# What makes TikTok Videos (Super)-popular?



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

_	id	text	createTime	authorMeta	musicMeta	
0	6907228749016714497	Confidence went /	1608214517	{'id': '6825540583826768902', 'secUid': 'MS4wL		
1	6875468410612993286	Quiet Zone follow me on insta: joeysofo. Co	1600819763	{'id': '6729292817489986566', 'secUid': 'MS4wL	{'musicld': '6678927595137977094', 'musicName'	'  sg
2	6898699405898059010	Iphone bend test #tiktok #viral #fyp #iphone	1606228625	{'id': '6791901371429913601', 'secUid': 'MS4wL	{'musicId': '6881287666340481026', 'musicName'	
pand output; double click to hide output						
3	6902819837345533186		1607187987	{'id': '6574079584262094854', 'secUid': 'MS4wL	{'musicId': '6881107586830076678', 'musicName'	
4	6905635666588192002	小技です ↓ ↓ ↓ #tiktok 教室 #tutorial	1607843600	{'id': '6586854399372394498', 'secUid': 'MS4wL	{'musicld': '6649693417590754053', 'musicName'	'  sg

# Data Prepandand Analysis

That's Fit to Print" The News Hork Times

Today, increasingly cloudy, thank storms afternoon and evening, in it. Tesigle, purely cloudy, live Temorrow, sanshine returns, in it. Woother map, Sports, Page

VOL. CLXX ... No. 59,137 0 200 The New York Tonic Company NEW YORK, SUNDAY, AUGUST 1, 2021 \$6.00

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

Blaming Pelosi to Gain Cover and Avoid Facts

#### By LISA LEBER and NICHOLAS PANDOS

in the hours and days after the Jan. 6 attack on the Capitol, rattled Republican lawnsakers knew exactly who was to blame: Doesld J. Trump. Legal affect

SEWS ANALYSIS began turning on him. Top Royabhcans viewed to make a full break from his divisive tuctics and dishonesties. Seene even discassed removing him from office.

By spring, however, other nearly 200 congressions repullibrans had voted to four Mr. Trump during a second impeach next proceeding, the conservative fringes of the party had already began to rewrite history describing the Capitol riot as a peaceful protest and comparing the invading mob to a "normal tourist visit," as one congressman por it.

This past week, and the erretional testinony of police officers at the first bearing of a House select committee, Republicans

## Where Vaccination Rates Are Lowest Percent of residents who are not fully seccinated as of July 29 30 40 50 60 70% FLEE AFGHANISTAN

#### GRIM NEW PHASE IN WAR

Relief Agencies Warn of Refugee Crisis Amid Surge in Violence

#### By CHRISTINA GOLDBALM and EXTINA FAIZE

KABUL. Afghanistan — Haji Sakhi decided to flee Afghanistan the night he now our Tuliban members drag a young woman from her home and lash her on the sidewalk. Terrifled tor his three daughters, he-crammed his family into a car the next reorning and barreled down winding dirt roads into Pakistan.

That was more than 20 years

## We looked for some inspiration

"All the News That's Fit to Print"

## The New York Times

#### Late Edition

Feday, sussition and clouds, wholly, chilly, high 52. Fenight, purely cloudy, broccy, chilly, low 42. Tenusres, mostly sunsy, milder, howers, high 64. Weather map, Page 542.

Who Are the Unvaccinated in America?

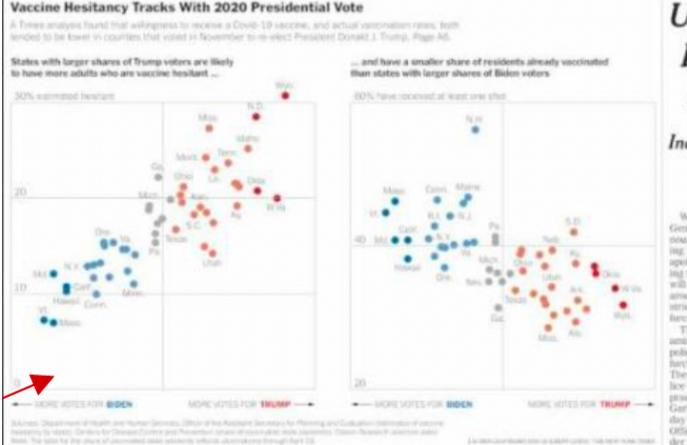
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W VORK THURSDAY APRIL 22 2021

53.00

To really **get** our audience



#### U.S. TO SCRUTINIZE HOW MINNEAPOLIS HANDLES POLICING

#### Inquiry Signals That White House Aims to Combat Abuses Nationwide

#### By KATTE BENNER

WASHINGTON — Alterney General Merrick B. Garland ascounted in Wodnesday a sweeping investigation into the Minneapolis Police Department, signaling that the Biden administration will seek to combat police abuses around the country and apply stricter federal oversight to local forces.

The Justice Department will examine whether the Minneapolispolice routinely use encesoive furce or treat admirition unlarly. The inquiry will also scrutinize police training and accountability practices, aming other toxies. Mc Garland's amounteement came a day after the conviction of furmer Officer Deesk Chauvin in the murder last year of George Flood. a

percent of the city's population, made up more than 60 percent of the viction in city police shootings from late 2009 through May 2018, police data shows.

The police force plestged to cooperate with the federal inquery. "I look forward to sharing the great work done by our teams, day in and day out, with the Department of Justice and getting their feedtock on how we can serve our communities even better," Chief Medarts Arradondo said in a statement, adding that he had sought federal help in over having the department for three years. Chief Arradondo testified against

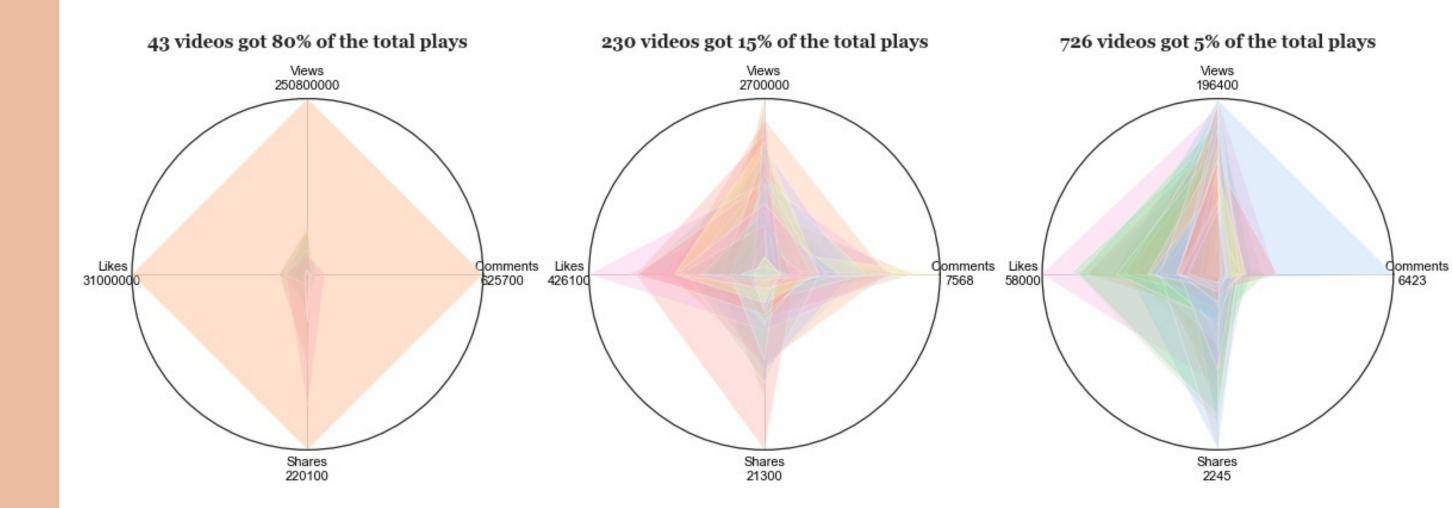
Officer Deesk Chauvin in the murder last year of George Floot, a candidate to light excessive force

## Here is what we came up with

### Chart 1

#### **Dimensions**

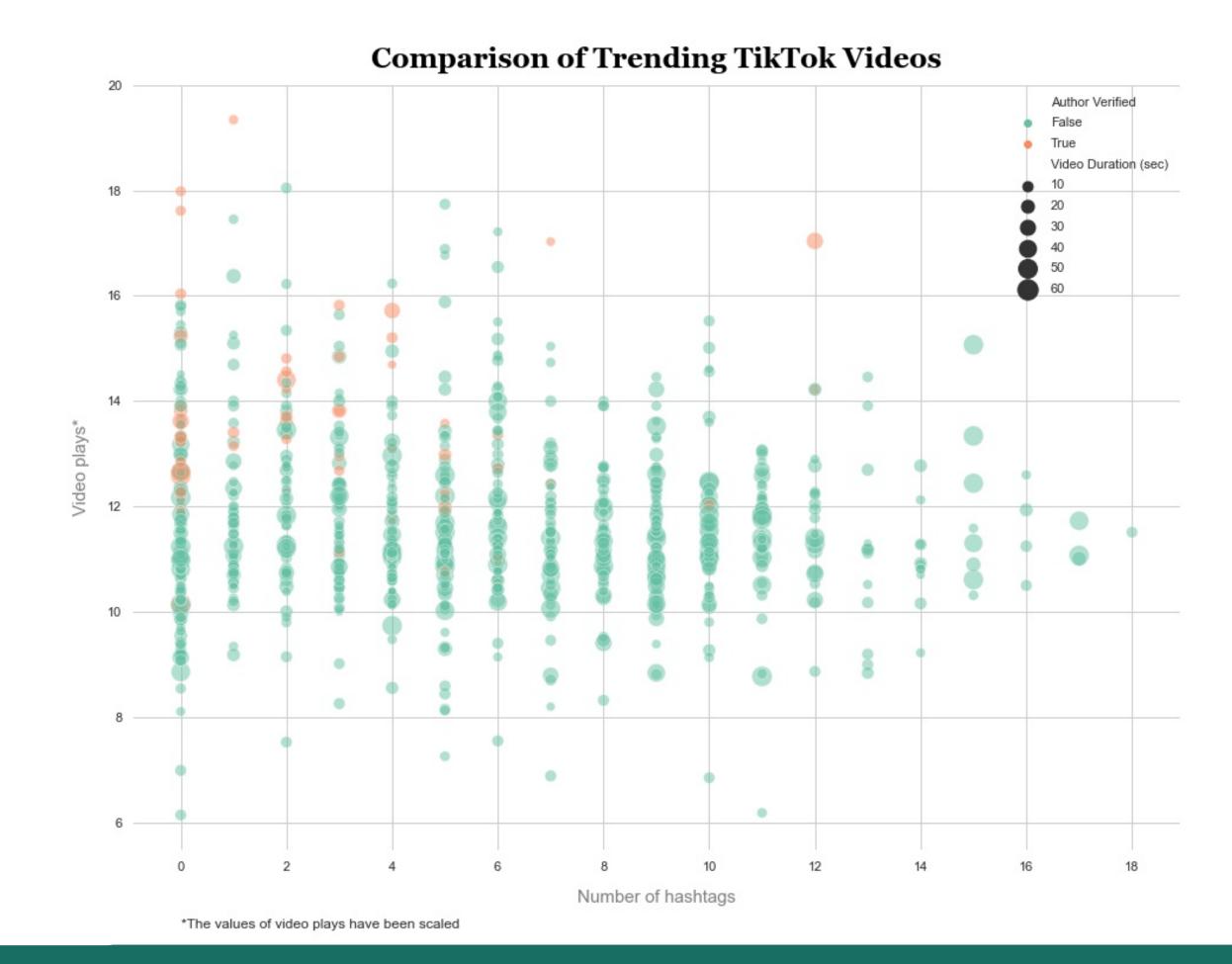
- 1. Likes ('Diggs')
- 2. Views ('Plays')
- 3. Shares
- 4. Comments



### Chart 2

#### **Dimensions**

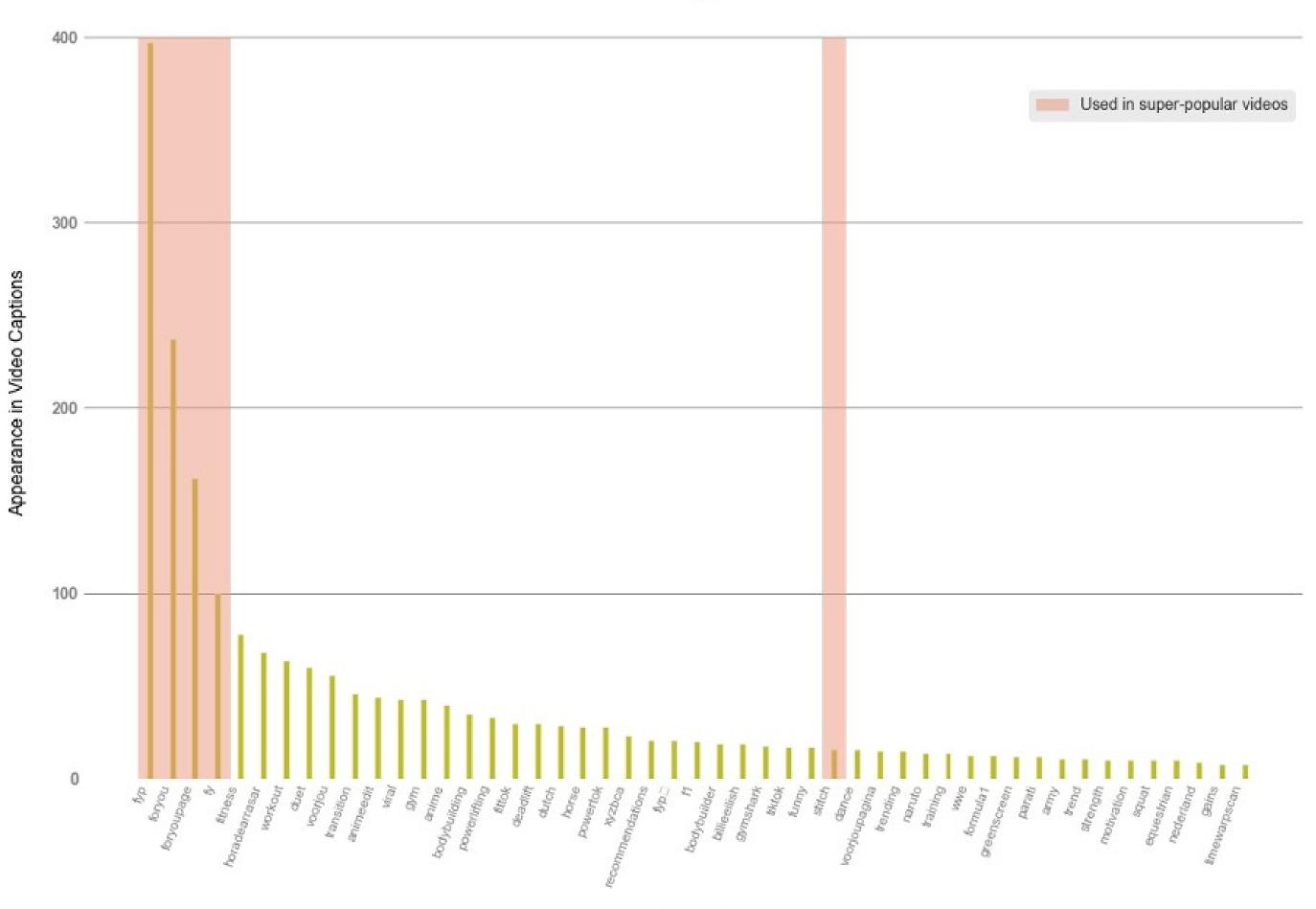
- 1. Number of hashtags used
- 2. Author verification status
- 3. Number of plays acquired
- 4. Video duration(in sec)



#### Distribution of hashtags across 1000 videos

## Chart 3 Dimensions

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





Thank you for watching!