Understanding User Sentiment using YouTubeTracker

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**#2** Most Popular Website

5 Billion videos watched every day

300 Hours of new videos every minute

YouTube has become one of the most relevant platforms in the age of digital mass communication. This makes the analysis of YouTube content and user behavior invaluable to information scientists but also communication researchers, journalists, sociologists, and many more. There exists a number of YouTube analysis tools but none of them provide in-depth qualitative and quantitative insights into user behavior or networks. To that direction, we introduce YouTubeTracker - a tool designed to gather YouTube data and gain insights on content and users.
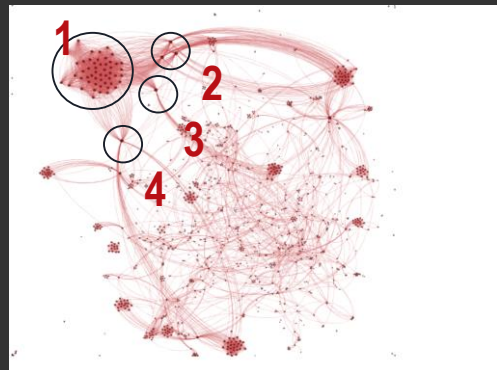

Home Page
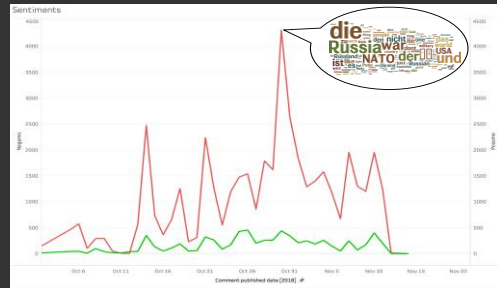
Comment Sentiment Analysis

Studying Hostile Narratives Towards NATO

Hostile videos received higher user engagement (views, comments, etc.) than NATO-favorable videos. **NATO-favorable videos had entirely organic engagement, hostile videos exhibited strong indications of robotic activities** (most liked and replied to comments posted revealed robotic speech patterns).

NATO-owned videos had mostly positive comments, whereas, **comments on hostile videos had exceptionally high negative sentiment** towards the exercise, NATO, and the US. Discussions in Russian language tend to be most liked and most replied.

The commenter clique (1) is mainly amplifying the *Russia*, *Putin*, *world war* signal and the brokers (2, 3, 4) are connecting *trump* and other US political narratives (e.g., *jobs, elections, Hillary*) to this conspiracy.

Videos	Views	Likes	Dislikes	Comments
1324	7947124	169988	10624	28127

NATO Trident Juncture 2018 Dataset Statistics

COSMOS
Collaboratorium for Social Media and Online Behavioral Studies

National Science Foundation

Office of Naval Research

Air Force Research Laboratory

Defense Advanced Research Projects Agency

Army Research Office

Department of Homeland Security

Arkansas Research Alliance