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Youtube Trending Videos

Summary of project: Youtube is a famous website in which users can share and watch videos ranging from any topic. In addition, to provide users with updated news and trending videos, Youtube has a platform to show the list of recent, viral videos. In our project, we will be analyzing the data set of top trending videos and what their sources are. We hypothesize that US trending videos on Youtube about current events come from independent second hand new sources such as vloggers and other channels (Philip DeFranco, Late Night Shows, etc), rather than news organizations (NBC, CBS, FOX, etc). Using the data collected between November 2017 and February 2018, we will analyze the trending videos that relate to news events. Once our data is cleaned, we will conduct an analysis to determine if number of views of independent channels are greater than the views of mainstream channels.

Note: Youtube has not explicitly stated what dictates a view, however it is known that Youtube verifies all views after 300 and check proportional watch time to overall video time.

Social Significance: Social media sites such as Youtube gives individual opinions and false information a level of credibility comparable to established media outlets. Youtube itself has a massive social significance as almost 1.3 billion people use it everyday. Since so many people use the site, the most relevant and popular videos spread like wildfire to other sites. These videos (if news related) are often regarded as definitive sources even if they are meant as an opinion/reaction/satire piece. This has become increasingly significant to analyze since the “fake news” age is upon us and it’s important to know where the information for trending videos come from, as it could relay echo chambers or false information. We hope to answer the big question: are people switching away from mainstream media in favor of an independent secondary information source?

Dataset/info about dataset: <https://www.kaggle.com/datasnaek/youtube-new>
There is a lot of data pertaining to trending videos that are updated every few days. This website will definitely be useful to analyze our data, conduct an experiment, and either approve or disprove our hypothesis.