords that creators can add to their video descriptions and can be thought of as mini video categories or subjects. Examples of tags may include "vlog", "tiktok", or "minecraft".

This plot illustrates the most frequent tag for trending videos is the keyword "funny", which has been used 7300+ times in our dataset of 100,000+ trending videos. Tags like "comedy", "minecraft", and "vlog" were also amongst some of the more popular descriptors.