

This webpage contains the mental health experiments pertaining to YouTube and targeted advertising. Under “data”, we have data collected during the experiments and the visualizations relevant to the experiment for each persona. The “methodology” page has visual explanations of the methods used in this experiment as well as a detailed description of the methods of the experiments. Finally, “Video” has a 4 minute video explaining the experiment, results, and interpretations of the results. We hope you enjoy this. Thank you!