



What makes TikTok Videos (Super)-popular?

Group 7



```
1 file = open('trending.json',encoding="utf8")
2 raw_data = json.load(file)
3 trending_videos_list = raw_data['collector']
4 df_tiktok_dataset = pd.DataFrame(trending_videos_list)
5 df_tiktok_dataset.head()
```

| | id | text | createTime | authorMeta | musicMeta |
|---|---------------------|--|------------|---|--|
| 0 | 6907228749016714497 | Confidence went 📈 | 1608214517 | {'id': '6825540583826768902', 'secUid': 'MS4wL... | {'musicId': '6790057285814061057', 'musicName'... sg |
| 1 | 6875468410612993286 | Quiet Zone... follow me on insta: joeysofo. Co... | 1600819763 | {'id': '6729292817489986566', 'secUid': 'MS4wL... | {'musicId': '6678927595137977094', 'musicName'... sg |
| 2 | 6898699405898059010 | Iphone bend test 🤔 #tiktok #viral #fyp #iphone ... | 1606228625 | {'id': '6791901371429913601', 'secUid': 'MS4wL... | {'musicId': '6881287666340481026', 'musicName'... sg |
| 3 | 6902819837345533186 | | 1607187987 | {'id': '6574079584262094854', 'secUid': 'MS4wL... | {'musicId': '6881107586830076678', 'musicName'... sg |
| 4 | 6905635666588192002 | 小技です 👟 ✨ #tiktok 教室 #tutorial | 1607843600 | {'id': '6586854399372394498', 'secUid': 'MS4wL... | {'musicId': '6649693417590754053', 'musicName'... sg |

Data Prep and Analysis

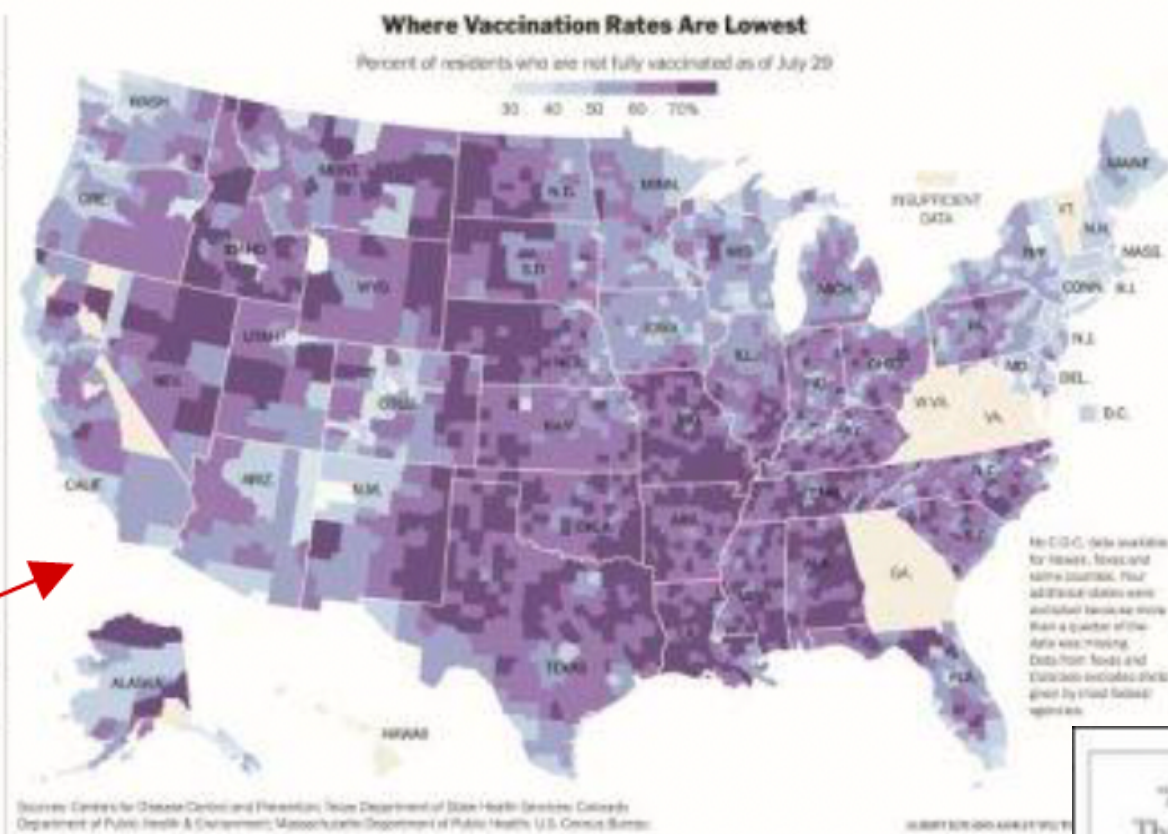
G.O.P. Strives To Turn a Riot Upside Down

Blaming Pelosi to Gain Cover and Avoid Facts

By LISA LERER and NICHOLAS PANDOS
In the hours and days after the Jan. 6 attack on the Capitol, rattled Republican lawmakers knew exactly who was to blame: Donald J. Trump. Loyal allies began turning on him. Top Republicans vowed to make a full break from his divisive tactics and dishonesties. Some even discussed removing him from office.

By spring, however, after nearly 200 congressional Republicans had voted to clear Mr. Trump during a second impeachment proceeding, the conservative fringes of the party had already begun to rewrite history, describing the Capitol riot as a peaceful protest and comparing the invading mob to a "normal tourist visit," as one congressman put it.

This past week, amid the emotional testimony of police officers at the first hearing of a House select committee, Republicans



Who Are the Unvaccinated in America?

AS TALIBAN STROKE FEAR, MULTITUDES FLEE AFGHANISTAN

GRIM NEW PHASE IN WAR

Relief Agencies Warn of Refugee Crisis Amid Surge in Violence

By CHRISTINA GOLDBALM and FATIMA FAZI

KABUL, Afghanistan — Haji Sakhi decided to flee Afghanistan the night he saw two Taliban members drag a young woman from her home and lash her on the sidewalk. Terrified for his three daughters, he crammed his family into a car the next morning and barreled down winding dirt roads into Pakistan.

That was more than 20 years

To really **get** our audience



Here is what we came up with

Chart 1

Dimensions

1. Likes ('Diggs')
2. Views ('Plays')
3. Shares
4. Comments

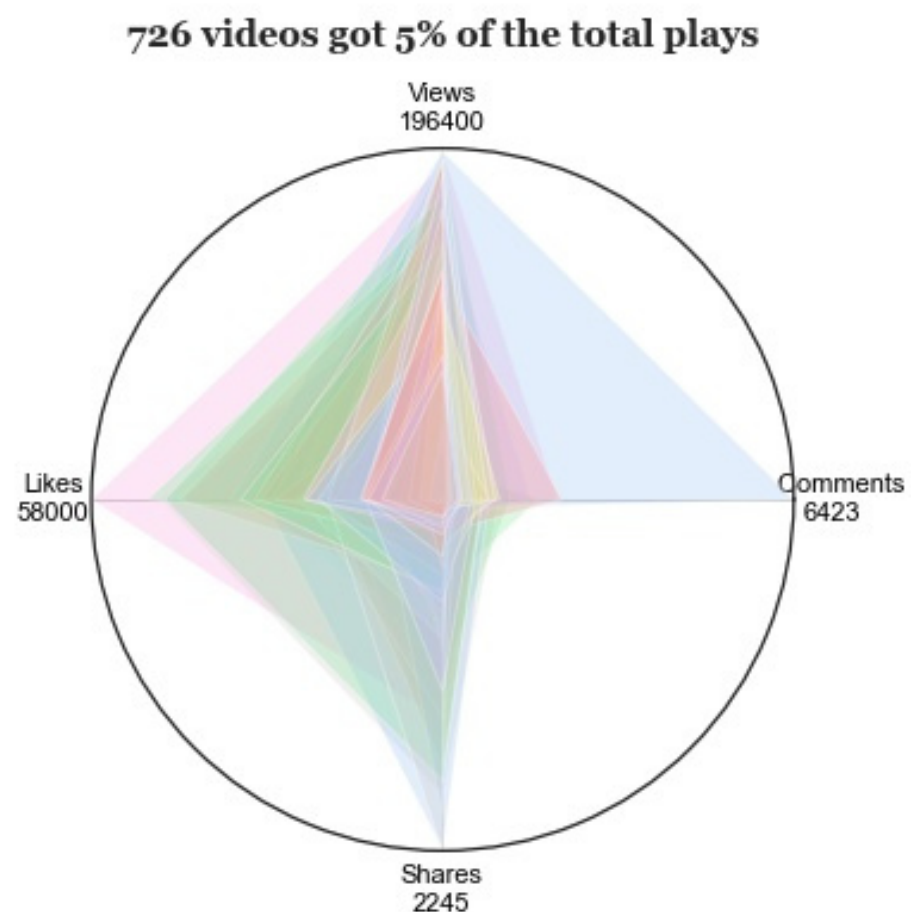
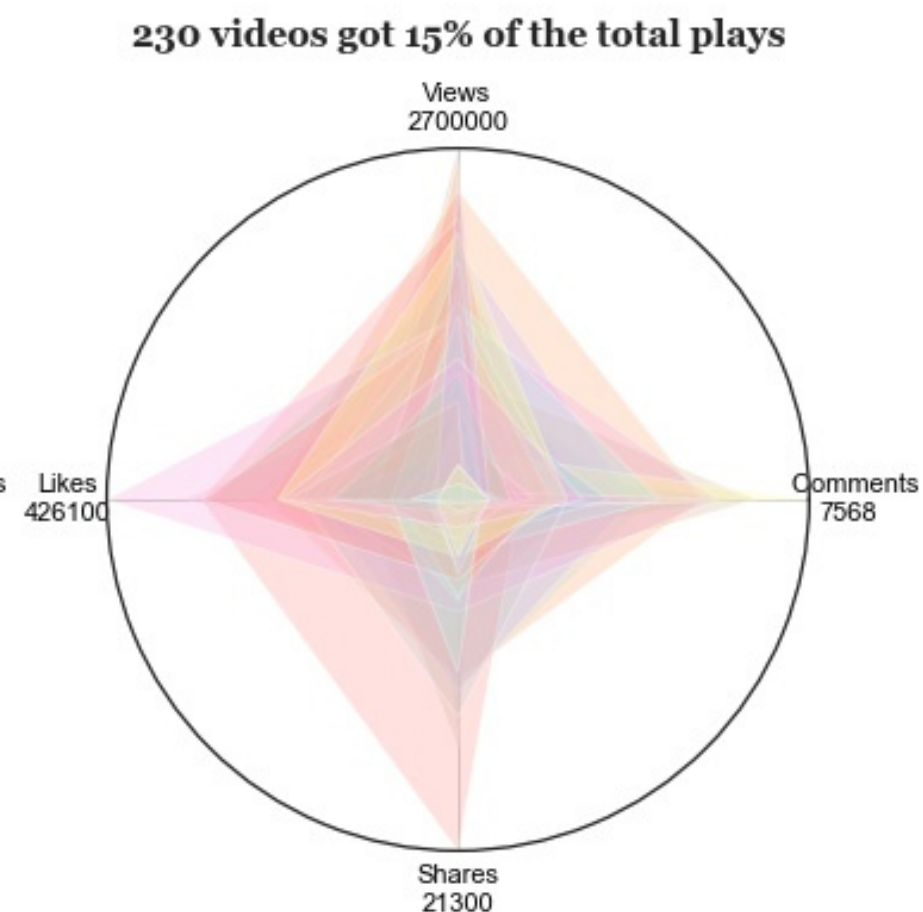
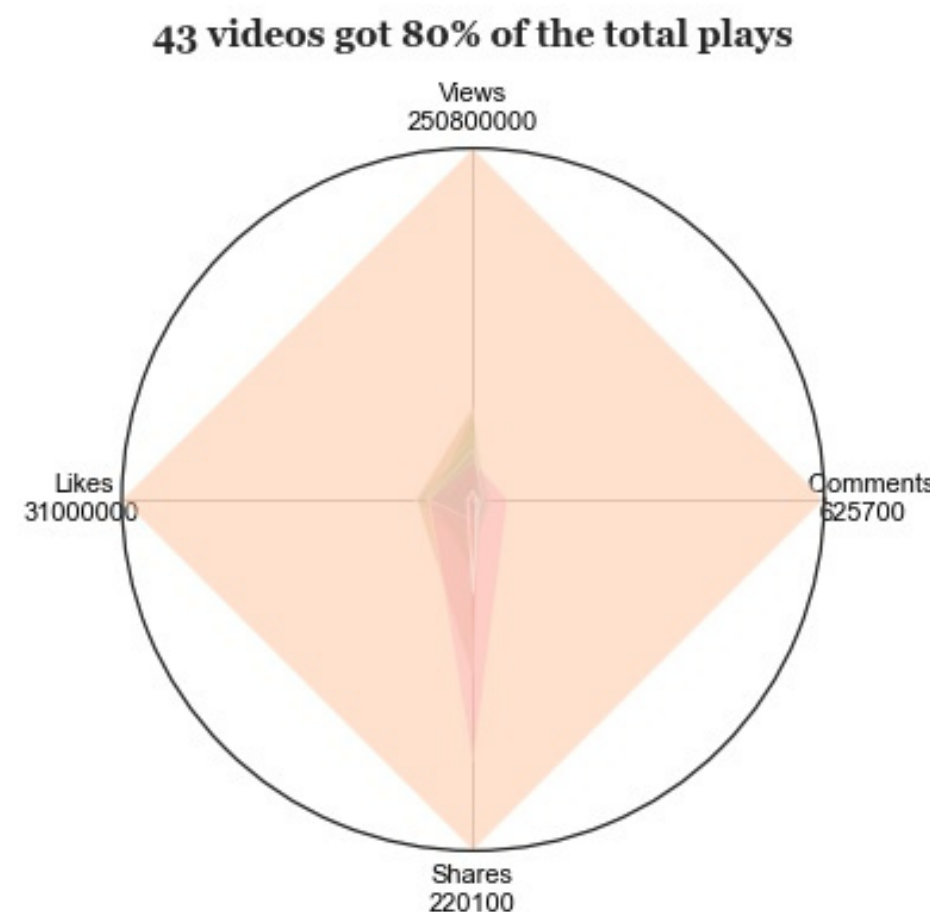


Chart 2

Dimensions

1. Number of hashtags used
2. Author verification status
3. Number of plays acquired
4. Video duration(in sec)

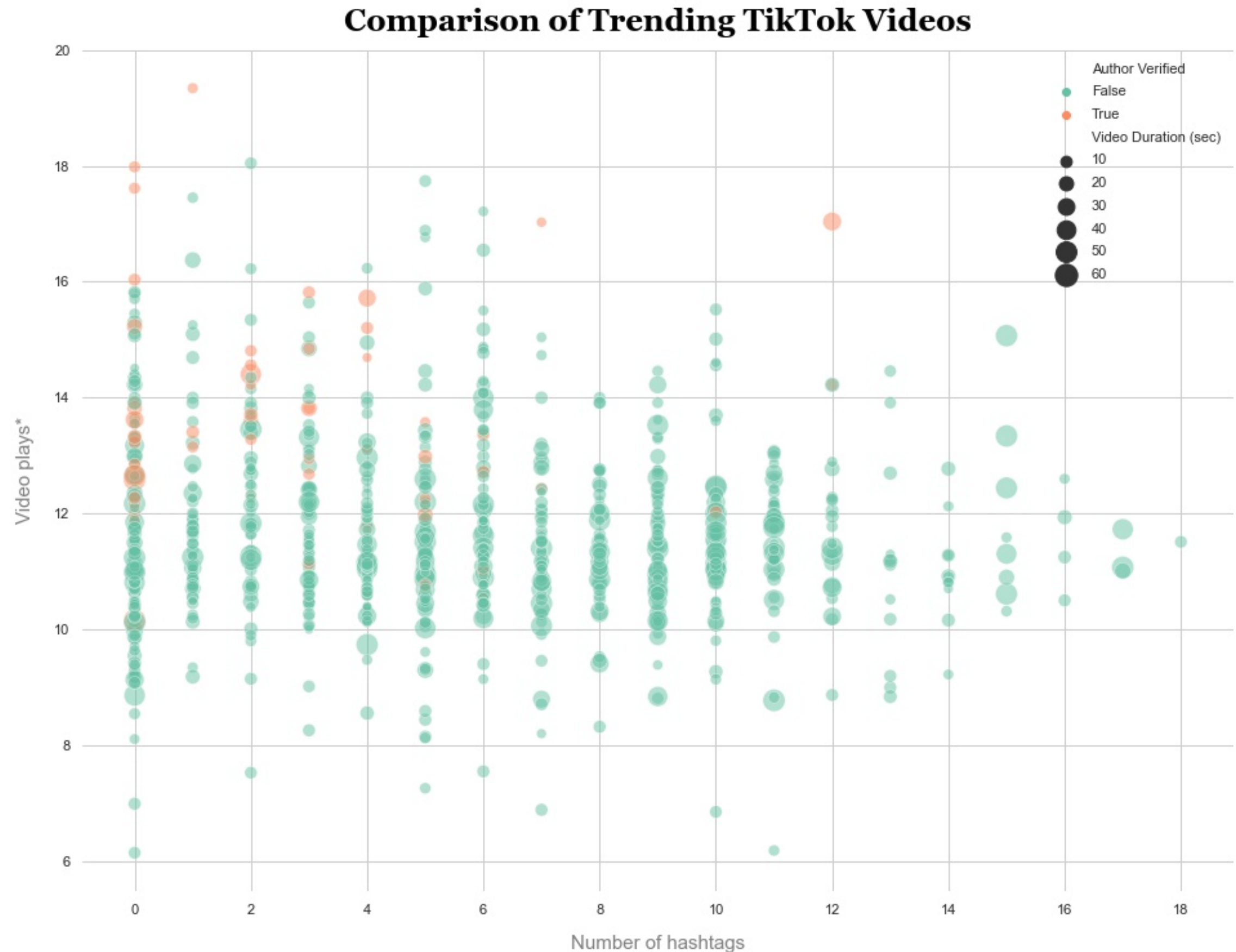
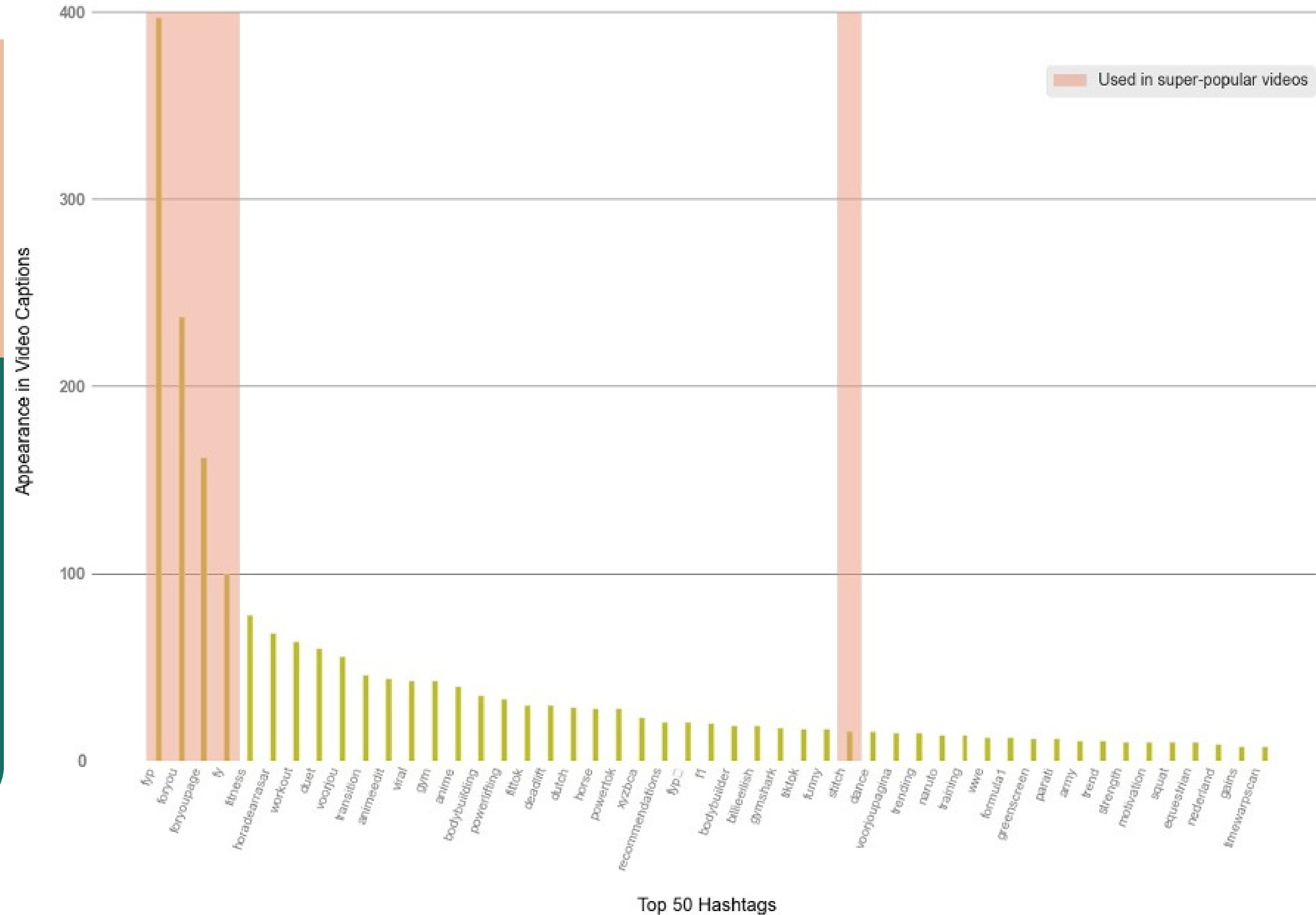


Chart 3

Dimensions

- 1.Hashtag
- 2.Appearance in videos
- 3.Hashtags used in superpopular videos

Distribution of hashtags across 1000 videos



*The
End*

Thank you for watching!