

Introduction

Welcome to our survey!

We are looking for frequent YouTube users (at least once a month). We are interested to know about your YouTube usage, particularly when it's recommending content you're not interested in. Participating in this study is completely voluntary. Your responses will be kept confidential. We expect this survey to take no more than 10 minutes to complete. Even if you decide to participate now, you may change your mind and stop at any time.

To continue with the survey, please read and accept the consent form on the next page.
Thank you!

Investigator:

- Dr. Paul Resnick, Professor, University of Michigan School of Information,
presnick@umich.edu
- Alexander Liu, PhD Student, University of Michigan School of Information,
avliu@umich.edu

Information about Study Participation: We are looking for frequent YouTube users (at least once a month). We are interested to know about your YouTube usage, particularly when it's recommending content you're not interested in. We would like to know whether you've experienced this scenario, how you dealt with it, and whether you used certain platform features (e.g. the "Dislike" button). Participating in this study is completely voluntary. Your responses will be kept confidential. We expect this survey to take no more than 10 minutes to complete. Even if you decide to participate now, you may change your mind and stop at any time.

Benefits: You may not receive any personal benefits from being in this study. However, others may benefit from the knowledge gained from this study.

Risks: The researcher has taken steps to minimize the risks of this study. The data

collected is anonymous, and the topic is not sensitive. This survey is intended for adult participants only. By continuing with this survey, you acknowledge this disclaimer.

Compensation: In appreciation of your time for completing this survey, you will receive compensation through Amazon Mechanical Turk (mturk.com) at the agreed-upon rate.

Confidentiality: Your responses to this survey are anonymous. The data you provide will be kept confidential and stored on a password-protected machine. We may use or share your research information for future research studies.

Contact Information: If you have questions about your rights as a research participant, or wish to obtain information, ask questions, or discuss any concerns about this study, please contact the research team:

- Dr. Paul Resnick, Professor, University of Michigan School of Information,
presnick@umich.edu
- Alexander Liu, PhD Student, University of Michigan School of Information,
avliu@umich.edu

The University of Michigan Health Sciences and Behavioral Sciences Institutional Review Board has determined that this research is exempt from IRB oversight (Study ID:[TODO]). You may print this page for your records.

Consent: Please make sure that you have read this entire form and that your questions about the study have been answered. You may contact the research team if you think of a question later. By selecting "I consent to participate in this survey," you are consenting to participate in this research survey. If you do not wish to participate, select "I DO NOT consent to participate in this survey."

- I consent to participate in this survey
- I DO NOT consent to participate in this survey

General Information

General Information

How often do you watch content on YouTube?

- At least once every day
- At least once every week
- At least once every month

When you watch YouTube, how often are you logged into your YouTube account?

- Always
- Most of the time
- Half of the time
- Less than half of the time
- Rarely
- Never

Demographic Information

Demographic Information

What is your highest education level?

- Some high school
- High school (e.g. GED)
- Some college
- College (Associate or Bachelor's degree)
- Some graduate school
- Graduate degree (Master's or PhD)
- Prefer not to disclose
- Prefer to self-describe

What is your gender? Select all that apply

- Woman
- Man
- Non-binary
- Prefer not to disclose
- Prefer to self-describe

Choose one or more races/ethnicities that you consider yourself to be

- American Indian or Alaskan Native
- Asian or Asian American
- Black or African American
- Hispanic, Latino, Latina, or Latinx
- Middle Eastern or Northern African
- Native Hawaiian or Other Pacific Islander
- White
- Prefer not to disclose
- Prefer to self-describe

In general, how would you describe your political views?

- Very conservative
- Conservative
- Moderate
- Liberal
- Very liberal

Scenario Experience

Scenario Experience

Scenario: You are browsing YouTube, and notice videos recommended to you that you would rather not have recommended (because they are offensive to you, triggering, not safe for work, or some other reason)

Have you experienced this scenario before?

- Yes, very frequently
- Yes, sometimes
- Yes, rarely
- Never

Scenario: You are browsing YouTube, and notice videos recommended to you that you would rather not have recommended (because they are offensive to you, triggering, not safe for work, or some other reason)

You answered \${q://QID20/ChoiceGroup/SelectedChoices} to experiencing this scenario.

Please describe in a few words what these videos were (just general topics are fine)

Scenario: You are browsing YouTube, and notice videos recommended to you that you would rather not have recommended (because they are offensive to you, triggering, not safe for work, or some other reason)

You answered \${q://QID20/ChoiceGroup/SelectedChoices} to experiencing this scenario.

What did you do to get rid of the unwanted recommendations? Specifically, what actions did you take on the YouTube platform, if any?

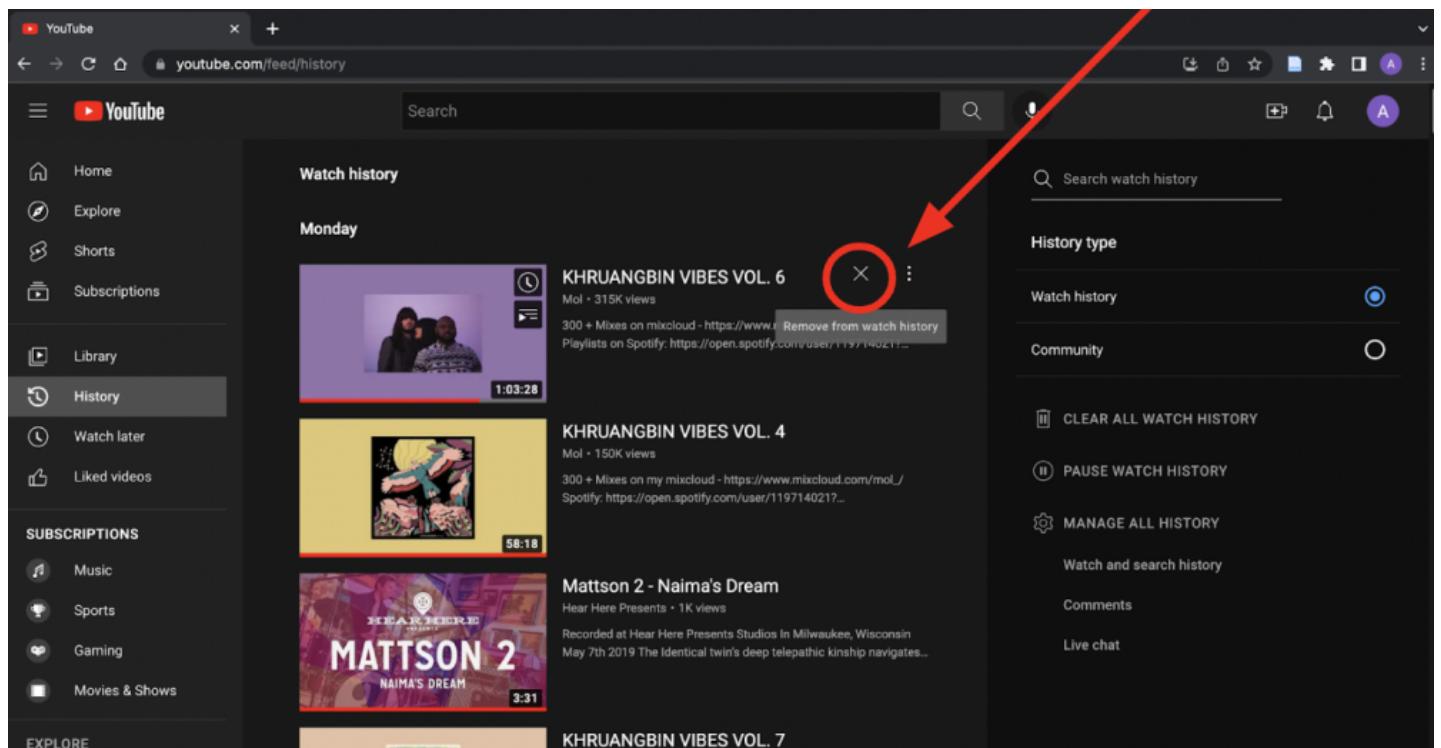
Scenario: You are browsing YouTube, and notice videos recommended to you that you would rather not have recommended (because they are offensive to you, triggering, not safe for work, or some other reason)

You answered \${q://QID20/ChoiceGroup/SelectedChoices} to experiencing this scenario.

Suppose you did experience this scenario. What did you do to get rid of the unwanted recommendations? Specifically, what actions did you take on the YouTube platform, if any?

The "Delete" button

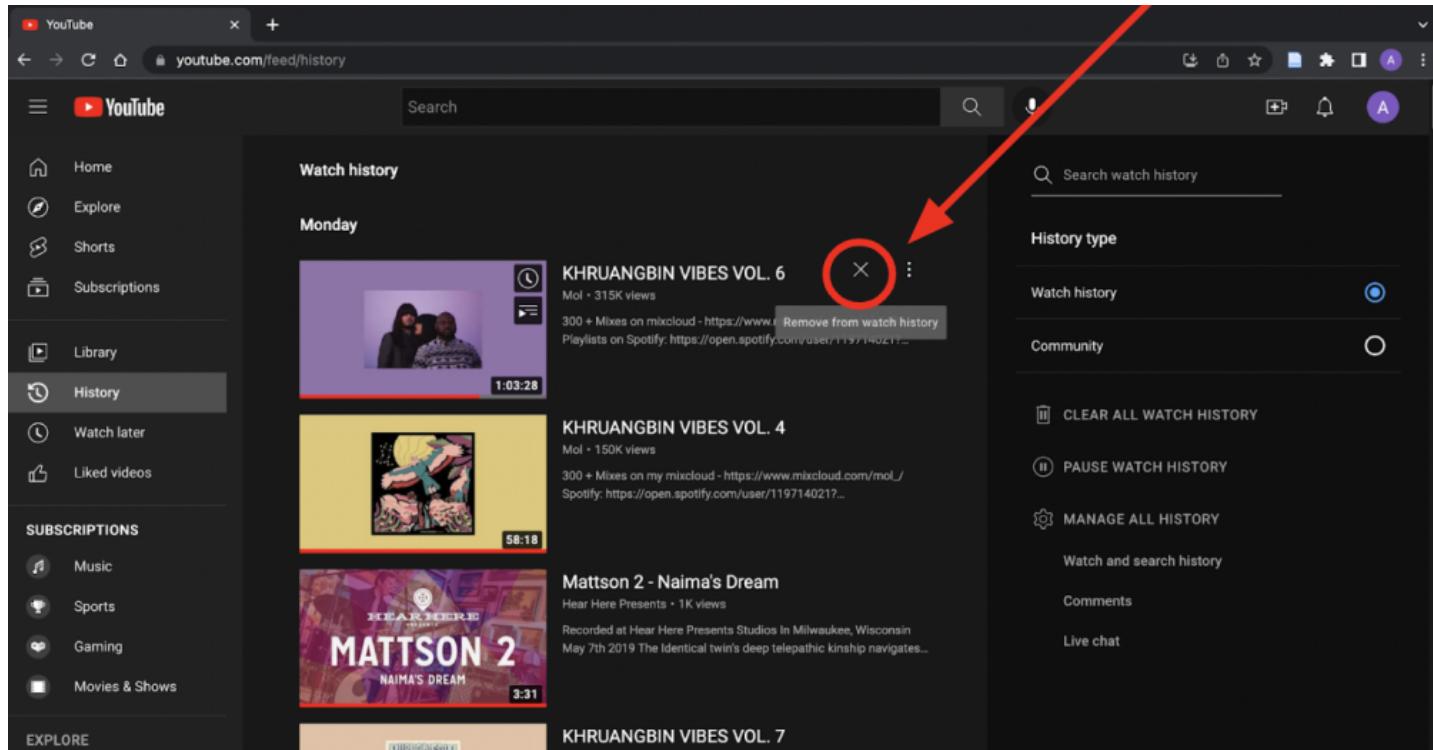
The "Delete" button



Inside the red circle is where the "Delete" button is located.

Before taking this survey, were you aware that the "Delete" button existed?

- Yes
- No
- Not sure



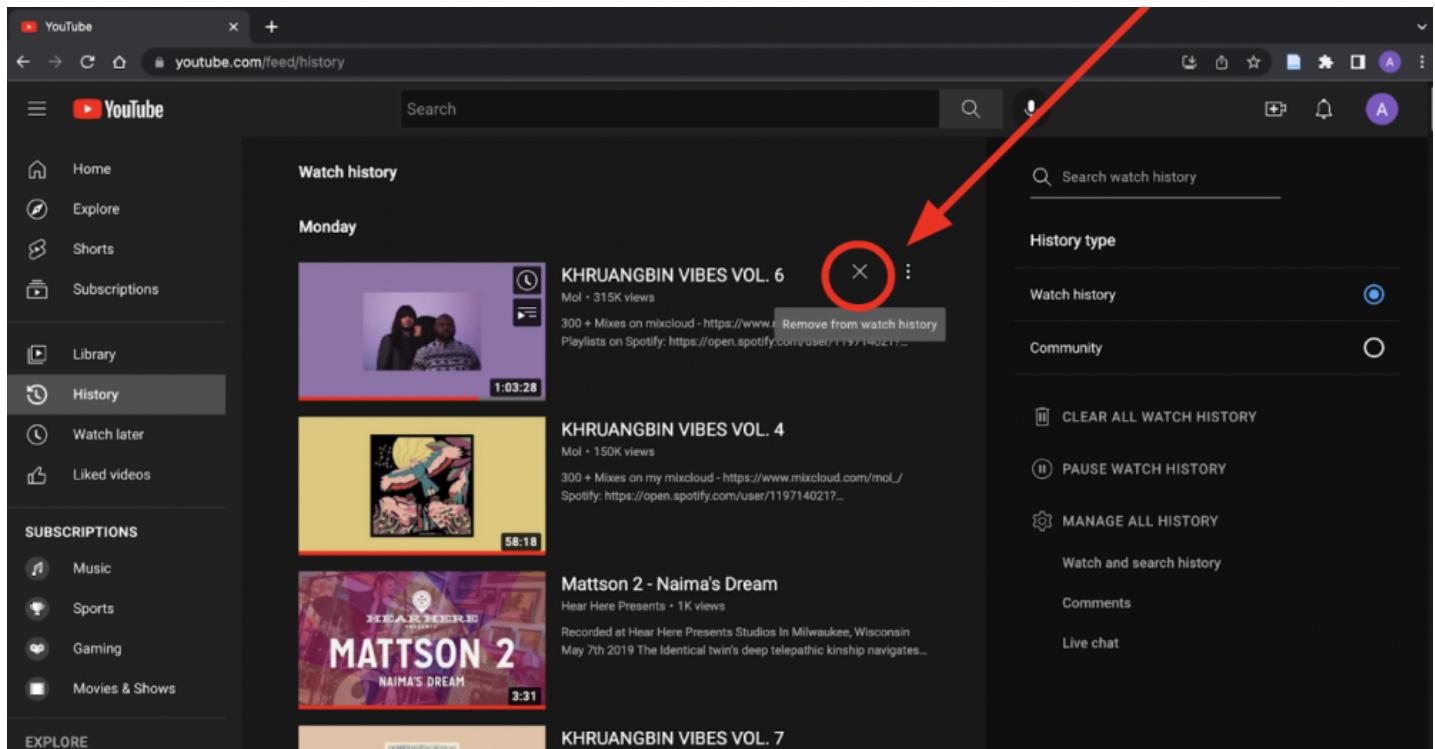
Inside the red circle is where the "Delete" button is located.

Scenario: You are browsing YouTube, and notice videos recommended to you that you would rather not have recommended (because they are offensive to you, triggering, not safe for work, or some other reason)

You answered "yes" to experiencing this scenario.

When this scenario occurred, did you use the "Delete" button to try and get rid of the unwanted recommendations?

- Yes
- No
- Not sure



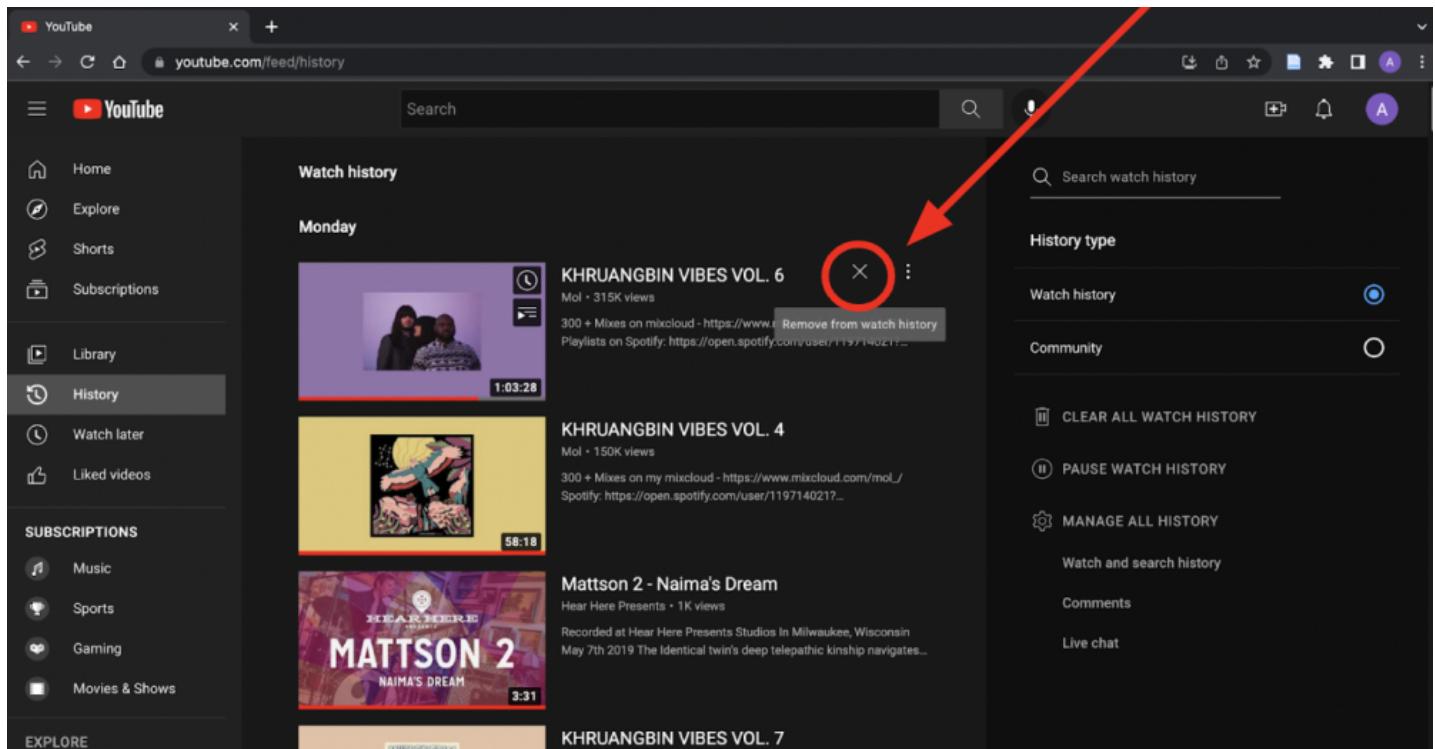
Inside the red circle is where the "Delete" button is located.

Scenario: You are browsing YouTube, and notice videos recommended to you that you would rather not have recommended (because they are offensive to you, triggering, not safe for work, or some other reason)

You answered "no" to experiencing this scenario.

If this scenario occurred to you, would you use the "Delete" button to try and get rid of the unwanted recommendations?

- Yes
- No
- Not sure



Inside the red circle is where the "Delete" button is located.

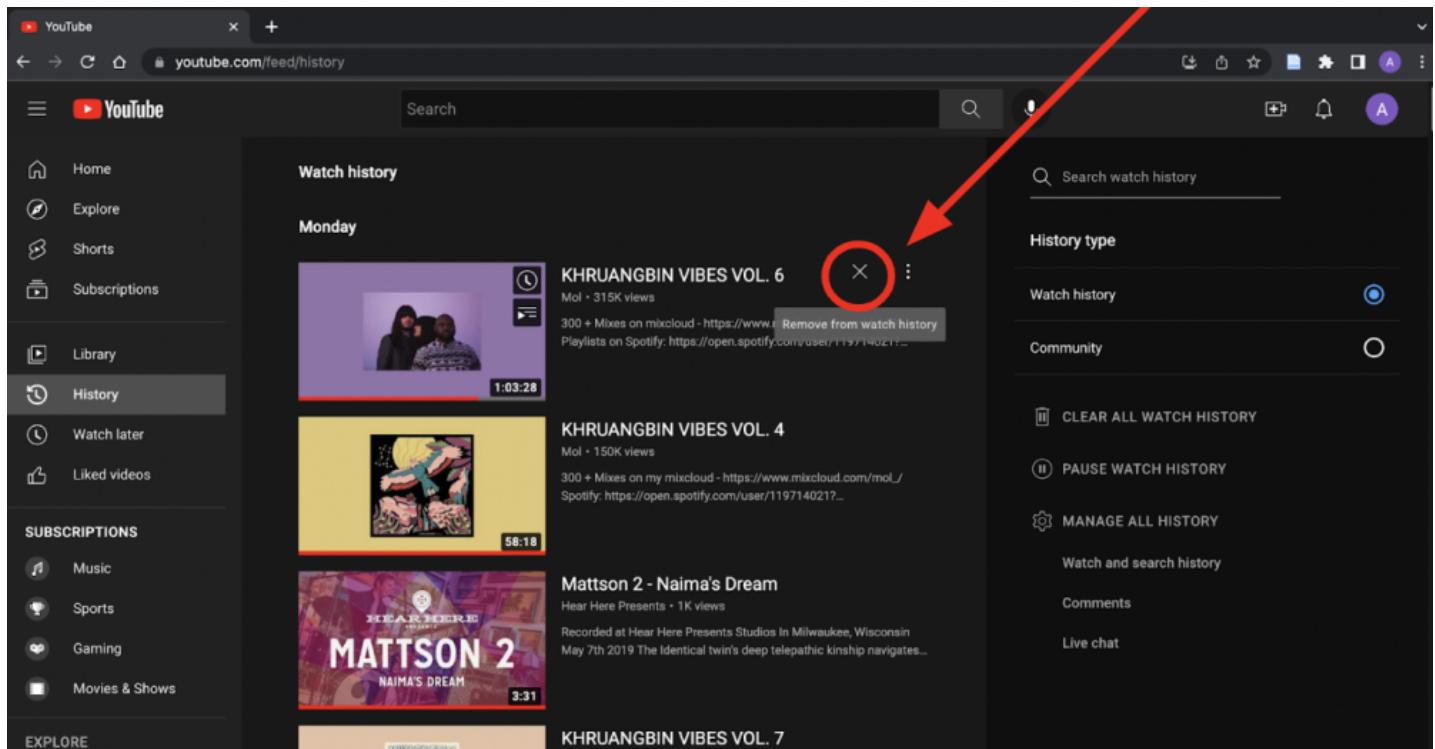
Scenario: You are browsing YouTube, and notice videos recommended to you that you would rather not have recommended (because they are offensive to you, triggering, not safe for work, or some other reason)

You answered "yes" to experiencing this scenario.

You answered "yes" to using the "Delete" button to try and resolve this scenario.

Recall the times when you experienced this scenario and used the "Delete" button to try and get rid of them. How effective do you think it was?

- 1- not at all effective
- 2
- 3
- 4
- 5- completely effective
- Not sure



Inside the red circle is where the "Delete" button is located.

Scenario: You are browsing YouTube, and notice videos recommended to you that you would rather not have recommended (because they are offensive to you, triggering, not safe for work, or some other reason)

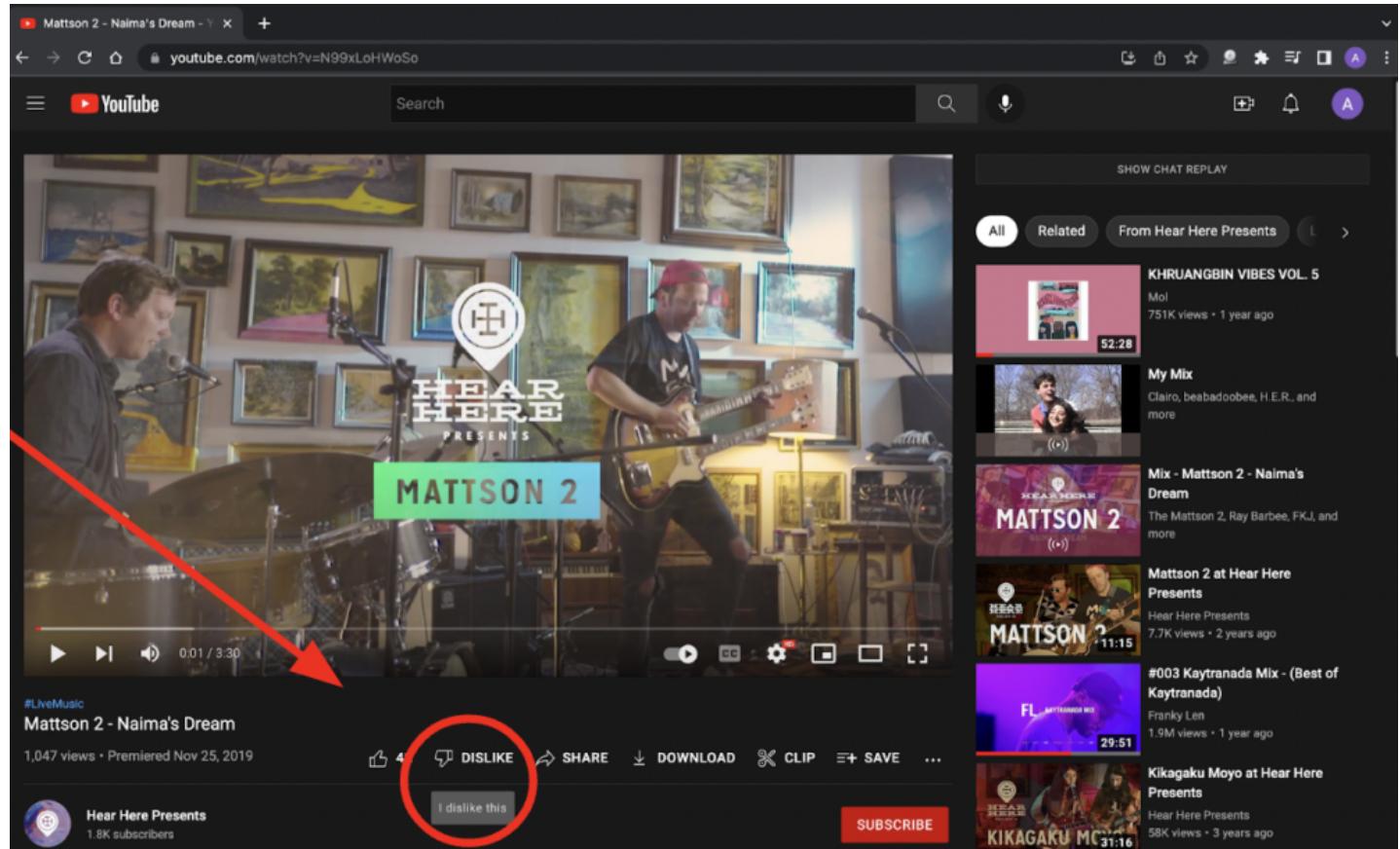
You answered that you have not used the "Delete" button to resolve this scenario before, in your own experience.

Suppose you experienced this scenario and used the "Delete" button to try and get rid of the unwanted recommendations. How effective do you think this solution would be to resolve the scenario?

- 1- not at all effective
- 2
- 3
- 4
- 5- completely effective
- Not sure

The "Dislike" button

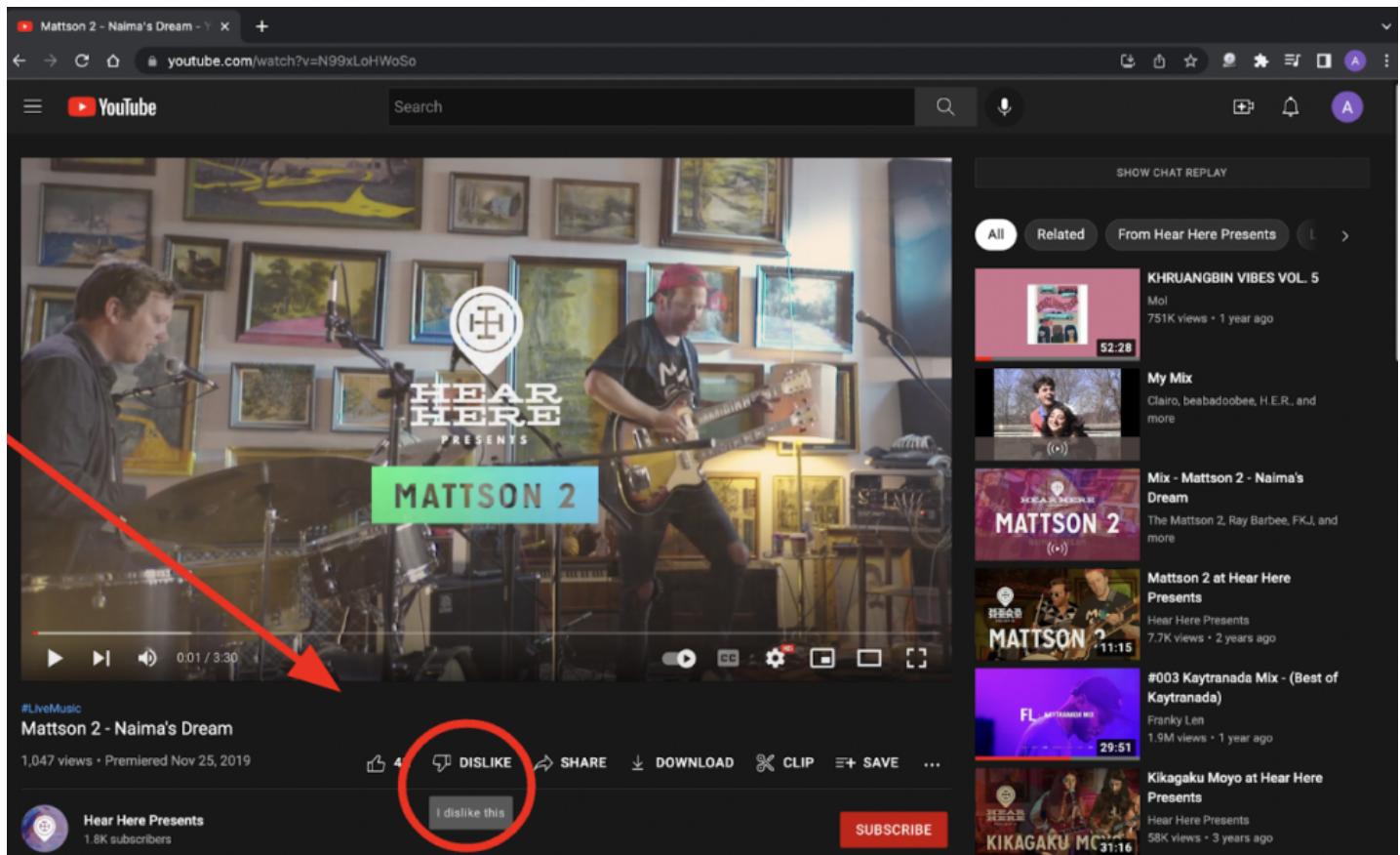
The "Dislike" button



Inside the red circle is where the "Dislike" button is located.

Before taking this survey, were you aware that the "Dislike" button existed?

- Yes
- No
- Not sure



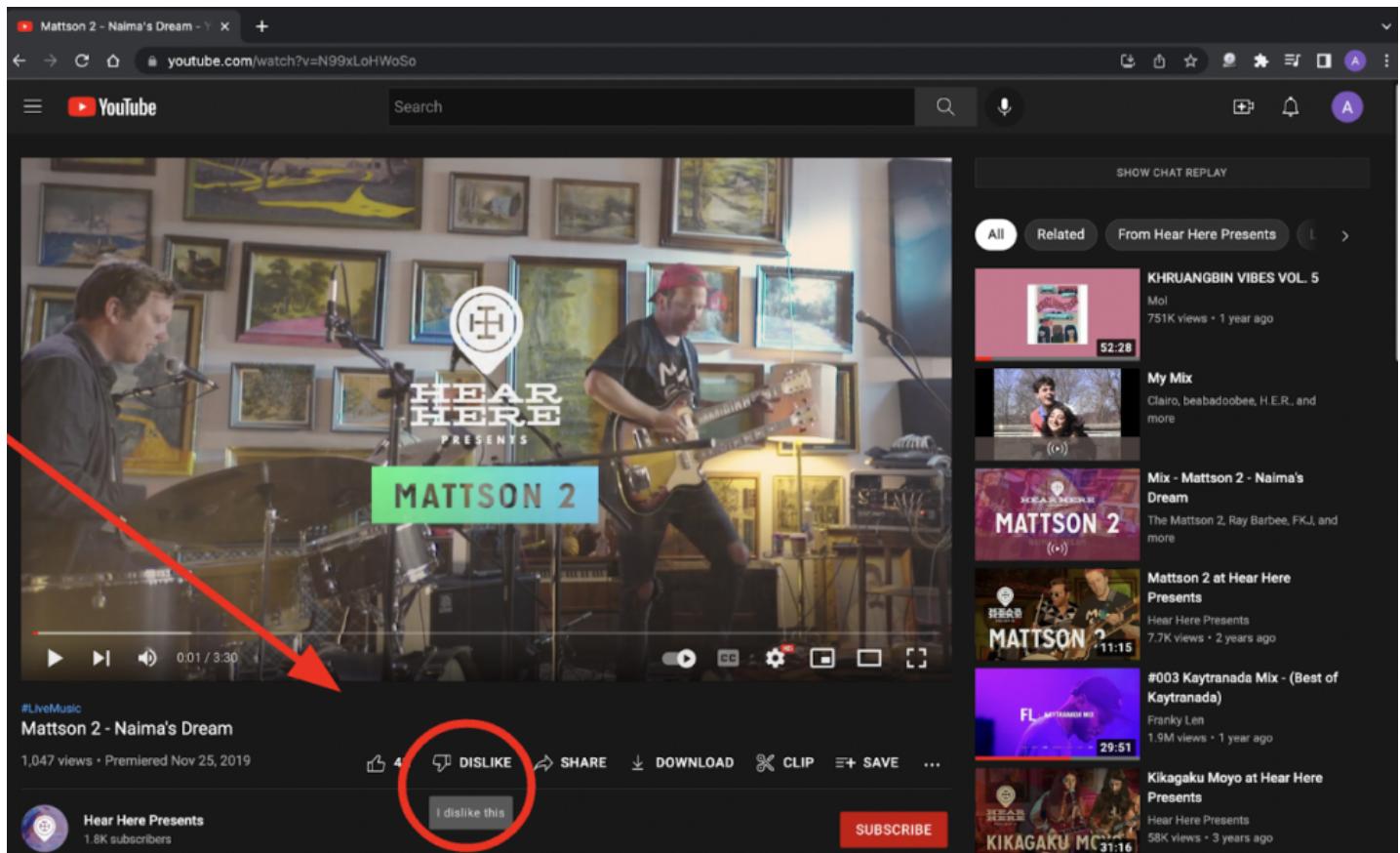
Inside the red circle is where the "Dislike" button is located.

Scenario: You are browsing YouTube, and notice videos recommended to you that you would rather not have recommended (because they are offensive to you, triggering, not safe for work, or some other reason)

You answered "yes" to experiencing this scenario.

When this scenario occurred, did you use the "Dislike" button to try and get rid of the unwanted recommendations?

- Yes
- No
- Not sure



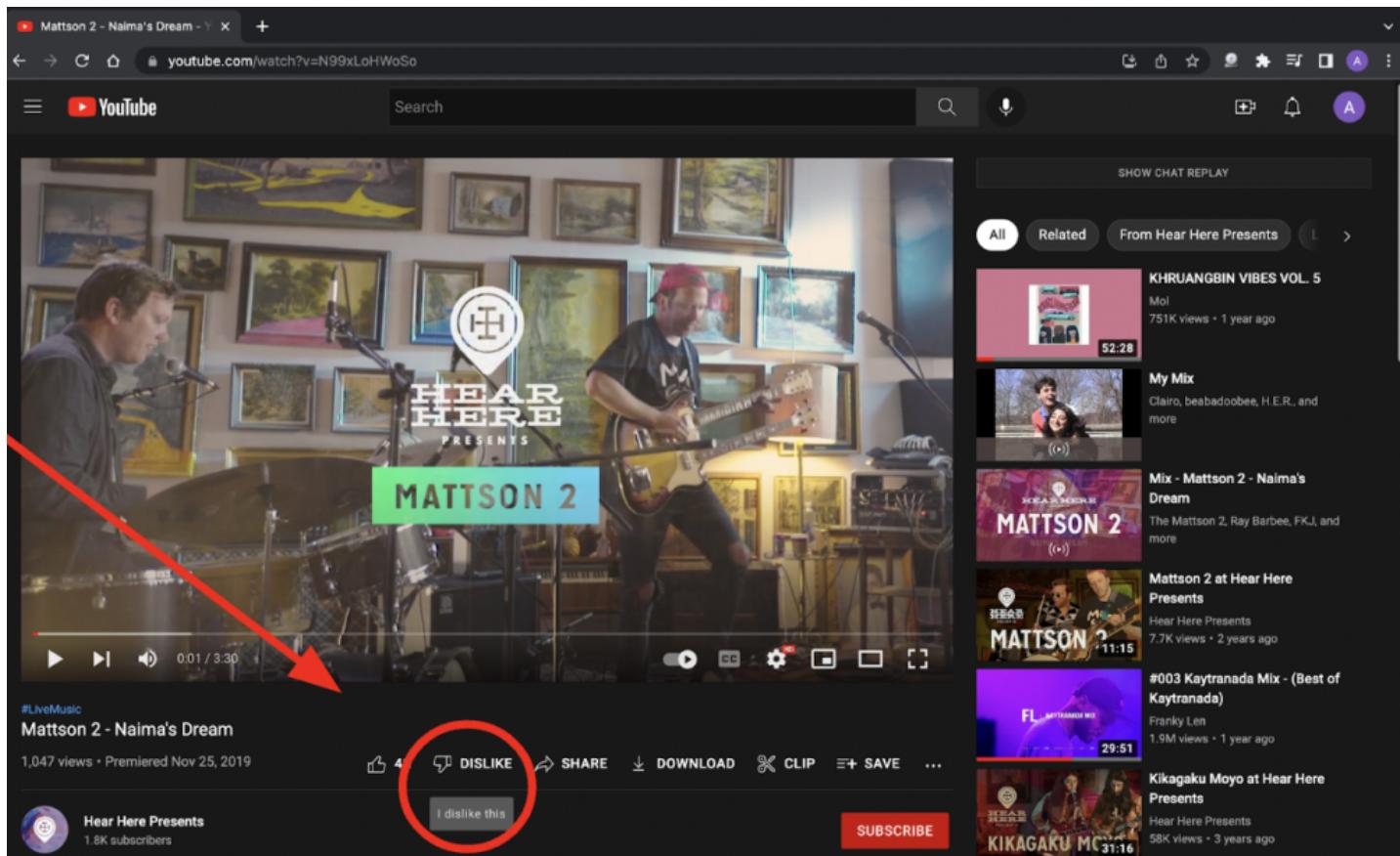
Inside the red circle is where the "Dislike" button is located.

Scenario: You are browsing YouTube, and notice videos recommended to you that you would rather not have recommended (because they are offensive to you, triggering, not safe for work, or some other reason)

You answered "no" to experiencing this scenario.

If this scenario occurred to you, would you use the "Dislike" button to try and get rid of the unwanted recommendations?

- Yes
- No
- Not sure



Inside the red circle is where the "Dislike" button is located.

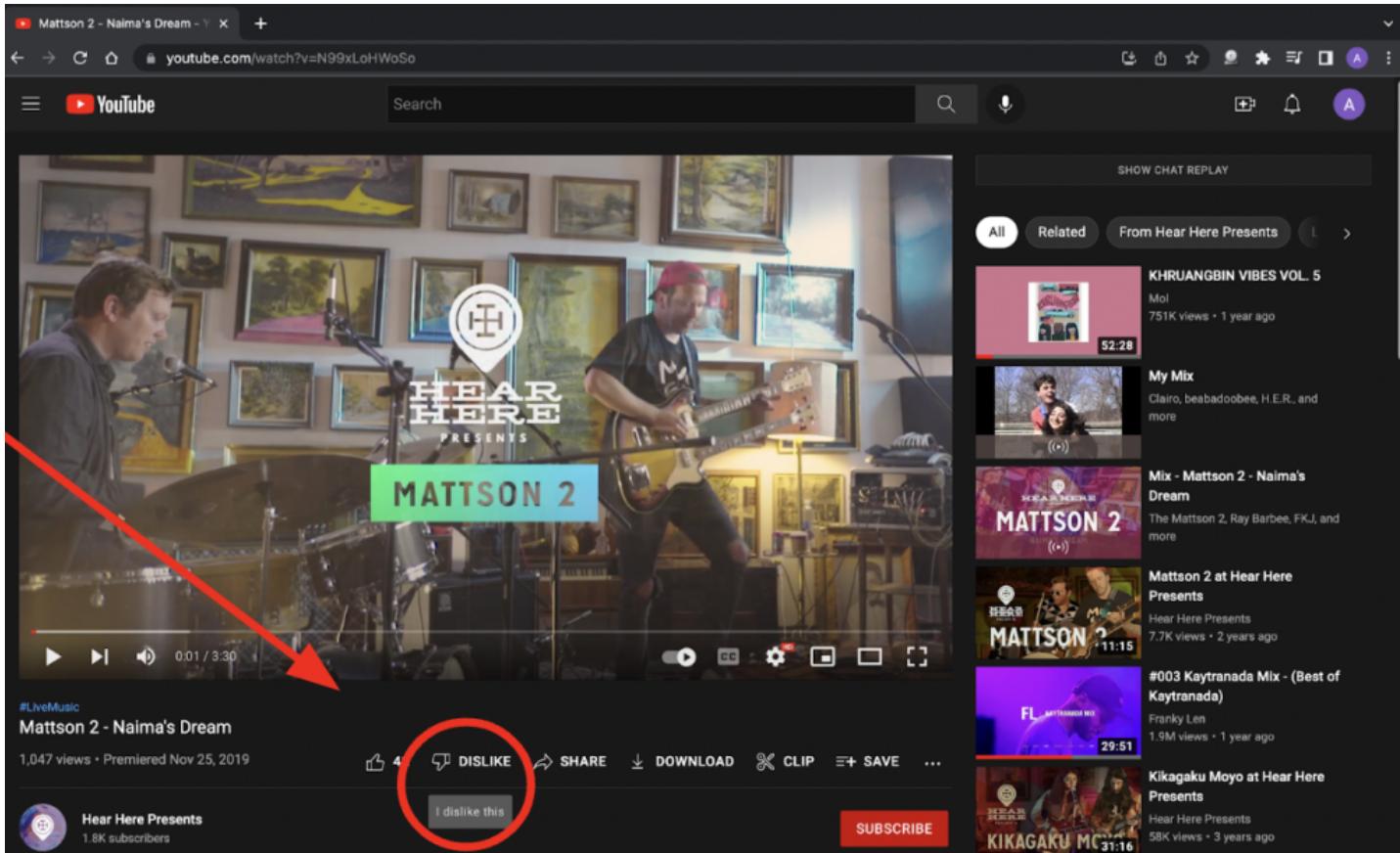
Scenario: You are browsing YouTube, and notice videos recommended to you that you would rather not have recommended (because they are offensive to you, triggering, not safe for work, or some other reason)

You answered "yes" to experiencing this scenario.

You answered "yes" to using the "Dislike" button to try and resolve this scenario.

Recall the times when you experienced this scenario and used the "Dislike" button to try and get rid of them. How effective do you think it was?

- 1- not at all effective
- 2
- 3
- 4
- 5- completely effective
- Not sure



Inside the red circle is where the "Dislike" button is located.

Scenario: You are browsing YouTube, and notice videos recommended to you that you would rather not have recommended (because they are offensive to you, triggering, not safe for work, or some other reason)

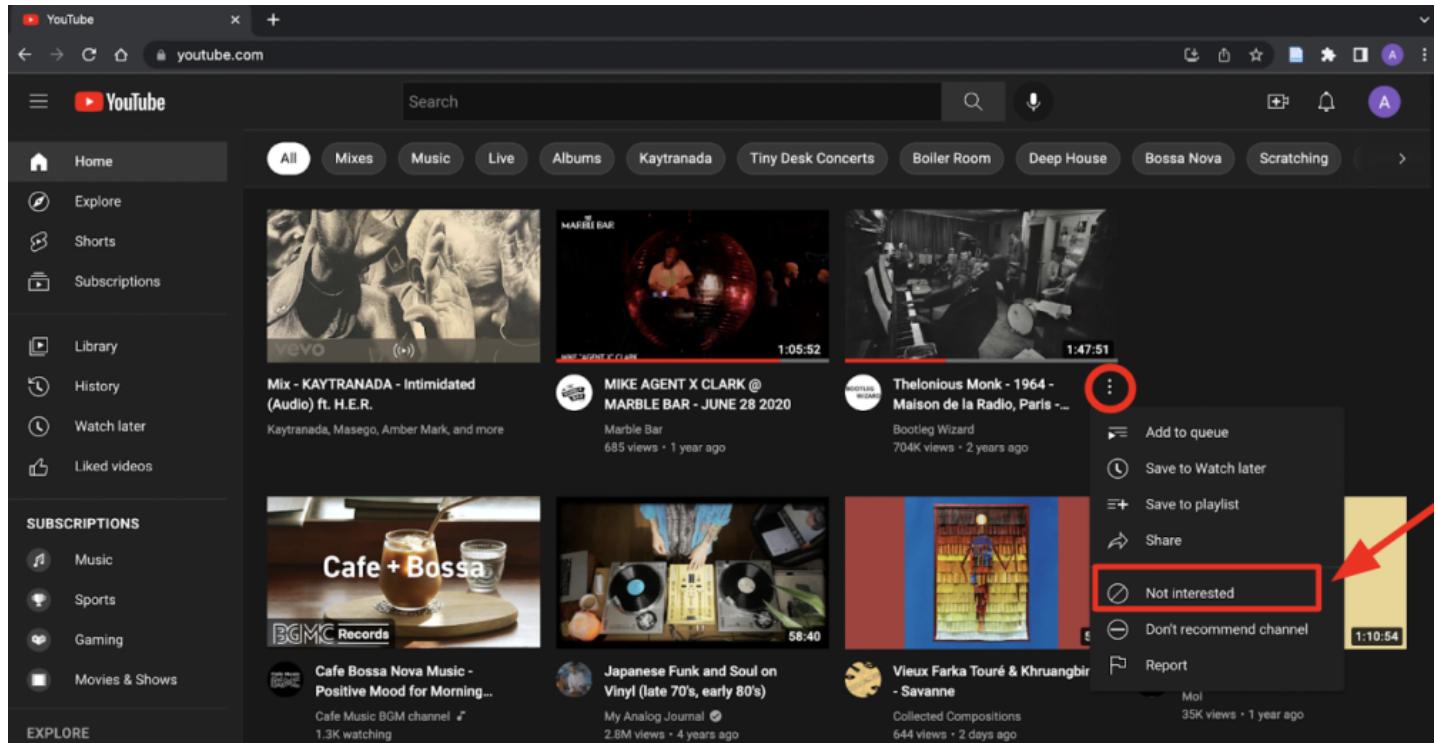
You answered that you have not used the "Dislike" button to resolve this scenario before, in your own experience.

Suppose you experienced this scenario and used the "Dislike" button to try and get rid of the unwanted recommendations. How effective do you think this solution would be to resolve the scenario?

- 1- not at all effective
- 2
- 3
- 4
- 5- completely effective
- Not sure

The "Not Interested" button

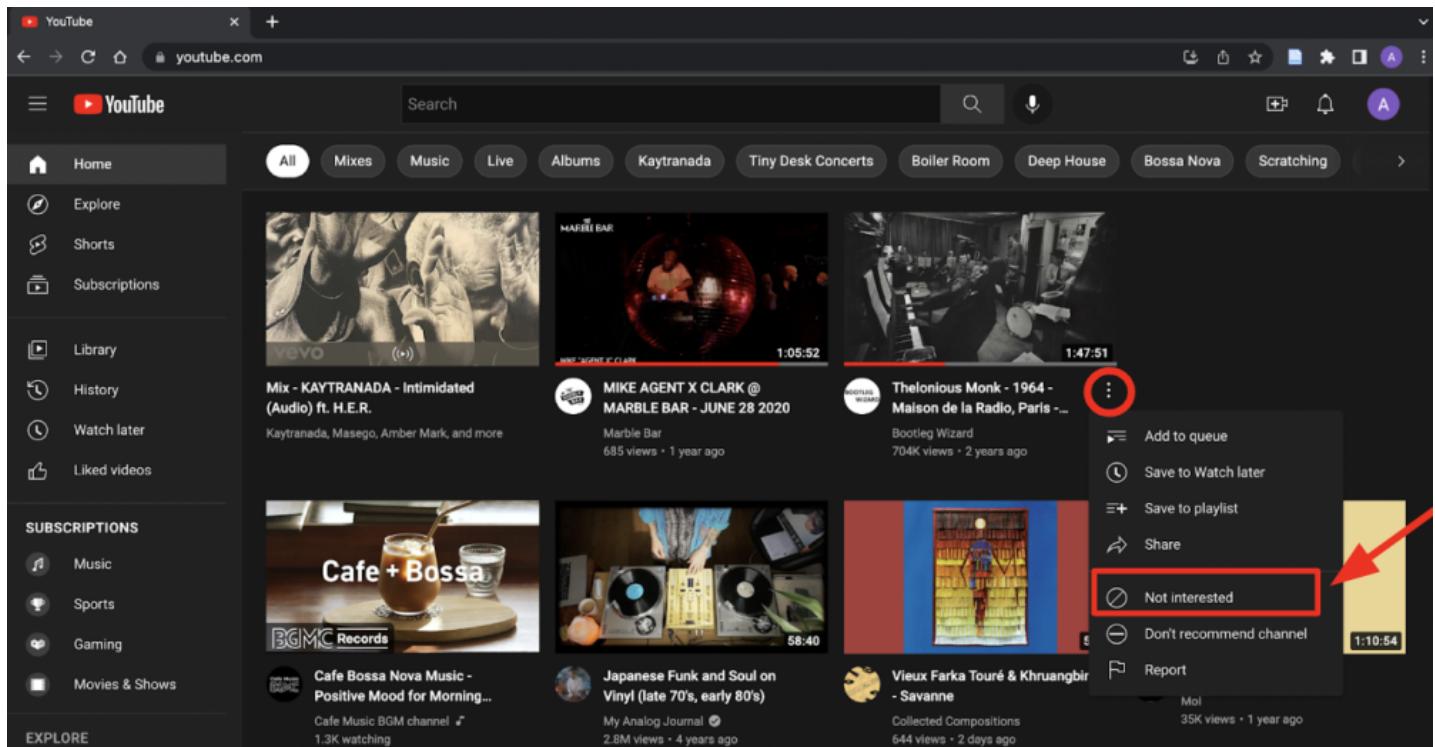
The "Not Interested" button



Inside the red circle is where the "Not Interested" button is located.

Before taking this survey, were you aware that the "Not Interested" button existed?

- Yes
- No
- Not sure



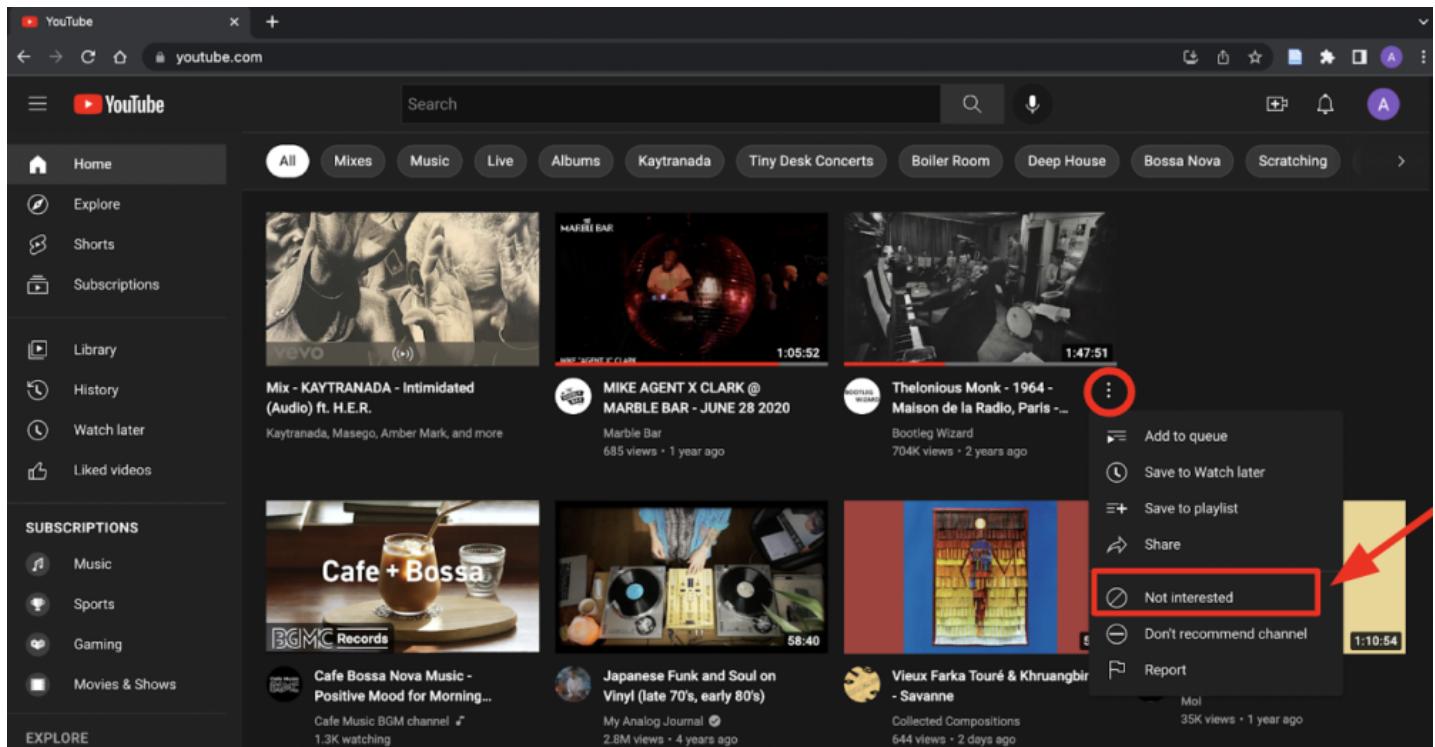
Inside the red circle is where the "Not Interested" button is located.

Scenario: You are browsing YouTube, and notice videos recommended to you that you would rather not have recommended (because they are offensive to you, triggering, not safe for work, or some other reason)

You answered "yes" to experiencing this scenario.

When this scenario occurred, did you use the "Not Interested" button to try and get rid of the unwanted recommendations?

- Yes
- No
- Not sure



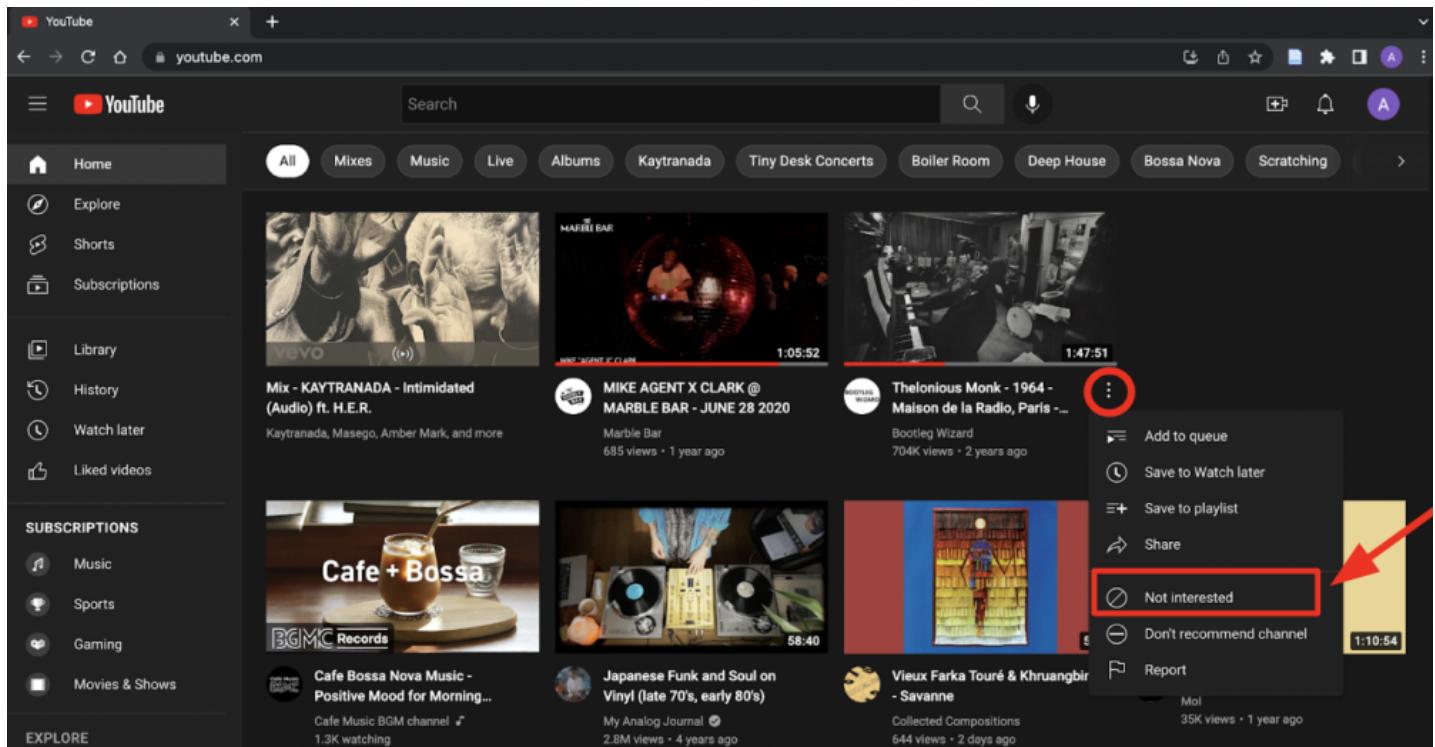
Inside the red circle is where the "Not Interested" button is located.

Scenario: You are browsing YouTube, and notice videos recommended to you that you would rather not have recommended (because they are offensive to you, triggering, not safe for work, or some other reason)

You answered "no" to experiencing this scenario.

If this scenario occurred to you, would you use the "Not Interested" button to try and get rid of the unwanted recommendations?

- Yes
- No
- Not sure



Inside the red circle is where the "Not Interested" button is located.

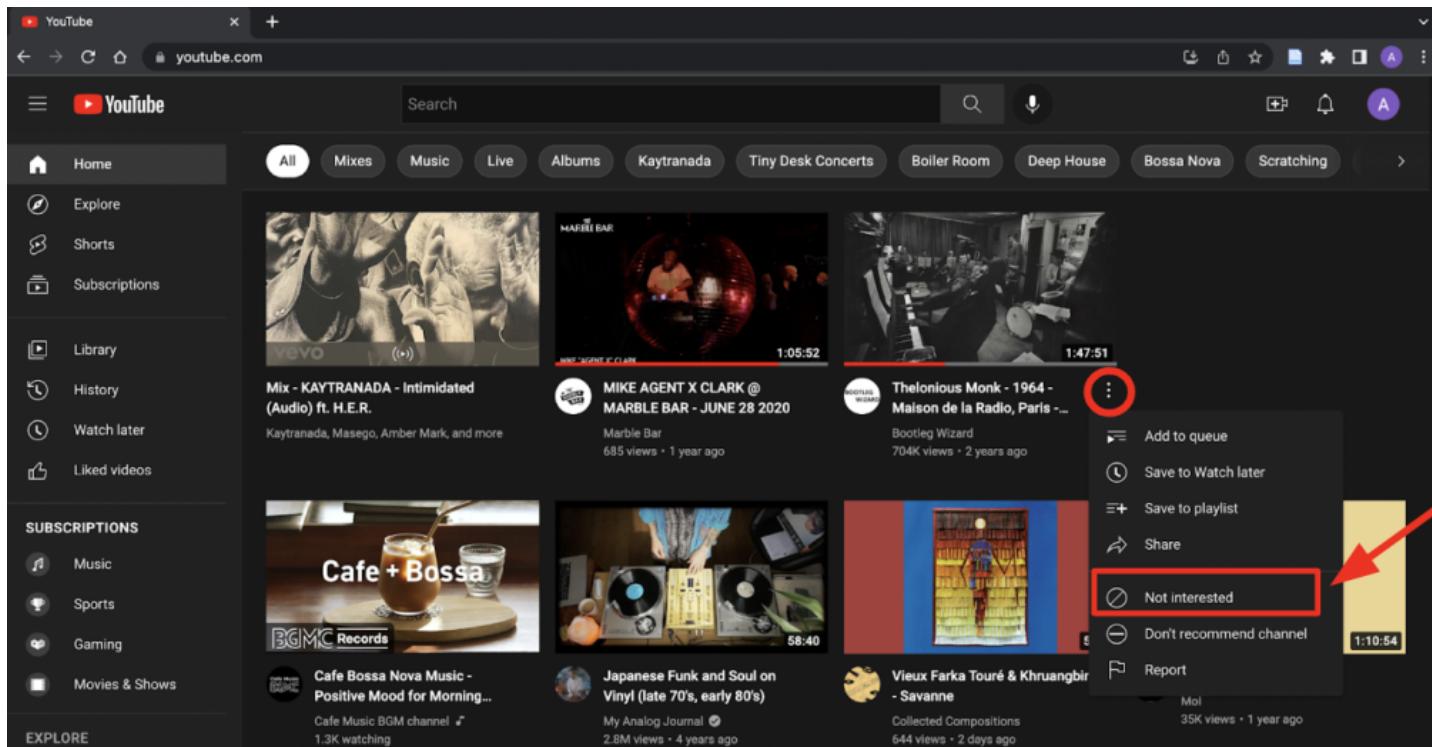
Scenario: You are browsing YouTube, and notice videos recommended to you that you would rather not have recommended (because they are offensive to you, triggering, not safe for work, or some other reason)

You answered "yes" to experiencing this scenario.

You answered "yes" to using the "Not Interested" button to try and resolve this scenario.

Recall the times when you experienced this scenario and used the "Not Interested" button to try and get rid of them. How effective do you think it was?

- 1- not at all effective
- 2
- 3
- 4
- 5- completely effective
- Not sure



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Scenario: You are browsing YouTube, and notice videos recommended to you that you would rather not have recommended (because they are offensive to you, triggering, not safe for work, or some other reason)

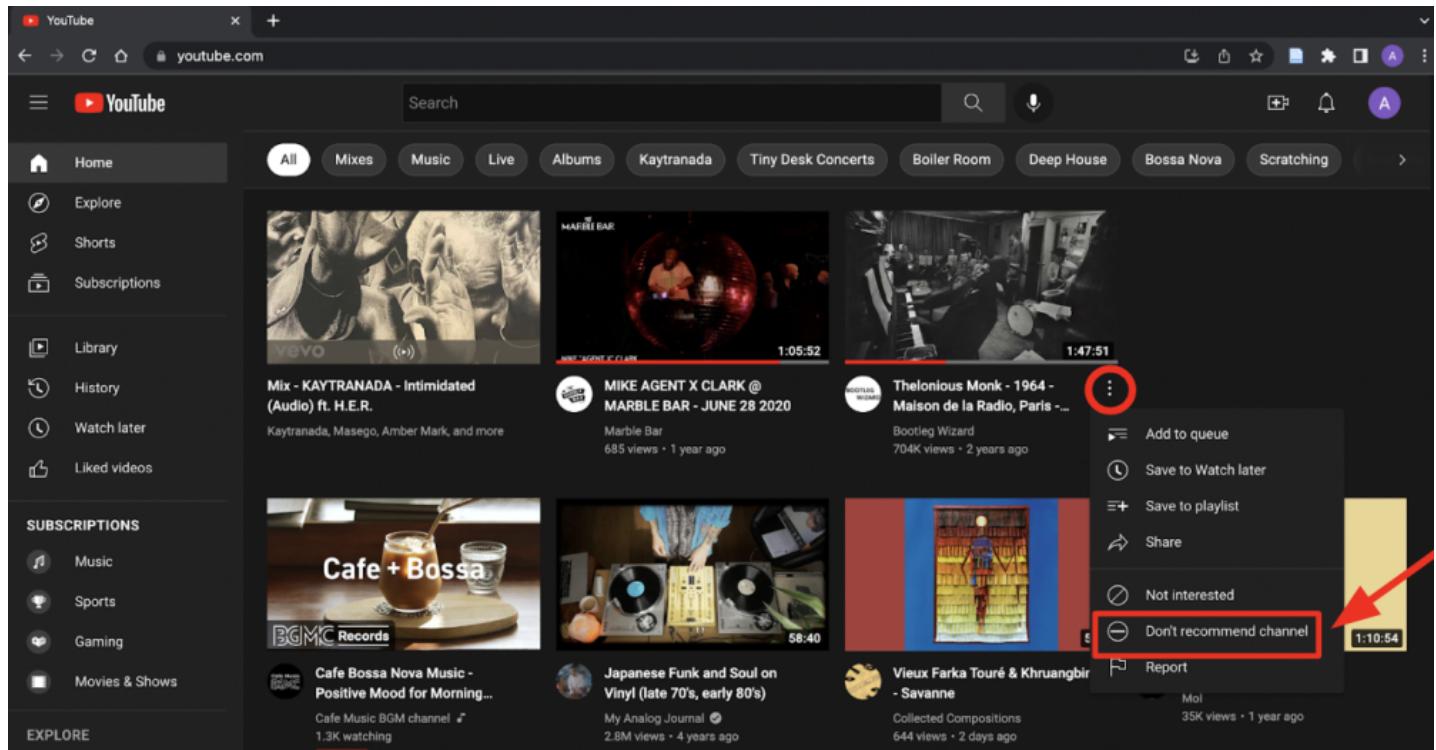
You answered that you have not used the "Not Interested" button to resolve this scenario before, in your own experience.

Suppose you experienced this scenario and used the "Not Interested" button to try and get rid of the unwanted recommendations. How effective do you think this solution would be to resolve the scenario?

- 1- not at all effective
- 2
- 3
- 4
- 5- completely effective
- Not sure

The "Don't Recommend Channel" button

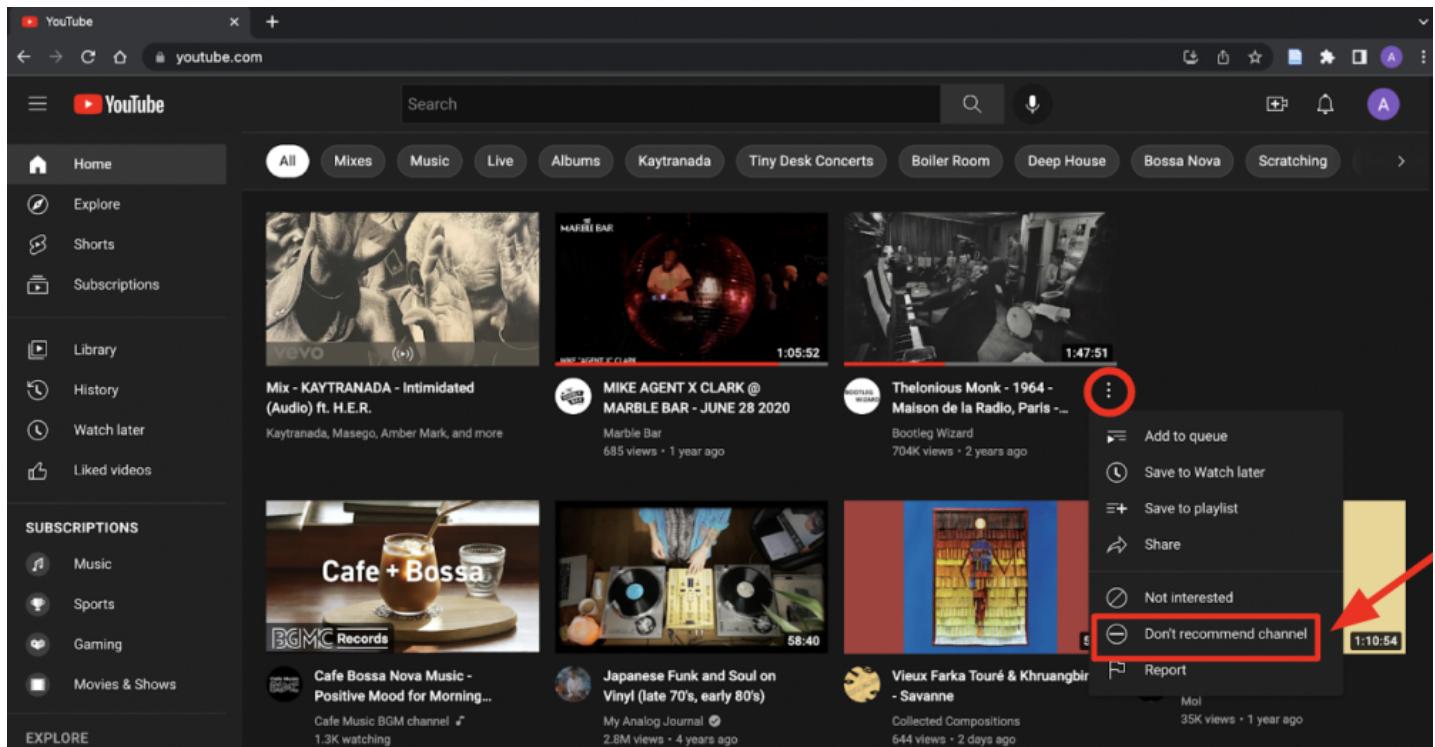
The "Don't Recommend Channel" button



Inside the red circle is where the "Don't Recommend Channel" button is located.

Before taking this survey, were you aware that the "Don't Recommend Channel" button existed?

- Yes
- No
- Not sure



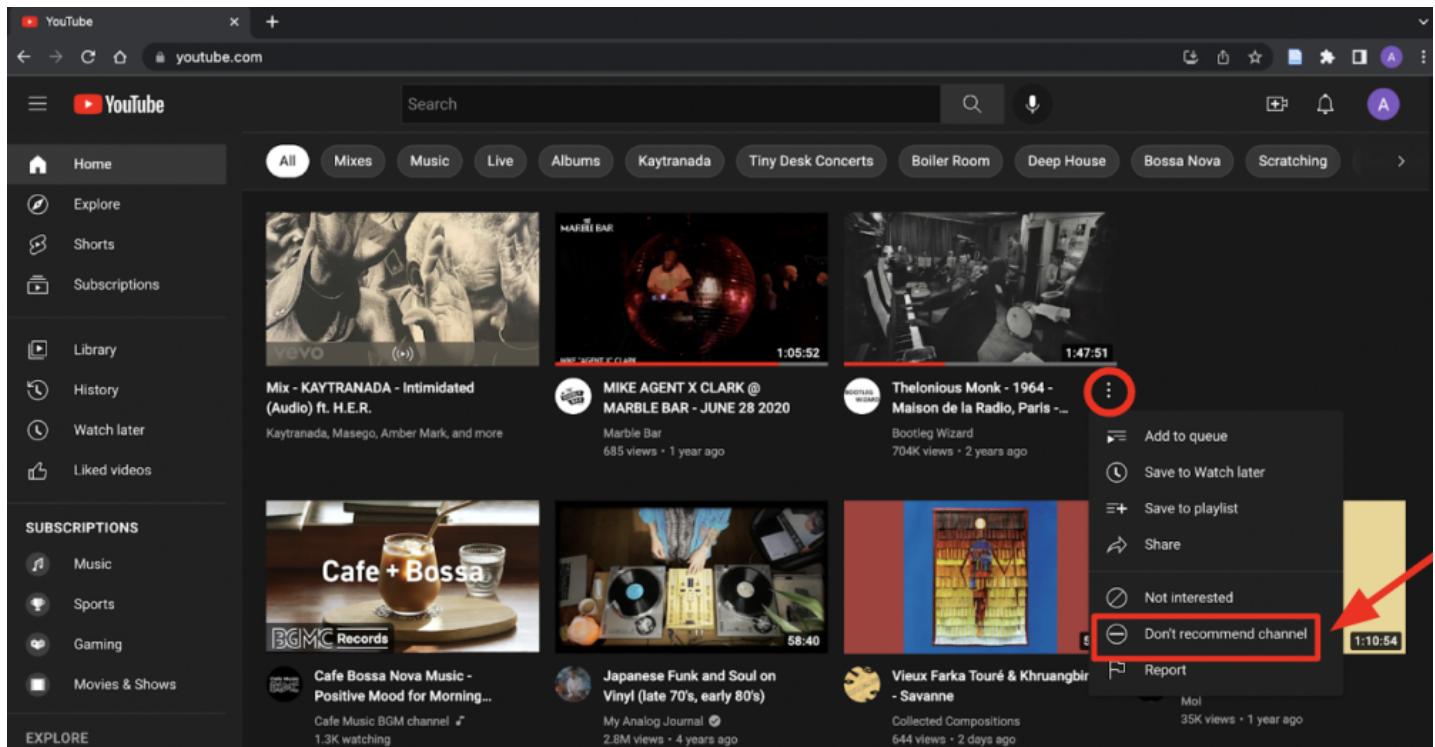
Inside the red circle is where the "Don't Recommend Channel" button is located.

Scenario: You are browsing YouTube, and notice videos recommended to you that you would rather not have recommended (because they are offensive to you, triggering, not safe for work, or some other reason)

You answered "yes" to experiencing this scenario.

When this scenario occurred, did you use the "Don't Recommend Channel" button to try and get rid of the unwanted recommendations?

- Yes
- No
- Not sure



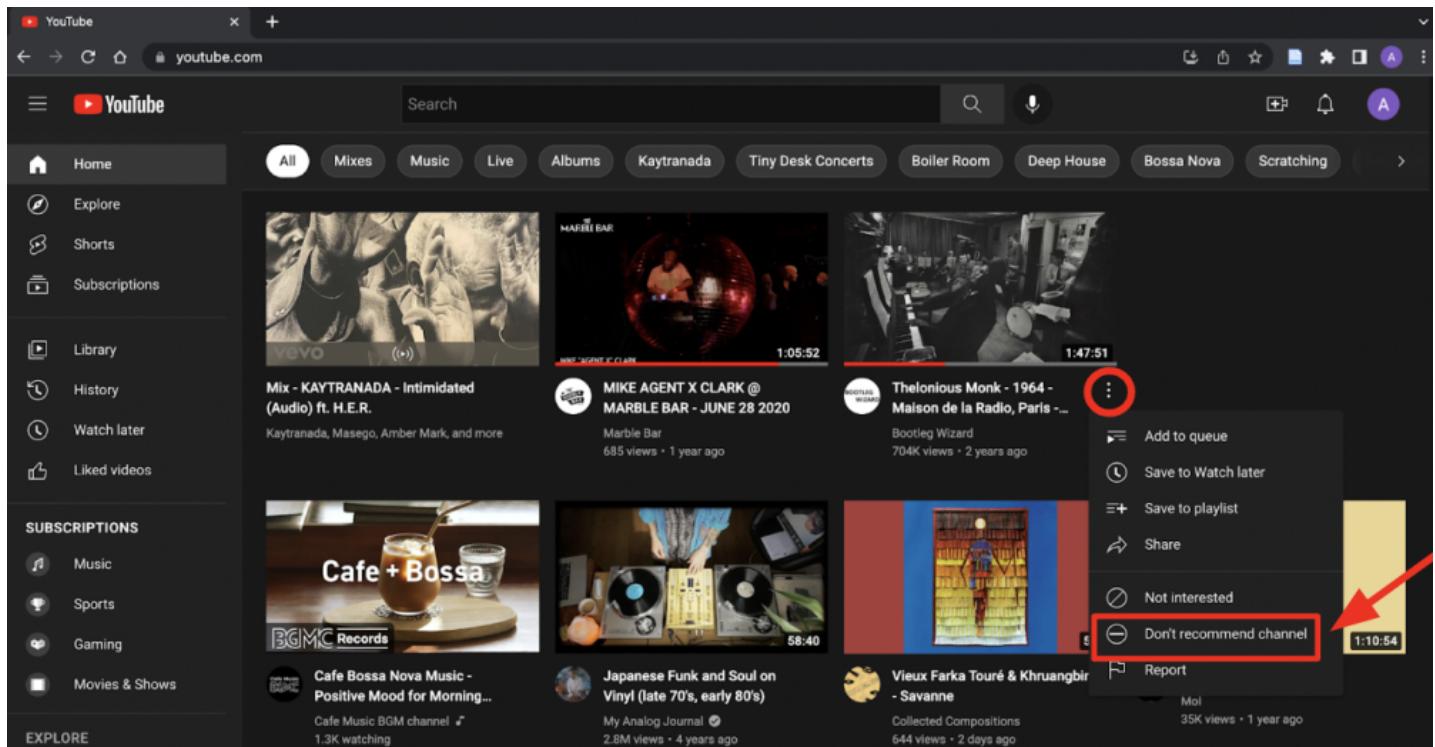
Inside the red circle is where the "Don't Recommend Channel" button is located.

Scenario: You are browsing YouTube, and notice videos recommended to you that you would rather not have recommended (because they are offensive to you, triggering, not safe for work, or some other reason)

You answered "no" to experiencing this scenario.

If this scenario occurred to you, would you use the "Don't Recommend Channel" button to try and get rid of the unwanted recommendations?

- Yes
- No
- Not sure



Inside the red circle is where the "Don't Recommend Channel" button is located.

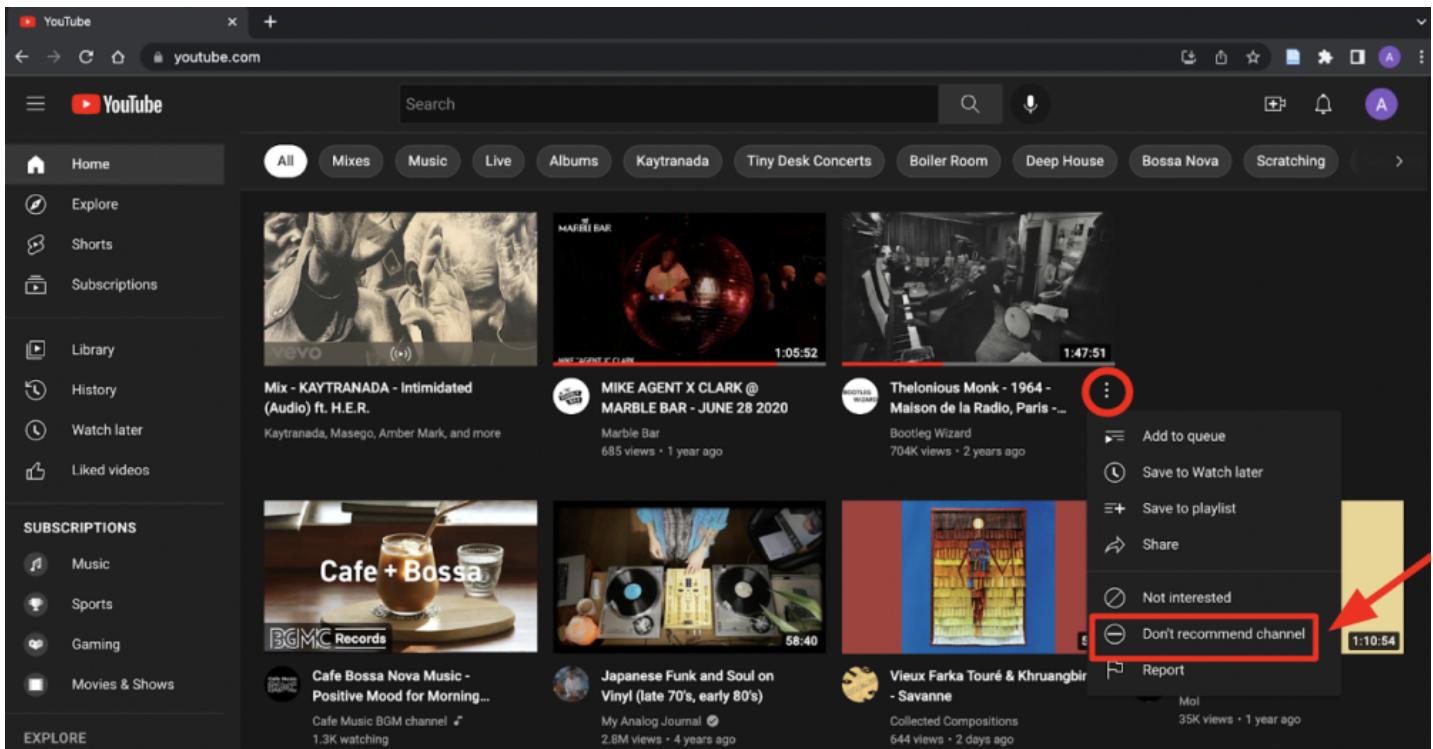
Scenario: You are browsing YouTube, and notice videos recommended to you that you would rather not have recommended (because they are offensive to you, triggering, not safe for work, or some other reason)

You answered "yes" to experiencing this scenario.

You answered "yes" to using the "Don't Recommend Channel" button to try and resolve this scenario.

Recall the times when you experienced this scenario and used the "Don't Recommend Channel" button to try and get rid of them. How effective do you think it was?

- 1- not at all effective
- 2
- 3
- 4
- 5- completely effective
- Not sure



Inside the red circle is where the "Don't Recommend Channel" button is located.

Scenario: You are browsing YouTube, and notice videos recommended to you that you would rather not have recommended (because they are offensive to you, triggering, not safe for work, or some other reason)

You answered that you have not used the "Don't Recommend Channel" button to resolve this scenario before, in your own experience.

Suppose you experienced this scenario and used the "Don't Recommend Channel" button to try and get rid of the unwanted recommendations. How effective do you think this solution would be to resolve the scenario?

- 1- not at all effective
- 2
- 3
- 4
- 5- completely effective
- Not sure

Confirmation

Confirmation

Please provide your Prolific ID to confirm you have completed your survey

Here is the Completion Code (paste into Prolific): CA77NV3R

We would greatly appreciate any feedback you have about our survey

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