

## 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	0	1	1
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.