

What makes TikTok's videos super popular

3 statistical charts for New York Times:

- Music
- Duration
- Sentiment

Group 9

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Source: TikTok

What makes TikTok' videos super popular: Music

Stacked histogram:

- represent the distribution of Spotify popularity of soundtracks used in trending videos
- Separated by original vs existing to see how the split evolves

Lollipop plot:

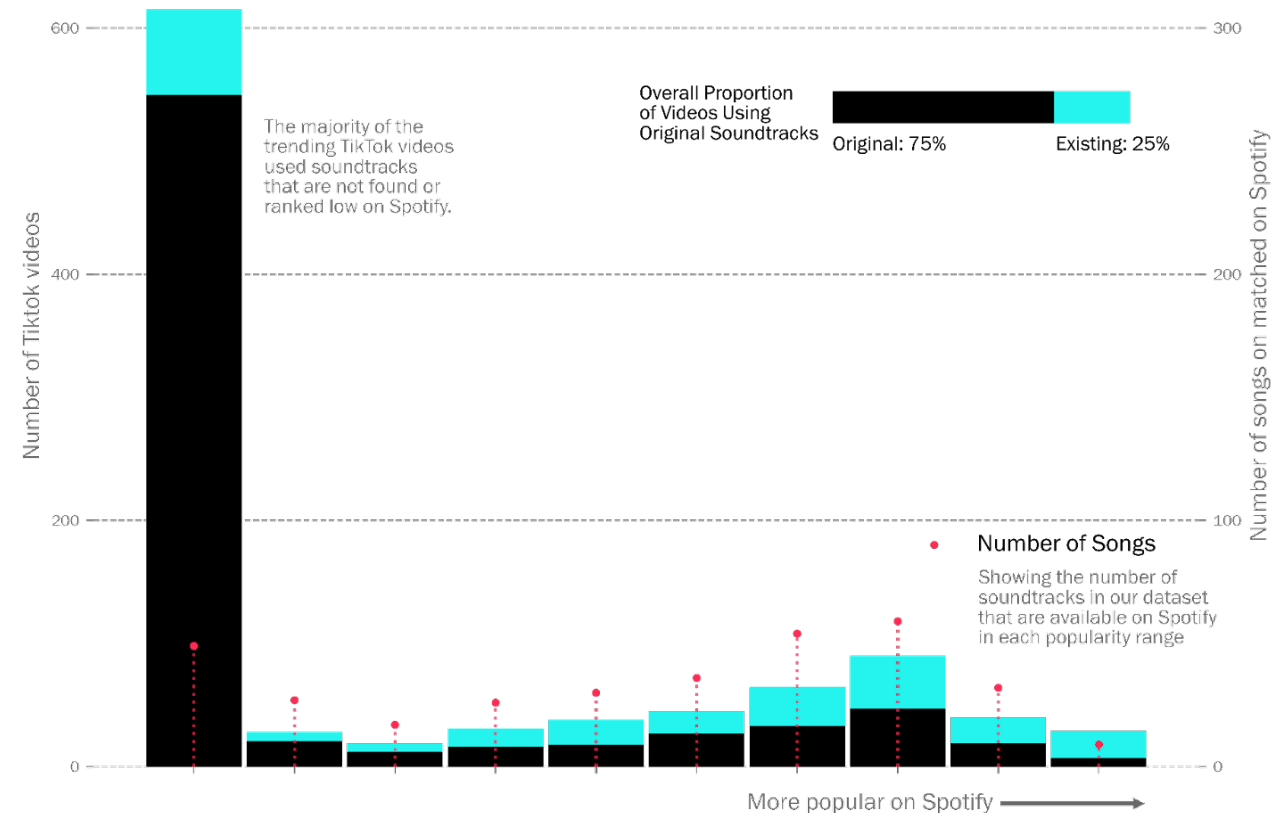
- shows the number of songs matched on Spotify for each popularity range
- provides the context of proportion between number of songs matched and number of trending videos made

Bar chart on top right:

- shows the overall proportion of original vs existing soundtracks used by trending videos
- also acts as a legend for the stacked histogram

Original soundtracks win over the heart of TikTokers

This chart illustrates the the number of trending TikTok videos using songs or soundtracks across a range of Spotify popularity scores between 0-100



What makes TikTok' videos super popular: Duration

Scatter plot:

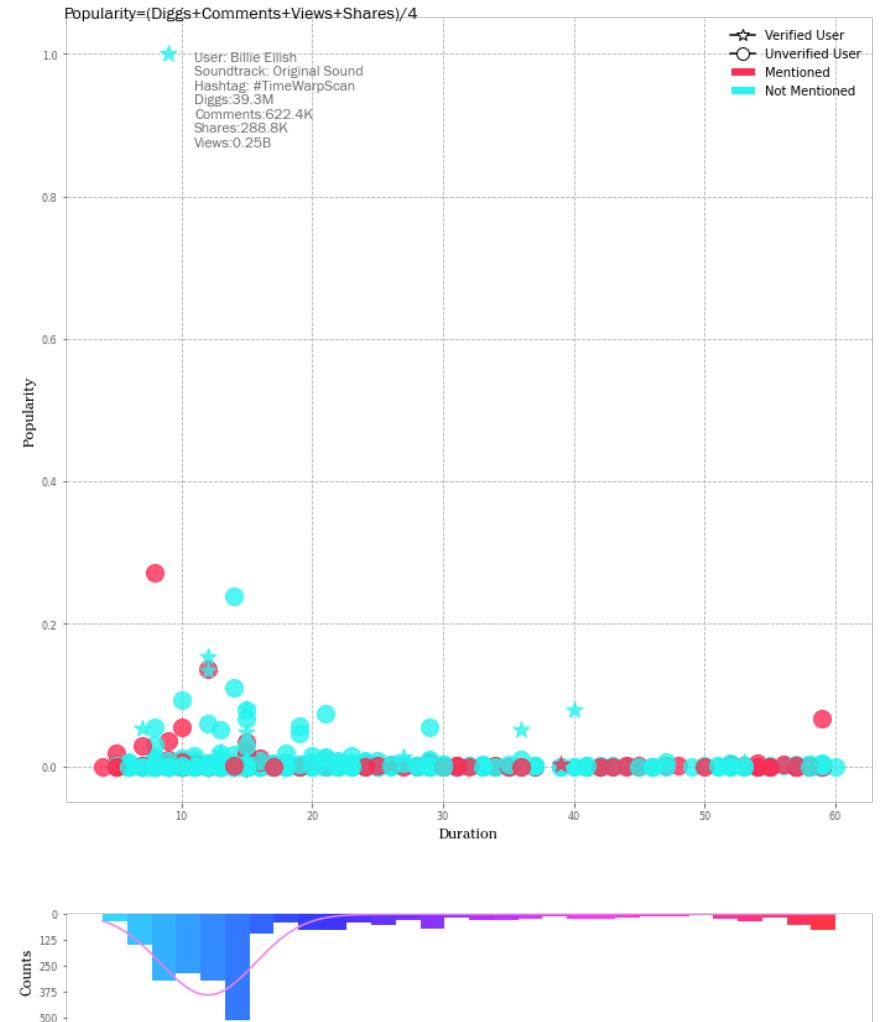
- Demonstrates the popularity and duration of each video and their distribution;
- User verified and whether the video mentions others or not is used to provide alternative information about the video, Verified users are represented by stars and non-verified by circles, with video has others mentioned in description marked in red and vice versa in blue;
- The popularity is calculated according to the four measures: diggs, comments, shares and views.

Histogram:

- Illustrates the distribution of video lengths, the shorter the duration, the more colours tend to be cooler and conversely warmer. The curve presents a fat-tailed distribution of the video duration;
- Notably, the features of the most popular points are marked on the graph to provide more intuitive insight into the characteristics of the video.

The shorter the better?

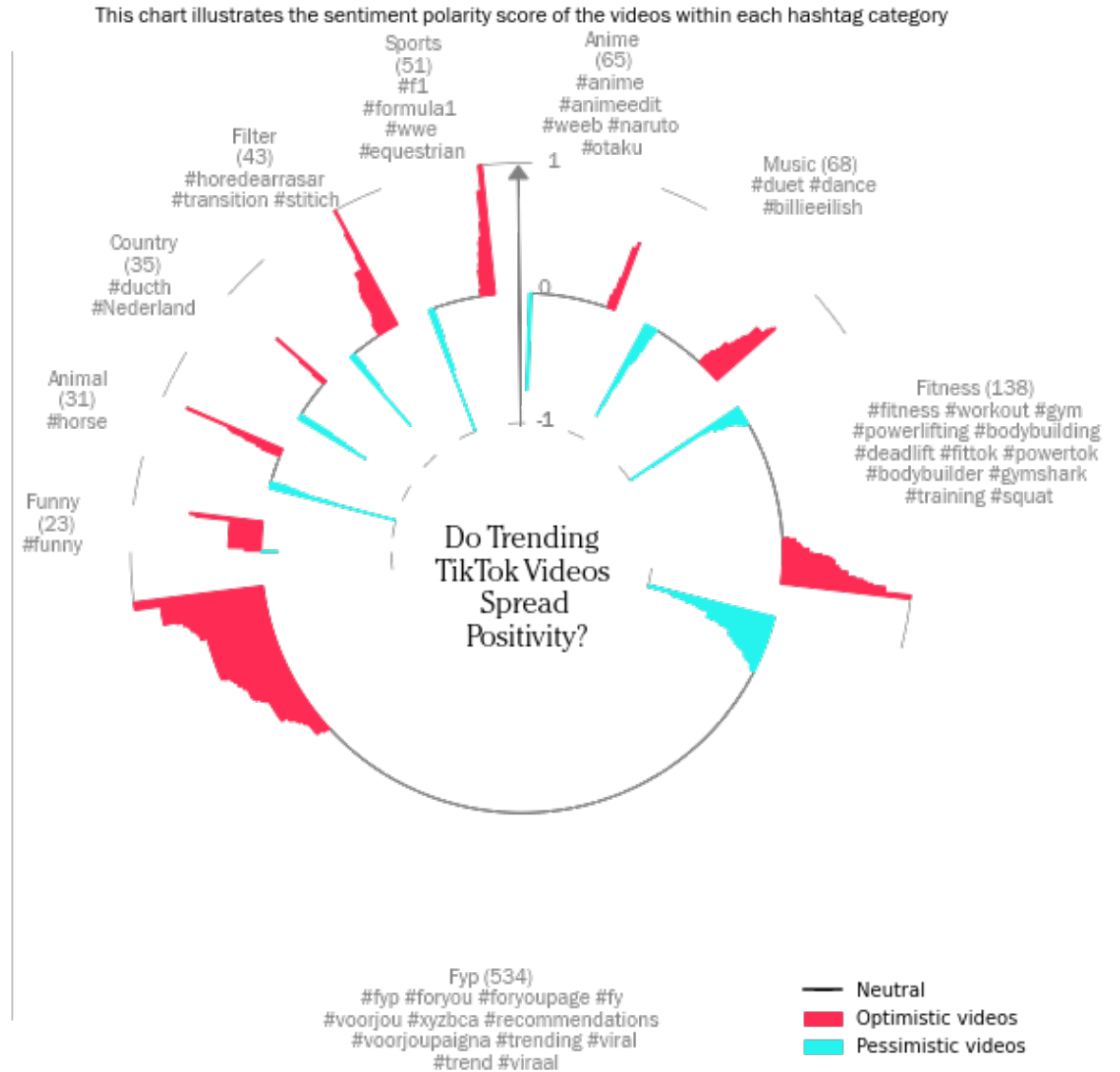
This chart illustrates the number of videos and related popularity on specific durations



What makes TikTok' videos super popular: Sentiment

Circular bar plot:

- Shows the top 45 hashtags separated into 9 categories, with each category grouped by their popularity.
- Demonstrates the polarity of each videos in each hashtag category.
- Can maximise the use of space than a standard bar chart.
- Consists of hashtag category arranged from the lowest polarity to the highest polarity to enable a clear understanding of the distribution of positive and negative videos.
- Overall, a wide range of sentiments is found, but positive videos appear more frequently in viral TikTok videos.



Thank you for reading!

Journalist:

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