



# How to be a better lecturer?

## Spirit of Talks

*Based on Ted Talks*

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# Introduction

- Importance of Talks : One of the main ways to convey knowledge, insight, experience and make personal and career brands
- Personal Curiosity: Is it just the area of talks and their messages to attract me to watch and listen to them (sometime several times!) or there should be something beyond that?  
**Spirit of the Talks!** (Tone, Authenticity, Grammar, etc.)



# Dataset

2 main datasets: (size **32 MB**- as of 06 June 2017)

- 1 - original dataset (released by Ted.com) : **2475 \* 12**

Features include: *speaker name, duration, event, time released, number of views, tags, transc. Url, etc*

- 2 - Expanded version dataset (accessible at below link\*): **2475 \* 123**

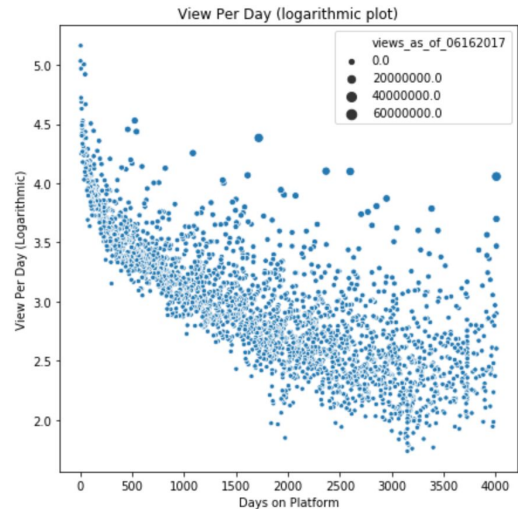
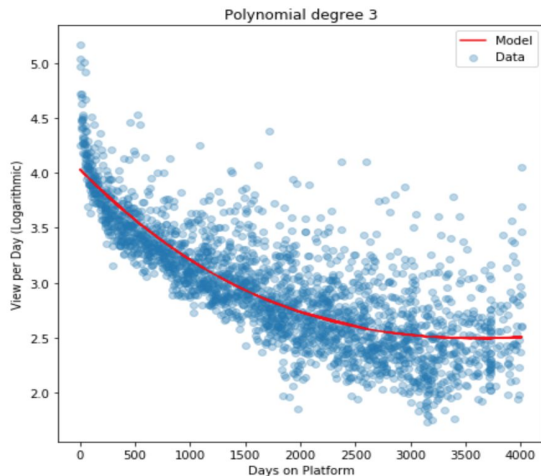
Extracted features by [Linguistic Inquiry and Word Count](#) (LIWC) software

Features include: *Tone, Authenticity, Analytical Thinking, Clout, Biological and Perceptual process, etc*

\* Data Source Link: <https://data.world/owentemple/ted-talks-complete-list>

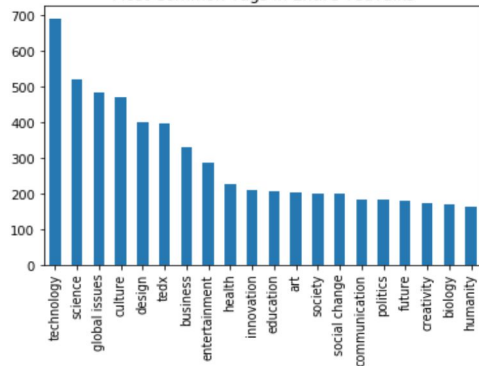
# Some Preliminary Analysis

- The “**Released Affect**” is relatively high! Videos get almost 10X to 20X more hits in their first 3 months.

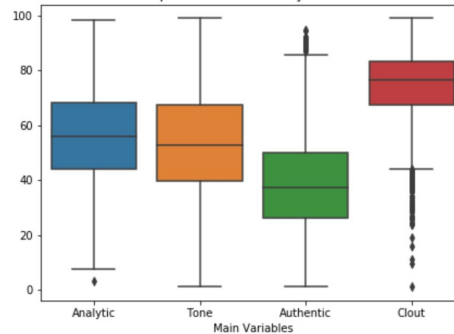


## All Ted Talks

Most Common Tags in Entire TedTalks

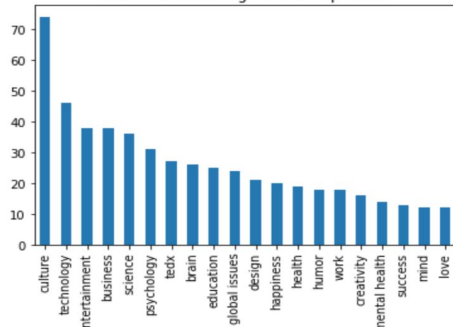


Boxplot of Main Summary Variables

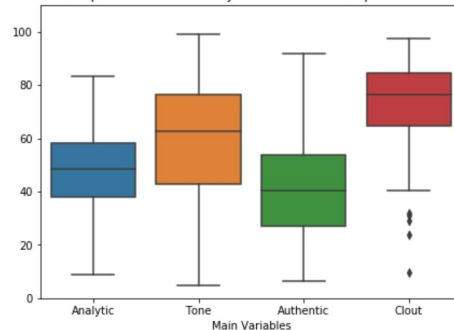


## Top 200 Talks

Most Common Tags in 200 Top Talks



Boxplot of Main Summary Variables of 200 Top TedTalks





## Future Works

- More feature engineering on tags (like grouping similar tags)
- Extract more information from transcripts
- Apply some text analysis techniques like TF-IDF
- Apply time feature into the model
- Run Regression algorithm on most correlated features to predict views



# Asking for suggestions

- How can I control the impact of well known lectures?
- Some people have a tendency to watch the talks which have been seen the most already (the most popular & Trending) , so the most watched talks get into the cycle, how to control this effect?

Thank You!