TikTok Claim Classification Project

Executive Summary - First Impressions of Data

Project Overview

This project seeks to build a machine learning model to classify videos as containing claims or sharing opinions to assist with video moderation and prioritization.

Details

Key Insights

- Roughly 50.3% videos in our dataset contain claims, and around 49.7 contain opinions.
- Videos with claims are more likely to be by banned or under ban review authors. Videos containing claims also get more engagement in the form of likes, comments, and shares per view (the engagement ratio) than videos with opinions. The same relationship is true of views to a massive degree. Claim containing videos received 99% of views in this dataset.
- The videos with the highest views and engagement ratio contain claims and are by banned authors. There are a few ways this could imply problems for the platform:
  - Videos containing content against site rules receive the most views and engagement
  - TikTok's recommendation algorithm may be pushing videos containing content against site rules more than non-violating videos
  - Videos with rule breaking content may be intrinsically more popular and attract more attention than non-violating videos

| | | likes_per_view | | |
claim_status	author_ban_status	count	mean	median
claim	active	6566	0.329542	0.326538
	banned	1439	0.345071	0.358909
	under review	1603	0.327997	0.320867
opinion	active	8817	0.219744	0.218330
	banned	196	0.206868	0.198483
	under review	463	0.226394	0.228051

A view of video claim status and author ban status, and their corresponding engagement ratio

Summary statistics have been gathered from the dataset.

Next Steps

We will continue with exploratory data analysis and produce more useful insights from our observations.
Then, we will perform statistical analysis to see the most powerful connections in our data.