What Makes A Video Popular?

Nowadays, watching videos online is a very common way for people to grab information and kill time. Youtube, as the biggest video sharing website in the world, holds billions of videos, which hide numerous but not intuitive information behind the screen. Using the open data published by Youtube, I will try to discover some popularity trend and regularity in this poster.

Most Popular Categories



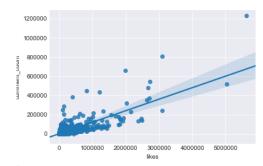
Interview show the state of the

Most Popular Tag

food trailer music

We start by the question that 'Which words are people mostly like to use on Youtube when publish a video'. There are two type of key words, tags and categories. We can find that, entertainment, film(movie), politics, are the most common type of video people like to upload. They also like to use new, best, trailer.. this kind of words as tags to attract people to watch.

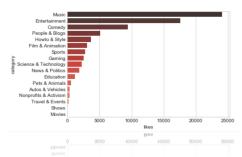
Comments related to Likes/Dislikes



We also consider the relationship among the Likes, the Dislikes and the comments. The best video and the worst video both hold lots of comments. However, people are more willing to give Like rather than Dislike, and will more likely leave some comments.

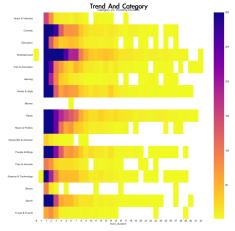
Data Analysis based on Youtube, from Zhen

Which Cateaory Liked The Most



Obviously, the video in music and entertainment is people like the most in the Youtube. In fact, before the Science and Technology, almost every category is about entertainment. This is to say, people are much much more interested in amusement rather than serious stuff, like News&Politics and Science&Technology.

So, what kind of video can have a long time popularity trend? We can find except the entertainment, the People&Blogs last very long. I hope I can say Education has a outstanding long time trend, but it just perform not bad. Movie and Show last extremely short is may caused by the copy right protection. Overall, Entertainment, Science&Tech and Music are top three categories which can attract people for a comparable long time.



Surprising but reasonable, people focus on entertainment videos much more than other types. I guess this is also the reason why the entertainment video, or related type like music, occupied the largest amount categories on the Youtube. If you want to become a popular Youtuber easier, you best start by sharing videos in the related field!

