

Phase 2: Large-Scale Video Content Analysis

Sample Video Coding Sheet (10 of 2,000 videos)

Each video was coded for 15+ attributes by trained coders who were blind to video performance

Coding Process: Internal colleagues watched 50-100 videos each and marked which attributes were present (1 = Yes, 0 = No). Coders did not know whether they were watching high-quality or low-quality videos, keeping the analysis unbiased. Videos were randomly assigned to ensure reliable coding.

Video ID	URL	multiple_ clips	music_ sync	text_ overlay	text_ sync	has_ human	has_ animal	is_ humor	is_ dance	is_ fashion	is_ food	is_ travel	is_ sports	uses_ effects	has_ voiceover	duration_ 15s_ 30s
V_1000	instagram.com/reel/abc494xyz	1	1	1	1	1	0	0	1	0	0	0	0	1	0	0
V_1001	instagram.com/reel/abc603xyz	0	0	0	0	1	0	0	0	1	1	0	0	1	0	0
V_1002	instagram.com/reel/abc574xyz	0	0	1	0	1	1	0	0	0	0	0	0	1	1	0
V_1003	instagram.com/reel/abc374xyz	1	1	1	1	0	1	0	0	0	0	0	0	1	0	0
V_1004	instagram.com/reel/abc834xyz	0	1	0	0	0	0	0	0	0	0	1	0	1	0	0
V_1005	instagram.com/reel/abc799xyz	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
V_1006	instagram.com/reel/abc271xyz	1	1	0	1	1	0	1	0	0	0	0	0	1	1	0
V_1007	instagram.com/reel/abc336xyz	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0
V_1008	instagram.com/reel/abc986xyz	1	1	1	1	1	0	0	0	0	0	0	0	1	0	0
V_1009	instagram.com/reel/abc451xyz	0	1	0	1	1	0	0	0	1	0	0	0	1	0	0

Key Attributes Highlighted: The green columns (multiple_clips, music_sync, text_overlay, text_sync) were found to be statistically significant predictors of high video performance (>1,000 views). Videos with multiple clips synced to music and text were 2-3x more likely to be successful.