

SENDER FEATURES		
User Influence	username	object
	followers	float64
	following	float64
	user_like_count	float64
	video_count	float64
Verification Status	author_verified	bool
Account Age	author_create_time	int64
	author_days_on_platform	int64

+
uploads

PLATFORM FEATURES		
Engagement Counts	video_like_count	float64
	video_commentcount	int64
	video_sharecount	int64
	video_collectcount	int64
Normalized Engagement Rates	view_count	int64
	like_rate	float64
	comment_rate	int64
	share_rate	int64
	collect_rate	int64
Temporal Dynamics	video_hour_npt (npt means nepal time)	int64
	video_dayofweek_npt	int64

Semantic Context of Audio



Semantic Context of Image



TikTok Video Captions (Descriptions, Hashtags, Emojis)

AUDIO_TRANSCRIPTS		
Transcripts	audio_transcript_np	object
	audio_transcript_en	
Audio Encoded using LaBSE	audio_pca_0 till audio_pca_99	numpy.ndarray
PCA for Dimentionality Reduction		

IMAGE SCREENSHOT (3 - Second Snapshot)		
Image description	image_analysis	object
Image Embeddings using LaBSE (reduced using PCA)	image_pca_*	numpy.ndarray

VIDEO DESCRIPTION		
Description	video_description	object
	video_description_en	
Description Embeddings using LaBSE (reduced using PCA)	desc_pca_*	numpy.ndarray