PopFactor: Live-Streamer Behavior and Popularity

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Goal

Understand which community-promoted behaviors of livestreamers on the streaming platform Twitch are predictive of future popularity.
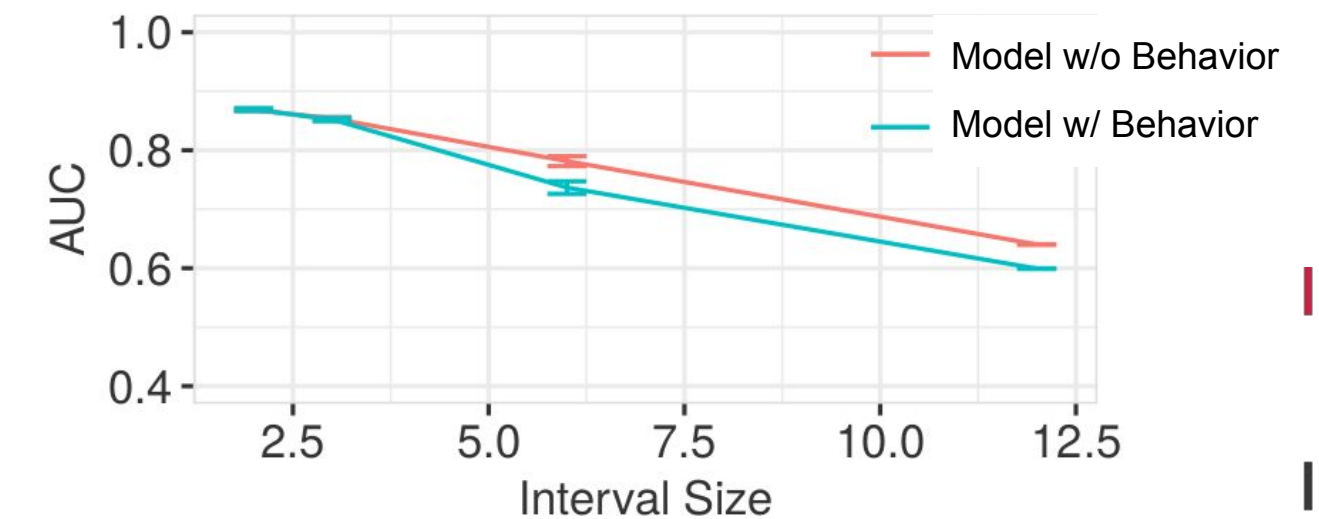
Data

All broadcasts from streamers on Twitch who started streaming in 2016 and actively streamed for a year.
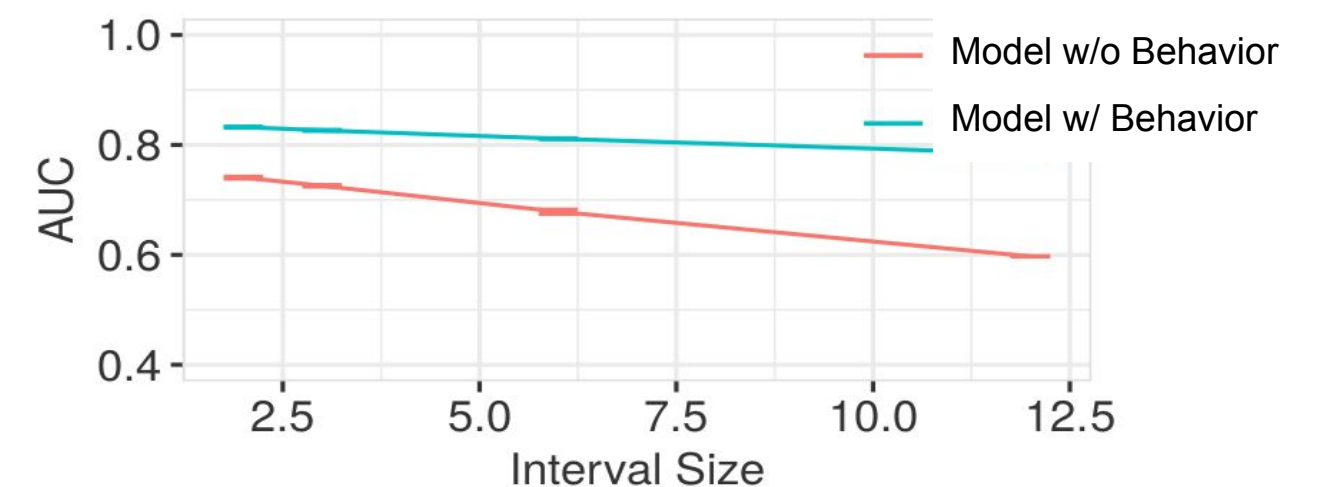
Main Findings

Streamer behavior is does not add predictive performance to historical popularity data when predicting who is in the Top 10% of most popular streamers.

Streamer behavior does assist in predicting high-growth streamers over the course of 2 to 12 month-long intervals.

(a) Behavior does not contribute to predicting absolute popularity.

(b) Behavior consistently improves prediction of relative follower growth.