PALESTRA

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YouTube's 2GB of fame: Will everyone eventually get world-famous for 15 minutes?

Abstract - The success of YouTube has profoundly changed the face of industries dealing with digital content as it provides new means of distribution and promotion. While YouTube poses new opportunities for content creators like media or entertainment companies to quickly reach a large audience of viewers, all videos posted online do not compete on the same footing with regard to popularity. To better understand the variation in the popularity of videos, we investigate the structure of social relationships between users. In this way, our work is in stark contrast to prior research that studied user generated content video systems but without considering the role of social interactions in those systems. In this paper, we propose a novel method to identify all the users interacting within the same community of interest that we apply to conduct measurements on YouTube. Using user information and the meta-information of posted videos within chosen communities, we analyze the influence of the social network structure on the popularity of content posted on YouTube. We also measure how the features enabling social interactions affect the success of videos posted online. Our analysis shows that users posting videos under a specific category get a better recognition than those actively posting videos belonging to a large variety of categories.

Prométhée Spathis is an associate professor at the Université Pierre et Marie Curie (Paris 6) in the Network and Performance Analysis group. His current main research interests are autonomic and content-centric networking, and social networks. He received his Ph.D. in Computer Science from the Université Pierre et Marie Curie (Paris 6) in 2003. He has been involved in European projects, and many national research projects. He also participates to a French scientific-technological cooperation programme with South America. He is currently co-advising three PhD students in the research areas of pub/sub architecture, content-based routing, and vehicular networks.