STATISTICS PROJECT

YouTube Users and their Habits.

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Contents:

Introduction:

YouTube is a video search engine and video hosting service site, which is widely used for watching videos – TV Shows, Music Videos, Short and Documentary Films, Audio Recordings, Movie Trailers and other contents such as Video blogging, Short Original Videos and Educational Videos – upload the same, rating it, commenting it and create our own online studios, channels and make other users subscribe it. YouTube is launched on February 14th 2005 by Steve Chen, Chad Hurley and Jawed Karim. Now it is the 3rd most visited website in the world. Here people can earn, learn, get recreation and also get updated. It has become a part and parcel of users' lives, where one cannot even conceive entertainment without this media.

Here is the enticing statistics of YouTube media, the total number of people who use YouTube are 130 billion users, uploading 300 hours of videos every minute, watching 5 Billion videos every single day. Such a big numbers. Female and Male users comprise about 38% and 62% respectively.

Through our painstaking and meticulous research we have interpreted the habits of YouTube Users, having Gender and Age groups as repetitive Row labels and the questions that we asked on the Column and Value labels. This resulted in accurate count with respect to the Gender and Age groups. We divided age groups into three categories viz., 16 – 20, 21 – 25 and more than 25. Our main focus we kept on sophomores.

Our mode of collection of data is through the [Questionnaire](). The Questionnaire we have made on Google Forms that eased our data collection process. Almost we collected data from three different colleges and obtained 121 responses comprising male responses about 65 (54%) and females about 56 (46%).

The provided link above is the questionnaire through which we collected 121 snippets of data.

Questionnaire:

YouTube users and their Habits

Greetings to all our Respondents!
We are surveying the Habits of YouTube Users. Feel free to answer all the questions below.

1. **Name**

   _____

2. **Gender**
   Mark only one oval.

   ( ) Male

   ( ) Female

3. **What is your age?**
   Mark only one oval.

   ( ) 16 - 20

   ( ) 21 - 25

   ( ) more than 25

4. **Do you have a YouTube account?**
   Mark only one oval.

   ( ) Yes

   ( ) No

5. **If you have an account, then you would be watching videos on this media once in a while. So, what sort of videos do you prefer to watch?**
   Check all that apply.

   [ ] Vlogging

   [ ] Fashion and Beauty

   [ ] Movies / Music

   [ ] Cooking and Cuisine

   [ ] Education oriented

   [ ] News and Sports

   [ ] Others

6. **Normally, why do you watch videos on this media?**
   Check all that apply.

   ☐ For entertainment

   ☐ To get updated

   ☐ To Learn my respective subject.

   ☐ To squander time

7. **How do you gauge your spending time watching videos on this media in a day?**
   Mark only one oval.

   ◯ Less than 1 hour

   ◯ 1 - 2 hours

   ◯ 2 - 4 hours

   ◯ 4 or more

8. **If you watch videos regularly, you must have some channels subscribed in your account. How many channels you have been subscribed so far?**
   Mark only one oval.

   ◯ 1 - 5

   ◯ 6 - 10

   ◯ 10 and more

   ◯ Usually I don't subscribe any ...

9. **Out of the channel/channels you subscribed, do you have any favorite channel/channels that you watch regularly?**
   Mark only one oval.

   ◯ Yes

   ◯ No

10. **You come home after your tedious work/school, are you more likely to watch:**
    Mark only one oval.

    ◯ Television programs.

    ◯ YouTube's favorite channel.

    ◯ I do my relevant work.

    ◯ None.

11. **What technical features of a video on YouTube you care?**
    Check all that apply.

    ☐ Hd video

    ☐ No advertisements

    ☐ User ratings and testimonials

    ☐ No Buffering.

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12. **So far, have you circulated/commented any video/videos on other medias that you liked the most?**

Mark only one oval.

( ) Yes. I do circulate and comment.

( ) Sometimes I do circulation but skip commenting. Vice versa.

( ) I just watch the video, Neither I comment, nor I circulate.

13. **Are you optimistic to ads?**

Mark only one oval.

( ) Yes, which are relevant to me.

( ) No, I get vexed.

14. **Do you vanish history after watching videos?**

Mark only one oval.

( ) Yes

( ) No

( ) Sometimes I do ...

15. **How relevant you find the videos on your homepage are to you?**

Mark only one oval.

	1	2	3	4	5	
Junk	( )	( )	( )	( )	( )	Best

16. **Do you own a channel on YouTube? Is it active?**

Mark only one oval.

( ) Yes, it is active

( ) Yes, but it is not active

( ) I will make my channel.

( ) No.

17. **Are you engaged in earning through this vast media?**

Mark only one oval.

( ) Yes

( ) No

( ) I am thinking to earn ...

18. **So, how do you grade this media?**

Mark only one oval.

	1	2	3	4	5	
Time-pass	( )	( )	( )	( )	( )	Best media

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19. Finally, how did you feel filling this form?
Mark only one oval.

	1	2	3	
Extremely boring	◯	◯	◯	Extremely satisfied

Powered by

📋 **Google** Forms

Methodology:

Our methodology basically deals with diagrammatic results because our data deals with non-quantitative inputs. So why it is important to make diagrams (graphs). The application we have used is **MS – EXCEL.**

And the tools from Excel which we have employed are graphs → **Bar Charts.**

We separately analyzed each question by taking gender and age groups as common for every question and putting it on row labels in the pivot table. Also on the column labels we have taken our respective question and obtained their counts with respect to their gender and age.

The Bar Charts are impressively comprehendible to everyone. No manipulation of data has been made, only thing for certain questions, we had to reduce the option selected to reduce the permutation and combination in pivot table so that we could interpret the result and conclude them accurately at full pelt, for example, to certain questions which had more multiple options that a respondent has to fill, we have given our greater significance only for certain options that make the analysis more apt. So, we have truncated our analysis to certain options only.

This helped us in faster interpretation, also it is the process where skimming takes place which is considered as important tool of any typical statistician.

Data collected:

Once making up the questionnaire, the next essential task to be done is collecting the data. It took almost fifteen days to collect exactly 121 bits of data.

Process Explanation:

Firstly, we have made our questionnaire using Google Forms and circulated it to different college sophomores through Social Medias like "Facebook", "Gmail" and "Watsapp" chat groups. This helped us, likewise, we have received the responses. Then we filtered the duplicates and empty submissions. After having done this, we transferred it to the Google Spreadsheets and then copied the entire data to MS – Excel for carrying our analysis.

We got different opinions from different age groups and it varied accordance with the gender. Our questionnaire was targeted to the college goers and teenagers who engage their time being on this media.

Count of age	Column Labels			
Row Labels	**16 - 20**	**21 - 25**	**more than 25**	**Grand Total**
Female	52	1	3	56
Male	55	8	2	65
Grand Total	**107**	**9**	**5**	**121**

Our questionnaire was circulated to three different universities namely:

1. Christ University.
2. Delhi University and
3. NIT Durgapur.

We are grateful to all our respondents for giving their positive answers for all the questions contained in the questionnaire.

Results and Conclusions:

Table 1: Analysis of the data whether respondents have a YouTube account or not:

| Count of Account	Column Labels		
Row Labels	**No**	**Yes**	**Grand Total**
Female	18	38	56
16 - 20	17	35	52
21 - 25		1	1
more than 25	1	2	3
Male	10	55	65
16 - 20	9	46	55
21 - 25	1	7	8
more than 25		2	2
Grand Total	28	93	121

1. Graphical representation
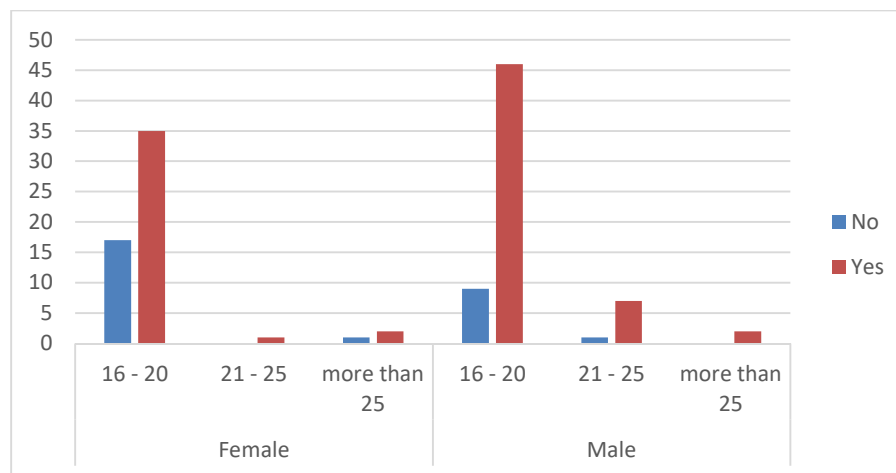
Conclusion:

- The above pivot table and graph shows the analysis of the respondents whether they own a YouTube account.
- Majority of the respondents both females and males of age 16 to 20 own an account and it's clearly seen from the above graph.
- And other age groups like 21 to 25 and more than 25 have accounts but not up to mark as 16 to 20 age group. This shows that teenagers and college goers are more active when compared with others.

Table 2: Analysis based on what preferable videos they watch:

| Count of videos	Column labels													
Row Labels	**E**	**E,NS**	**F**	**F,E**	**F,M**	**F,M,E**	**F,M,E,NS**	**F,M,NS**	**M**	**M,E**	**M,E,NS**	**M,NS**	**NS**	**Total**
Female	2		6		1	3	4		16	2	11	6	5	56
16 - 20	2		4		1	3	4		16	2	10	6	4	52
21 - 25			1											1
more than 25			1								1		1	3
Male	3	1	1	1	6	6	2	1	14	10	8	8	4	65
16 - 20	3	1	1	1	5	6	2		13	8	8	5	2	55
21 - 25					1			1	1	1		3	1	8
more than 25										1			1	2
Total	5	1	7	1	7	9	6	1	30	12	19	14	9	121

2. Graphical representation
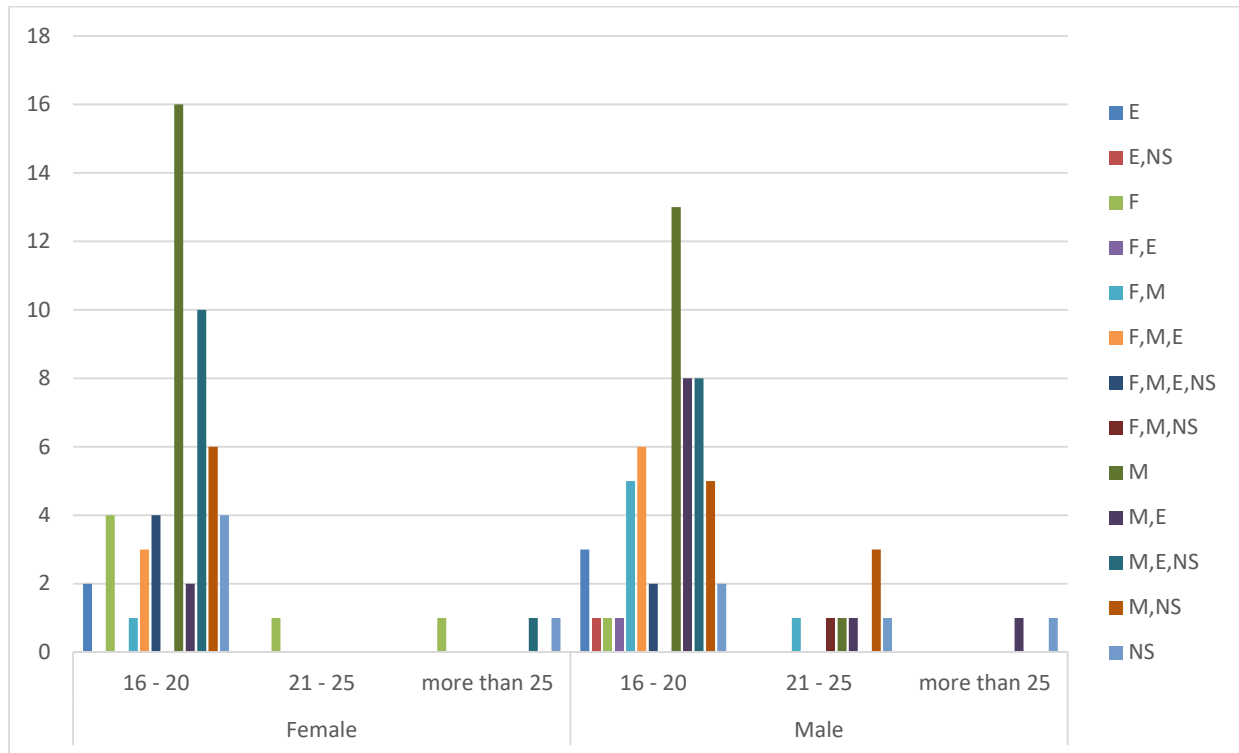
Conclusion:

- The above pivot table and graph shows the analysis of the respondents preferably what type of videos they watch.
- Here, F – Fashion, M – Movies, E – Education, and NS – News and sports.
- Most of the respondents (Male and Female) from the age group 16 to 20 watch Movies on this media.
- Vote for the Education went down when compared with Movies.
- Females and Males aged 16 to 20 gave high response to Movies, Education and News (together).
- Other age groups of both genders gave responses which are not upto the mark.

Table 3: Analysis based on the user's view for the media:

| Count of Why this media?	Column labels													
Row Labels	E	E,U	E,U,L	E,U,L,S	E,U,S	E,L	E,L,S	E,S	U	U,L	U,S	L	S	Total
Female	21	9	6	2		7	1	3	2	1		3	1	56
16 - 20	21	8	5	2		6	1	2	2	1		3	1	52
21 - 25			1											1
more than 25		1				1		1						3
Male	14	9	9	5	1	5	2	3	5	5	1	5	1	65
16 - 20	12	8	8	5	1	3	2	3	4	4	1	3	1	55
21 - 25	2	1	1			2				1		1		8
more than 25									1			1		2
Total	35	18	15	7	1	12	3	6	7	6	1	8	2	121

3. Graphical representation
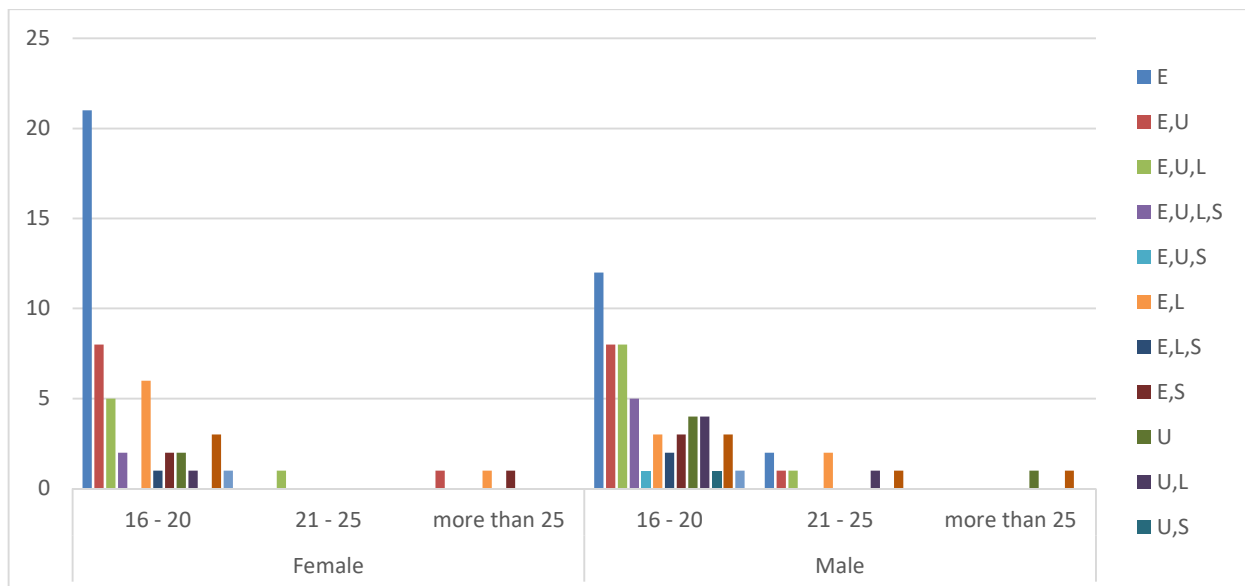
Conclusion:

- The above pivot table and graph shows the analysis of the respondents generally why they watch the videos on YouTube.
- Here, E – Entertainment, U – To get Updated, L – Learning and S – Squandering time.
- Most of the respondents (Male and Female) from the age group 16 to 20 watch videos to get entertained and for updating (combined) (as in the above case if we relate, most respondents chose for watching Movies, hence it is quite sensible that most respondents use it for Entertainment).
- Individually if we observe, then it is apparent that Entertainment bagged high position.

Table 4: Analysis based on "Time spent" on watching videos:

Count of Time Spend	Column Labels				
Row Labels	1 - 2 hours	2 - 4 hours	4 or more	Less than 1 hour	Grand Total
Female	22	8	2	24	56
16 - 20	20	7	2	23	52
21 - 25	1				1
more than 25	1	1		1	3
Male	30	11	4	20	65
16 - 20	27	8	4	16	55
21 - 25	3	3		2	8
more than 25				2	2
Grand Total	52	19	6	44	121

## 4. Graphical representation
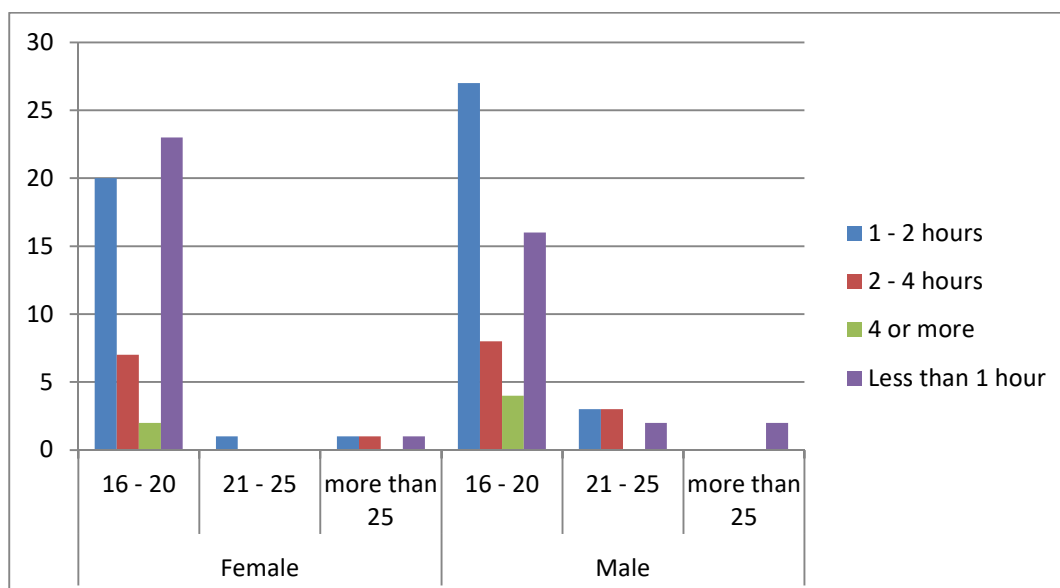
Conclusion:

- The above pivot table and graph shows analysis of the respondents on how much time they spend being on this media.
- The graph shows that Females aged 16 to 20 watch less than 1 hour and the Males aged 16 to 20 watch for about 1 to 2 hours. This analysis is based on the daily basis.
- Only little number of respondents use it for more than 4 hours. This shows that they are not so addictive to this media when considered as a whole, apart from that little number of users.

Table 5: Analysis based on no: of subscriptions of the channels:

| Count of Subscriptions	Column Labels				
Row Labels	1 to 5	10 and more	6 to 10	Usually I don't subscribe any ...	Grand Total
Female	20	4	5	27	56
16 - 20	20	4	4	24	52
21 - 25			1		1
more than 25				3	3
Male	20	14	14	17	65
16 - 20	17	10	12	16	55
21 - 25	2	3	2	1	8
more than 25	1	1			2
Grand Total	40	18	19	44	121

5. Graphical representation
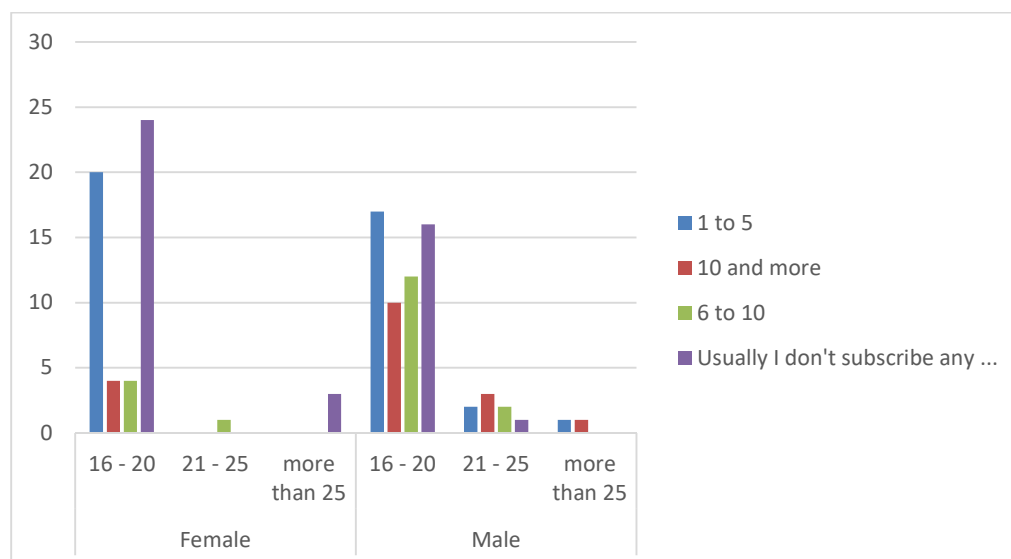
Conclusion:

- The above pivot table and graph shows the analysis of the respondents on their subscriptions for the channels.
- Females and Males of the age group 16 to 20 have their subscriptions for about 1 to 5 channels.
- And there is contrast here in case of Males and Females, both occupy the high position where in they just don't subscribe any channel.
- And it conspicuous to know that Males even have 6 to 10 subscriptions and Females with less number.

Table 6: Analysis of the users whether they watch their favorite channel or not:

| Count of Watching Channel Videos	Column Labels		
Row Labels	No	Yes	Grand Total
Female	28	28	56
16 – 20	27	25	52
21 – 25		1	1
more than 25	1	2	3
Male	27	38	65
16 – 20	26	29	55
21 – 25	1	7	8
more than 25		2	2
Grand Total	55	66	121

6. Graphical representation
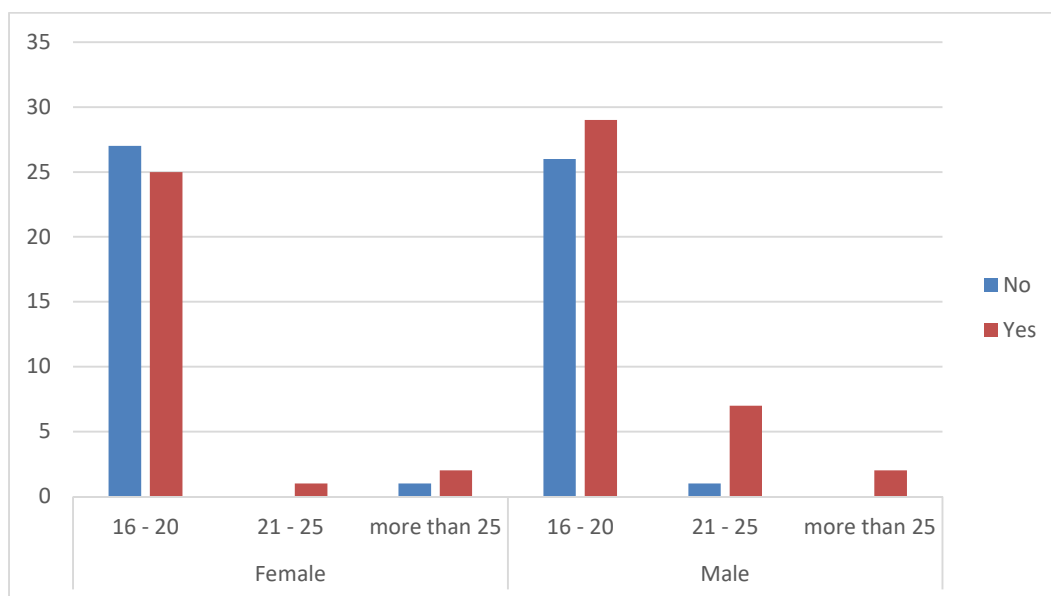
Conclusion:

- The above pivot table and graph shows the analysis of the respondents whether they watch their subscribed channel and how often they watch it.
- The graph concludes that the Females of age 16 to 20 don't watch their respective subscribed channel. And the Males of age 16 to 20 show that they are satisfied watching their subscribed favorite channels.
- Males aged 21 to 25 also showed impressive response that even they are inclined to watch their favorite subscriptions.

Table 7: Analysis based on what users do after their job/work:

| Count of Preference after Work	Column Labels				
Row Labels	None.	Television	Work	YouTube	Grand Total
Female	16	15	19	6	56
16 – 20	15	15	16	6	52
21 – 25			1		1
more than 25	1		2		3
Male	20	12	17	16	65
16 – 20	19	11	13	12	55
21 – 25	1	1	2	4	8
more than 25			2		2
Grand Total	36	27	36	22	121

7. Graphical representation
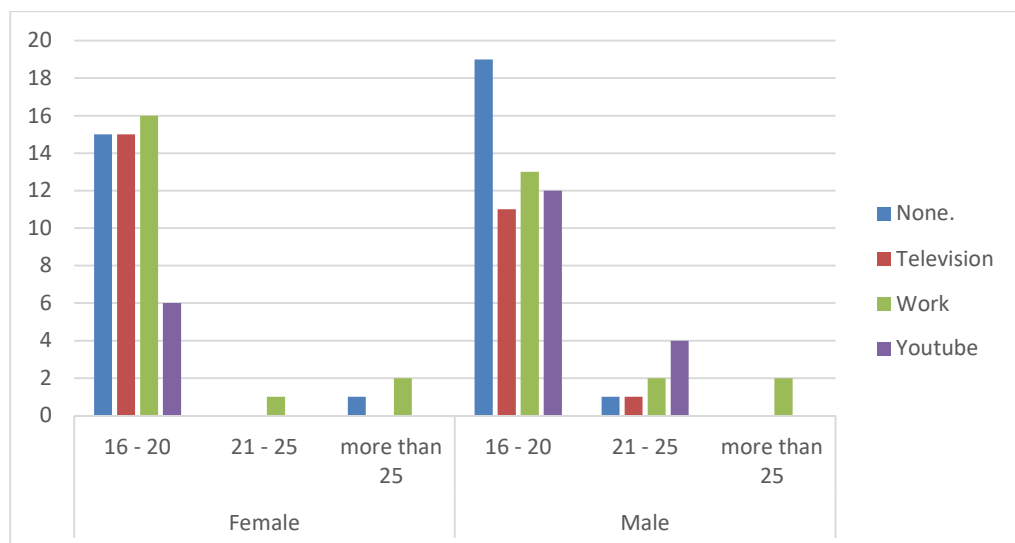
Conclusion:

- The above pivot table and graph shows the analysis of the respondents generally what they do after their tedious work. Do they get satisfied watching their favorite channel of YouTube or not.
- The graph concludes that the respondents do NONE after their school work/job. They take some rest as soon as they are free out of their work.
- It conveys that, folks from both sides watch their favorite channel on YouTube (purple bar).
- Females show their appetite in watching TV more when compared to Males (red bars).

Table 8: Analysis based on what technical features they care:

| TF	C													
R	H	H,NA	H,NA,NB	H,NA,U	H,NA,U,NB	H,NB	H,U	NA	NA,NB	NA,U	NA,U,NB	NB	U	T
Female	18	1	6		2	2		8	8		2	7	2	56
16 - 20	16	1	4		2	2		8	8		2	7	2	52
21 - 25			1											1
more than 25	2		1											3
Male	15	2	11	1	2	3	1	6	6	1		13	4	65
16 - 20	11	1	11	1	2	3	1	5	6	1		9	4	55
21 - 25	2	1						1				4		8
more than 25	2													2
T	33	3	17	1	4	5	1	14	14	1	2	20	6	121

8. Graphical representation
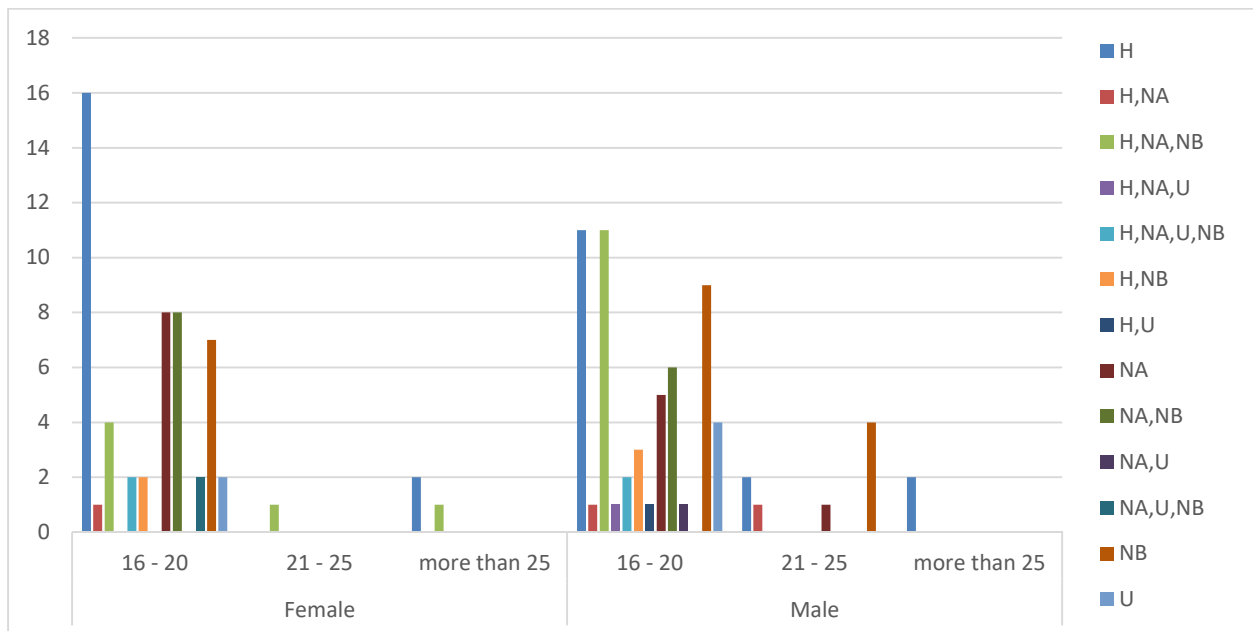
Conclusion:

- The above pivot table and graph shows the analysis of the respondents on what technical features they care on YouTube while watching a video.
- Here, H – HD quality, NA – No Ads, U – User rating and Testimonials and NB – No Buffering.
- Both the genders who are aged16 to 20 care highly for HD quality.
- Males of 16 to 20 also chose for HD video, No buffering and No ads equally to HD (individual).
- It is apparent from the graph that Males also care No buffering (brown bar) as their choice.

Table 9: Analysis based on whether they circulate the video on other medias or not:

| Count of Circulated or Commented	Column Labels			
Row Labels	I just watch video	Sometimes I do	Yes	Grand Total
Female	48	7	1	56
16 - 20	45	6	1	52
21 - 25		1		1
more than 25	3			3
Male	33	17	15	65
16 - 20	27	16	12	55
21 - 25	5	1	2	8
more than 25	1		1	2
Grand Total	81	24	16	121

9. Graphical representation
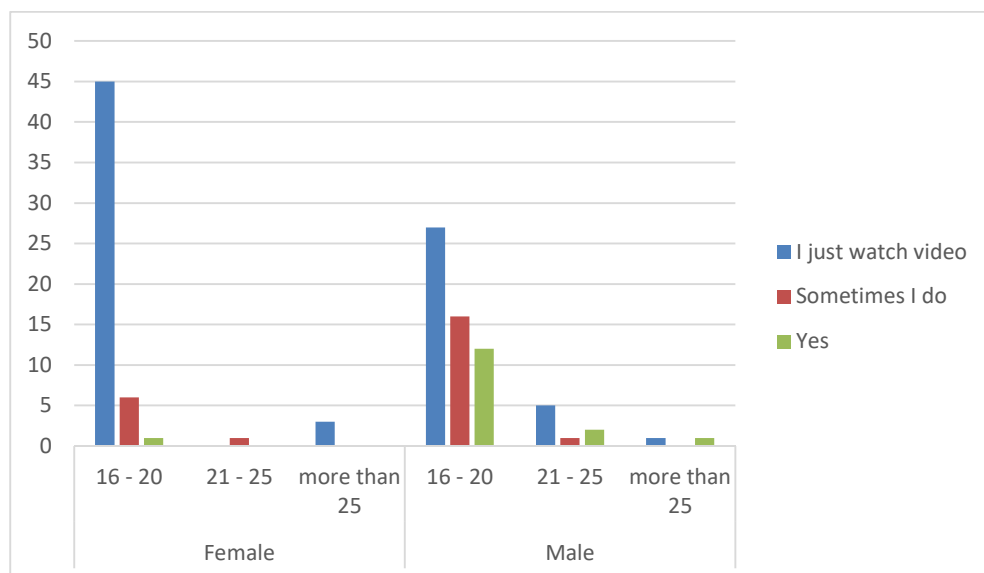
Conclusion:

- The above pivot table and graph shows the analysis of the respondents whether they have circulated any video on other social media's which they have liked the most.
- It is noticeable that both the genders just watch the video (blue bar) and only little number of Females rarely circulate and Males over numbered it (green bar).

Table 10: Analysis based on whether they are optimistic to ads:

| Count of Are you optimistic to ads?	Column Labels		
Row Labels	No, I get vexed.	Yes, which are relevant tome?	Grand Total
Female	35	21	56
16 - 20	35	17	52
21 - 25		1	1
more than 25		3	3
Male	37	28	65
16 - 20	35	20	55
21 - 25	2	6	8
more than 25		2	2
Grand Total	72	49	121

10.Graphical representation
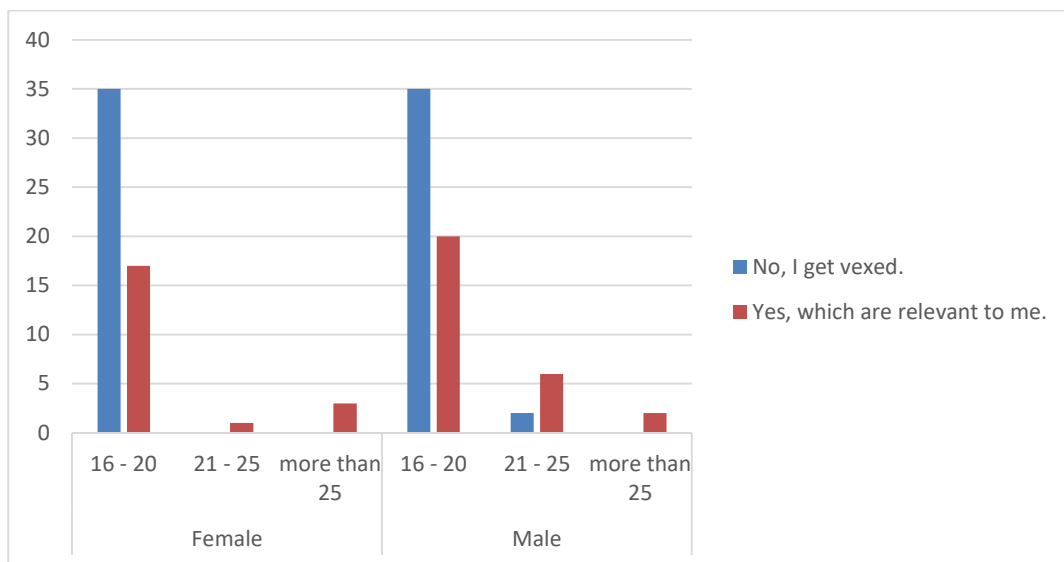
Conclusion:

- The above pivot table and graph shows the analysis of the respondents whether they are optimistic to ads or not.
- The graph concludes that equal number of Females and Males get vexed by ads (blue bar).
- It is even important to see that Males and Females voted for relevant ads.

Table 11: Analysis based on whether they clear the history after watching or not:

Count of Do you Vanish History?	Column Labels			
Row Labels	No	Sometimes I do ...	Yes	Grand Total
Female	38	13	5	56
16 - 20	36	11	5	52
21 - 25	1			1
more than 25	1	2		3
Male	35	24	6	65
16 - 20	27	23	5	55
21 - 25	7	1		8
more than 25	1		1	2
Grand Total	73	37	11	121

## 11. Graphical representation:
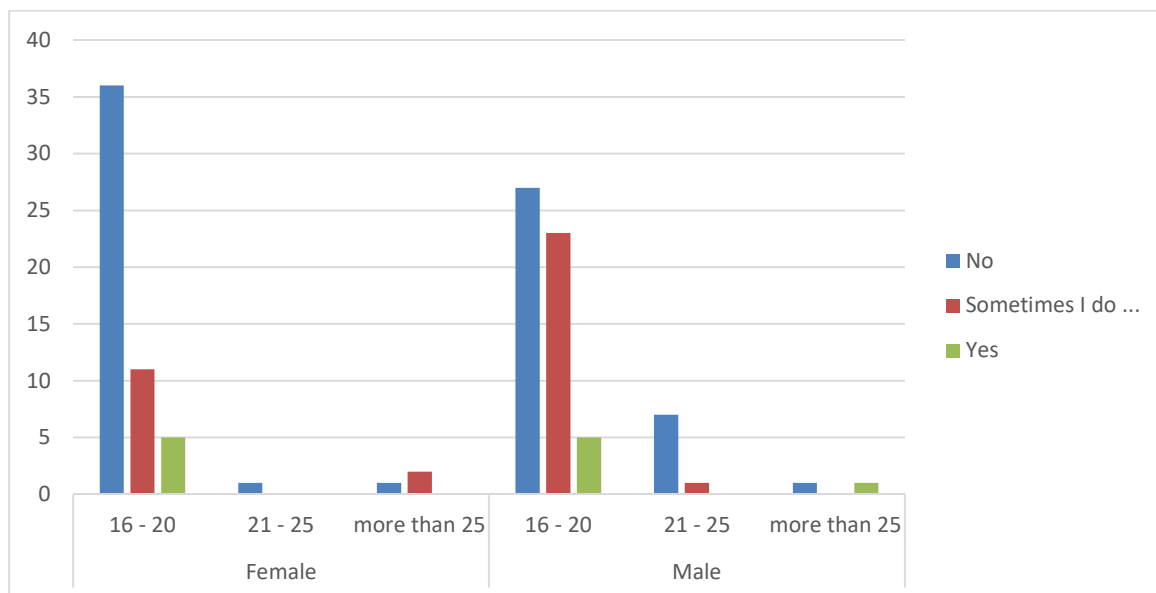
Conclusion:

- The above graph and pivot table shows the analysis of the respondents whether they vanish history after watching their respective videos.
- Many respondents aged 16 to 20 chose option No (blue bar) that too especially Females are numbered higher than Males.
- Males of 16 to 20 highly voted for clearing the history sometimes (red bar) than Females.

Table 12: Analysis based on the videos on their homepage:

| Sum of How relevant are videos on your homepage?	Column Labels					
Row Labels	1	2	3	4	5	Grand Total
Female	4	20	72	56	20	172
16 – 20	4	20	63	52	20	159
21 – 25				4		4
more than 25			9			9
Male	4	22	81	72	25	204
16 – 20	3	20	72	56	20	171
21 - 25		2	6	16	5	29
more than 25	1		3			4
Grand Total	8	42	153	128	45	376

12. Graphical representation
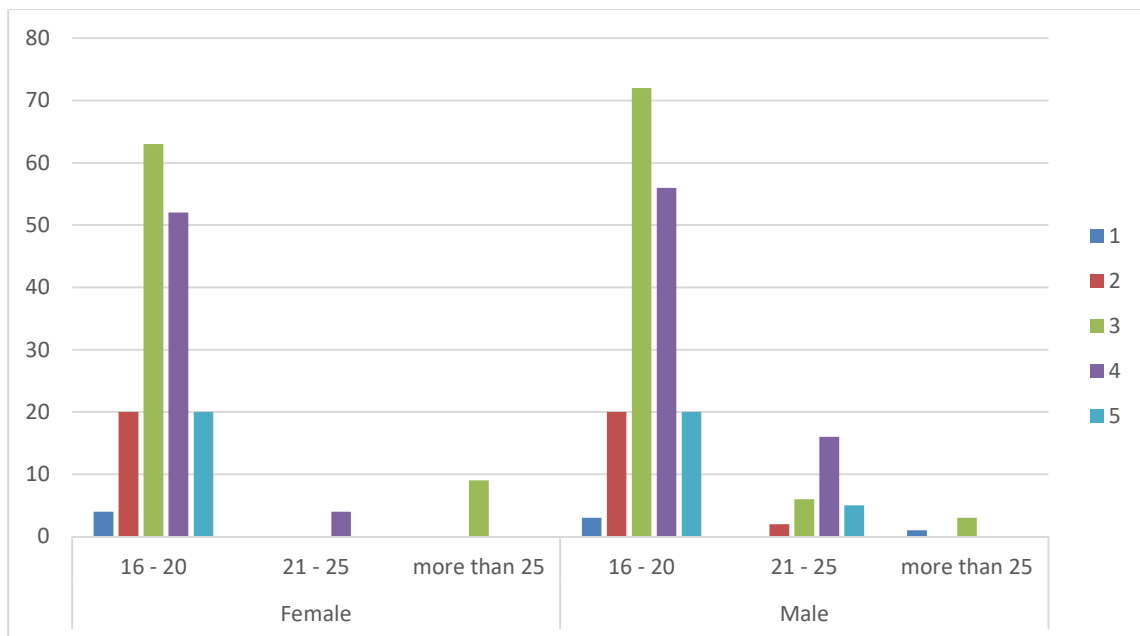
Conclusion:

- The above pivot table and graph shows the analysis of the respondents' home page.
- For this question, the respondent has to mark the LINEAR SCALE to express his/her view.
- Respondents aging 16 to 20 chose "**3**". And also it is almost equal at the rate "**4**" (purple).

Table 13: Analysis based on their view to own a channel:

| Count of Owning a channel	Column Labels				
Row Labels	**I will make my channel.**	**No.**	**Yes - inactive**	**Yes – active**	**Grand Total**
Female	2	50	4		56
16 - 20	2	46	4		52
21 - 25		1			1
more than 25		3			3
Male	8	42	12	3	65
16 - 20	8	36	10	1	55
21 - 25		5	2	1	8
more than 25		1		1	2
Grand Total	10	92	16	3	121

13. Graphical representation
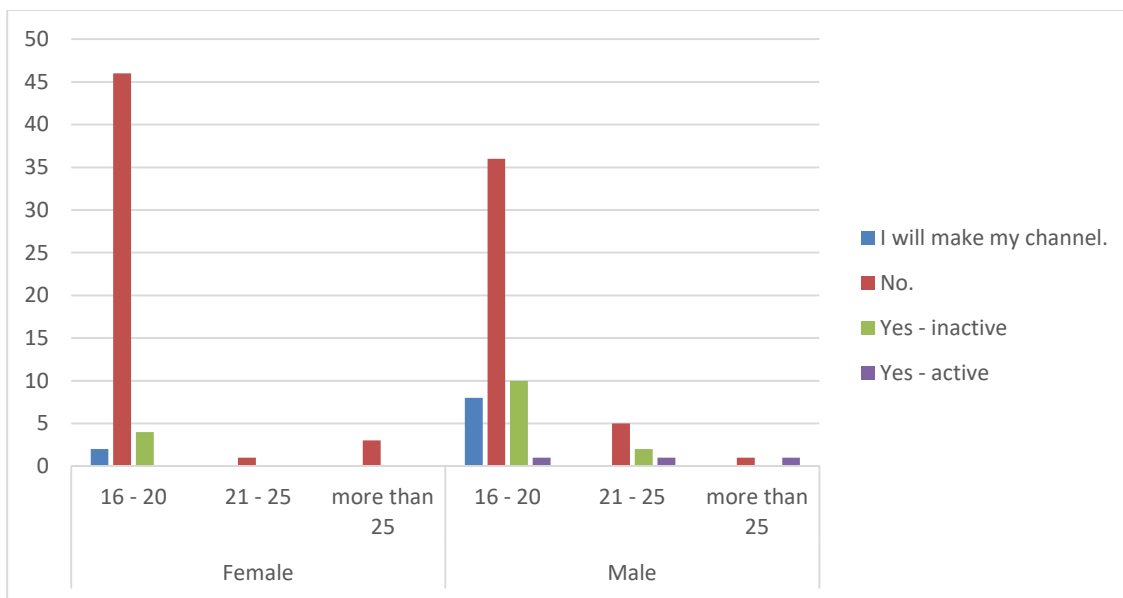
Conclusion:

- The above pivot table and graph shows the analysis of respondents owing a channel.
- The graph concludes that, respondents of age 16 to 20 don't own a channel.
- And that too, more Males have intension to own a channel when compared with Females.
- Some Males who aged 16 to 20 already own a channels but it is in – active.
- Negligible respondents own active channels.

Table 14: Analysis based on whether they are earning through this vast media or not:

| Count of Engaged in earning?	Column Labels			
Row Labels	**I'm planning to earn**	**No**	**Yes**	**Grand Total**
Female	**3**	**49**	**4**	**56**
16 - 20	2	46	4	52
21 - 25		1		1
more than 25	1	2		3
Male	**19**	**38**	**8**	**65**
16 - 20	19	30	6	55
21 - 25		7	1	8
more than 25		1	1	2
Grand Total	**22**	**87**	**12**	**121**

14. Graphical representation
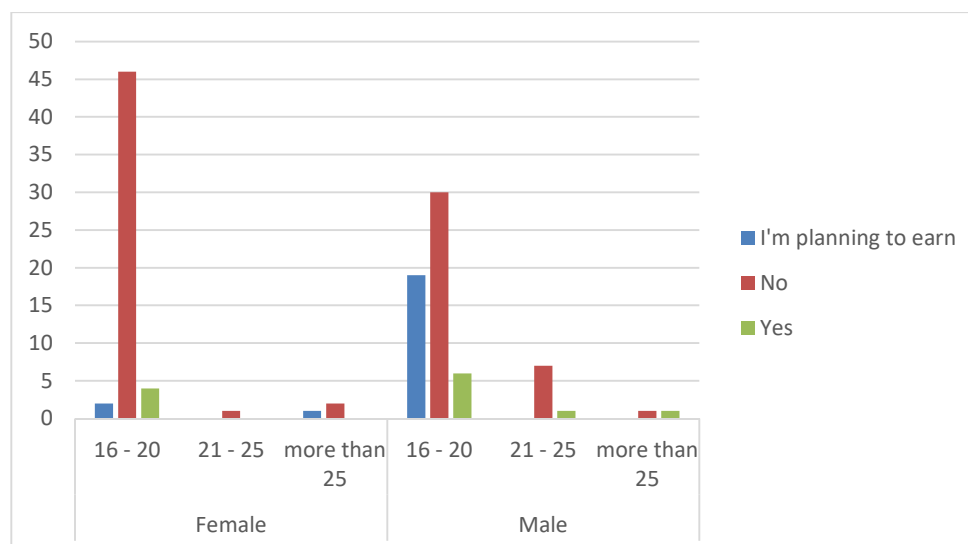
Conclusion:

- The above pivot table and graph shows the analysis of the respondents whether they are engaged in earning through YouTube media.
- It is obvious from the above conclusion that most of the respondents don't possess any active channels, which concludes that this same category is not engaged in earning.
- But most of the Males of same age 16 to 20 have an intension to earn.

Table 15: Analysis based on their grading to the media:

Sum of Grade this media?	Column Labels					
Row Labels	1	2	3	4	5	Grand Total
Female	2	4	78	76	35	195
16 - 20	2	4	69	72	35	182
21 - 25			3			3
more than 25			6	4		10
Male	1	8	39	136	65	249
16 - 20		8	36	120	45	209
21 - 25			3	16	15	34
more than 25	1				5	6
Grand Total	3	12	117	212	100	444

15.Graphical representation
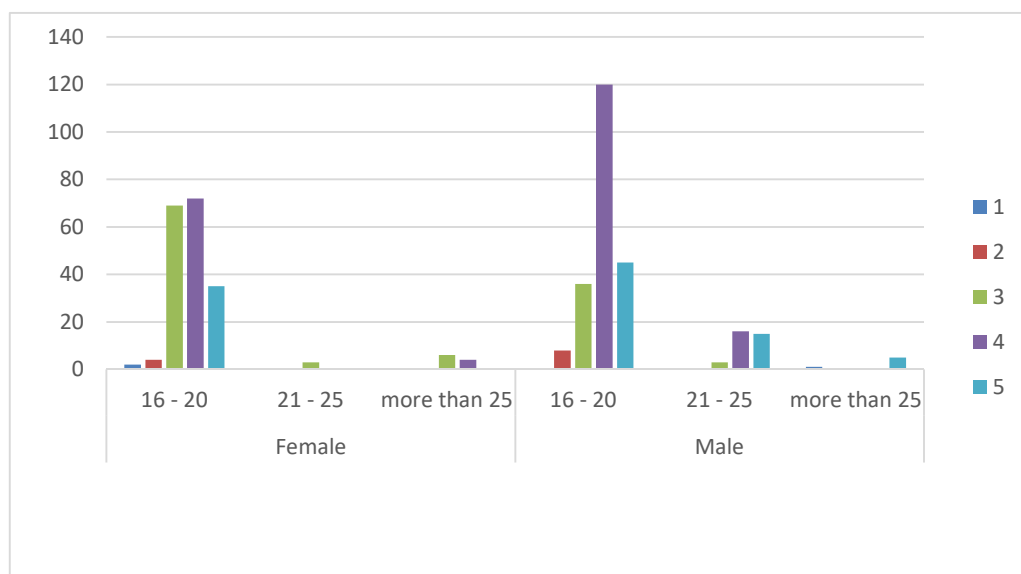
Conclusion:

- The above pivot table and graph shows the analysis of the respondents on how they grade the YouTube media.
- For this question, the respondent has to mark the LINEAR SCALE to express his/her view.
- Most of the respondents have chosen "4" which means they are happy but not full-fledged.
- In fact "4" is the best grade for a video search engine. Most of the respondents from the same age group chose for "5", resulting a positive response.

Punch line Conclusions:

It is vivid that 16 – 25 age group people are more likely to use the YouTube for various purposes, this shows that teenagers and sophomores are more active on YouTube than other people.

In our survey, we have noticed that most of them use this for their own entertainment.

It is observed that till the age of 25 years, people use this for about 4 hours or even more and some for less than 4 hrs.

It is observable that most of them like to watch those videos from those channels which they have subscribed to where as others changed their watching patterns.

Hence, from our research, we can conclude that as people after the age of 25 years or at the most 30 years have changed their viewpoints on YouTube, for example before they never used this source for information or we can say that it was rarely used for educational purposes whereas after that particular age they changed it to more of knowledge prompted videos like ted talks, stocks information etc.

References:

1. Introduction →
   a. https://en.wikipedia.org/wiki/YouTube
   b. https://fortunelords.com/youtube-statistics/
2. We contemplated the actual YouTube Site to frame the Questionnaire.