# P01

## PA

R: Now remember the target group.

P: Yes and I can just go through?

R: Yeah you can click whatever you want.

P: Ok, but how do…so now, because he falls in that target audience, like he's male, he’s in the age group, he's from the United States

R: He's in the age group

P: Isn't it from 18?

R: 18 to 24, right?

P: Oh sorry, 18 to 24, that's a good thing.

R: That's my job

P: Ok, no he's not, so I'm going to search. I cannot break his age down to make it easier?

R: Ok

P: How many personas do you have to do, only these 5?

R: You could generate more but for the study let's stick with this 5.

P: Ok, so Phil is the only one that falls in the target group, he’s afro-american, his job is sales. I'm surprised that they have jobs by the way at 22, they're not in university anymore. And how do you decide if they're less interested in, for example, Syria? What's that…?

R: There's basically a topic model behind it, so we classify our content and then each persona…we can rank the different personas by topics. So we then choose the topics with the smallest scores, so those would be less interested and the highest scores would be most interested.

P: Audience size almost 8 million similar to this persona. And it's mostly content, it's not by him right?

R: It is by him.

P: But if he's less interested in Syria, why is Syria in the top 2?

R: Ok

P: And again social media in top 3. He says that he's most interested in elections but the US politics is 5th in the list so and the social unrest, getting involved with the police scandal, that doesn't really fit into…it fits into news but I think it's also like social issues, especially because he’s like afro-American, because I think that would be of most interest to him, the current events that are happening in the US. And also in his bio he likes to read about research and innovation blah blah blah, and refugees on his mobile, but is less interested in Syria even though Syria is now the biggest…it’s the country with the most refugees, like leaving.

R: Yes correct.

P: So it's actually contradicting.

R: Oh yeah, good point, yes good point.

P: Ok, what else should I do?

R: Yeah, just remember the task, try to memorize some information and then when you're done just click finish. This is about learning this target group, so.

P: Ok, perfect **[inaudible** **reading]**. If I don't have patience, I would have clicked on the cross.

R: Yeah, down there.

P: Glad I don't. And also another thing to write down as a tip, most of us have two screens, so even if I now have a case study, just because our minds are always so overwhelmed with so much content and like doing 10 to 15 tasks at the same time, we would have exactly two screens open, I would have the case study open here, so I can…like if I'm looking for personas I would go back to say, oh yeah, just as a reminder.

R: Yeah that's a very good point. I mean people do keep personas on one screen and do typing.

P: Yes, because you want to see if it fits to have something just to make it quick, because now Phil, see, I'm already forgetting his name, he's 22 years old, I know what he's interested in, that's going to stick to me, not his name but his interests. So, police violence, research and innovation, because I think in topics and not necessarily on the person, if that makes sense? So for me it would be perfect or I'd be taking notes next to me, but I don't have right now or I need to have a screen **[resolving computer issue]**. Start again?

R: Yeah ok, let's start again. I mean it's the only option.

P: This is actually what we’re really doing.

R: Oh good, we actually talk to the journalists.

P: Oh good, I wonder what you guys…what is engagement to you, what do you consider engagement?

R: It could be anything, but it seems to be like video retention.

P: But I don't think retention is engagement to be honest, it's part of it, but I think what we lack is that we don't engage the audience. So I'm on like Facebook week now and I'm working with Aisha, also signed up and both of us are looking at audience involvement and engagement, but what I've learnt in the past…I worked with Al Jazeera from 2010 to 2014, I was called back in 2017. What we used to do is really engage, like go and get comments on people…because people want to have that relationship, because that's engagement.

R: I'll send you some research results, we’ve kind of looked at an aspect of looking at user engagement on a different level, what it looks like. But yeah, that is a really high level of user engagement.

P: Yeah, because now we started…we’ve been testing like the past few weeks, because **[11:59]** put us on this project and we've been asking the audience questions and people really just comment, it seems like they want a more proper engagement with the news channel, which makes sense. Even with us, if we get like a retweet from **[12:16]**, we get so excited, we take a screenshot of it, it's…

R: No, I totally understand because sometimes I want like…I have a question about this.

P: Yeah and you should be able to ask it. Ok, nothing that I missed. Finish, oh good. I feel like I'm having a proper test, like oh my god, I'm going to fail.

R: Grammar is not being evaluated.

P: Ok, just so you know, English is not my first language and not my second

R: But you can do better than mine…

P: No I don't, but thank you.

R: Try to talk aloud.

P: Oh sorry…is interested in…what I've written down so far is “dear all, I hope this email finds you well. As you all know, we're trying to boost up our engagement on our YouTube channel. Below find some information on our main persona, Phil 22 years old, from the United States, works in sales, he’s afro-American, shows interest in research and innovation.” Can I say shows interest in research and innovation?

R: Yeah, you can say whatever you want.

P: Because he doesn't…he says “he shows interest in research and innovation and refugee stories, watches content on his mobile.” If I'm not mistaken, those are about 8 minutes. Should I…?

R: You can say whatever you want.

P: I don't want to put it in the email but I think it's 8 minutes. Ok, “…mobile. But if we look at the contact he is actually engaging with, it says…mentions little interest in Syria, which contradicts with the interest he has in Syria, being the country known as the most internally displaced people and most refugee…” what's the word? “Refugee support. But if you look police violence, gang violence, this might interest him **[17:58]**.” Ok, target…now. So yeah, I remember now.

R: Good, well done.

P: Actually I do…I mostly comment because he's afro-american and I think coming from an Al Jazeera perspective, I think those stories are still getting covered but not in a way I think afro-Americans want them to be covered, so they need more attention. And to me it’s not very surprising that that is his top engagement story, yeah. Ok but here is the other question, so the user campaign is to increase our engagement, right? But what kind of content are we creating? Because based on my emails to my colleagues, we still need to pin down what we’re going to choose.

R: You might consider this as brainstorming, like what kind of titles with this persona be interested in, it's kind of like you're creating the video.

P: I'm gonna go for Syria, because he said…I'm going to go for Syria, because I'm thinking as Al Jazeera and we own that story, we’re based in the Middle East we have a lot of correspondence in this region, so even though we aren’t in the States, we have correspondence there, I don't think we have covered the afro-american story very well yet. Maybe as a program, but news related or like on social platforms based on our numbers, again this is because I'm coming from the engagement scene, I know people don't come to us or social platforms for American based stories said that for me goes to Syria.

R: Interesting

P: Something that we’re also not good in, tagging.

R: Why?

P: People are not trained, it's really because people are not trained [silent reading]. Anyway, you get where I'm going.

R: We can get you training, we could get you training for tagging.

P: Good, tell Ricardo. Ok, from Jordan, increase audience engagement again.

R: Ok this is the email [reading email]

## YT

Joni: This is 4-2, it went to team…I mean soon. 4-2 is soon, right? So I will change, you’re at 4-8.

R: Remember to talk aloud

P: Ok, target audience male, 18 to 24 from Jordan. And again…

R: So what are you looking at?

P: I just put in Jordan as a country, but I'm now looking for how I can look up the male target audience.

R: Yeah, try to stay with analytics section.

P: Oh, sorry.

R: It's ok. What are you looking?

P: I'm looking…I'm trying to see if I can just look on age, but I think I'm just going to leave it. Ok, male, Jordan. Ok, so I looked up Jordan again and it's for the past 90 days but I'm going to look…

R: Yeah, actually yeah, you can change it actually to last month.

P: To last month.

R: Yeah, so it corresponds with the persona information.

P: Ok, but do I want to look at last month.

R: You want for this case.

P: Ok, I always have clicked on 1 year for the past 3 years.

R: Yeah exactly, I understand, and that makes sense, but for this case we want to…

P: So we know watch time, 70% but 70% of…ok, but what are they engaging with? I need to figure out what they're engaging with. Ok, actually I want to go for non-subscribed because it’s those people who are coming to us, I would like for them to subscribe to our channel to try to build a loyal audience. Ok, so why are there only like 7 topics available?

R: We didn't design that system.

P: Ok, I know what they’ve been looking up for the top stories. Ok, that's interesting. Ok, finish?

R: Yeah, when you feel like you're finished, click.

P: I think yeah.

R: Yeah, great.

P: I'm not used to work on a Mac, I feel like I’m…with the audience isn’t subscribed to our channel…get them to subscribe and…right, our audience is in Jordan, so I keep forgetting that I have to…so what I wrote is an email to the team, “dear all, I hope this email finds you well. As you all know, we are trying to target our male audience on YouTube, age 18 to 24, location in Jordan. We are trying to go…” sorry, it doesn't make any sense. “We're trying to reach the audience that visits us but isn’t subscribed to our channel. Moving forward, let’s try to get them to hit subscribe and build a connection with them, for them to become a loyal audience. Based on data, our audience in Jordan is interested in…seems to be interested in local stories out of Jordan, flood story Jordan was the highest viewed video in the past month. Our coverage on such should be on Saudi journalists. But also consumed by them, it seems they are interested in our coverage of **[33:46]**. And they still consume the classic Palestine-Israel **[34:15]** stories, so let’s create content that they seek.” Not very confident because this is based on one month and the last month everybody in the region was coming to us for the Saudi story on **[34:58]**. So I would have rather looked at the entire year because then we can see what they really come for to Al Jazeera. But yeah, I wanna say just based on one month, I don't think 30 days…so I'm not very confident. **[35:49]**…while something is still happening. Jordan went to visit NBS while the world is still like worrying about having to…

R: Oh, when the world is so focused on looking at interest in…

P: I think **[36:43]** Ok, I’ll just put NBS. “…while the world is still questioning NBS in Jordan.” Ok, it's too long of a title, but…

R: You can refine it, but…

P: Ok, we're gonna go back to Phil?

R: Yeah

P: This is based on what he said or what he saw?

R: Whatever you…based on what he said.

P: Ok [silent reading]. Ooh he had a quote? Did not see that on the topics, I'm sorry, I didn't see he had a quote.

R: That's ok.

P: **[Silent reading]** murder, I cannot say murder, killing out. Oh I didn't look at that, there was no comments, I didn't click through. Again, I'm gonna start copy pasting. Oh, I cannot copy paste that. Again it's based on one month of data, they seem to be…

R: Yeah and then you're basically done. Perfect.

P: Ok good, felt a little pressure. I felt like, “why can I not look at Facebook? I got this.” Ok, let me see who's next on your list.

**Total experiment talk time: 26min 14sec.**

# P02

## YT

P: What do I have to do?

R: Center yourself as much as possible.

Joni: So there will be a task, so just feel free to read and click next when you’re done. If you have some questions feel free to...so this is the task. Thinking out loud when you’re using the system just tell us what you’re doing.

P: Do I have to write this down or something?

R: No, no. You won’t make any notes, try to remember.

P: Man, aged 18-24 from Jordan. So this is my YouTube campaign targeting that audience?

R: Yeah.

P: So access YouTube, analyze the analytics information and write a description of that target group.

Joni: Yeah, you will write just a description.

P: Men, age 18-24

R: So far so good.

P: Oh God

R: Okay, a little dot is going to appear on your screen, try to move with your eyes without moving your head too much, this is just going to calibrate the device. Great! Ok, this is the email you’re gonna use **[reading the login details]** Ok, click down here. I’m going to give you a code to enter.

Joni: This is like James Bond…

R: 207958. Ok, you’re in. Click ok. Remember to talk out loud, remember your target audience, try to get information about them.

P: Also my target audience. So I just have to find them?

R: Yeah.

P: Ok, it’s good for you I’ve never used this before. Gonna…

R: Just stay in general in the analytics section.

P: This one?

Joni: Yeah, you can click anything in that section.

P: Demographics seems logical to me

R: Whatever you…you just do whatever you think is natural.

P: 18 – 24. Should I select it or like view gender? Male, 18 - 24 in geography. Looking for Jordan?

R: Remember to talk aloud so we know what you're doing.

P: Yeah, there it is, Jordan. So I think I saw a male between 18 to 24 in Jordan.

R: Ok, and then?

P: And then actually don't know [reading - total values are insured for privacy reasons]. I don't actually know what all of this means.

Joni: That's ok.

R: Try to stay generally in the same position.

P: I'm sorry, I'm sorry.

R: Oh you’re fine, you’re fine.

P: So they are only like 0.1% of the population, is that possible? I don't know what this means to be honest. Oh yeah, I think so. No, because it shows January, April, June, July, we should have like an explanation to this.

R: Remember to talk aloud so we know, so just explain what you're doing and what you’re looking at.

P: So yeah, I selected Jordan, male, 18 to 24. Now I'm looking at a graph that doesn't really say much to me, watch time in minutes 0.10%. I don't know what I just did, do I drag this thing here? That doesn't really tell me anything, so what was I supposed to do, just…?

R: Learn about the target audience.

P: Learn about the target audience.

R: Because you're going to design your team is working on a YouTube audience engagement campaign.

P: To engage the Jordanian men?

R: Jordanian men, 18 to 24.

P: Ok, I don't think they are really our audience, so it's our biggest audience then?

R: Yeah, but that's the one you're targeting for this campaign.

P: So they're just I think…if this pie chart was correct, or if that's what I think it means then they're just 1/100th of the audience. I have no idea what I'm doing, I'm so sorry, I'm not sure, I've never done this before. So where is Jordan? And then it disappeared.

R: Just try and use the system and how you would learn about your predicted…

P: Oh wait, I think…let me select Jordan again, then you can…there is more metrics I just discovered, average percentage viewed, I'd like to see Jordan again.

R: Remember to talk aloud, just explain, “I'm looking at this and this is why.”

P: Yeah, I discovered more metrics, so I just clicked on average percentage view or average view duration, then for some reason I have to select Jordan again. I already selected it, it's very inefficient. Now I can't find Jordan.

R: You can say whatever you want about these systems, you're not going to hurt our feelings in the least.

P: Now I actually can't find Jordan. Oh, there it is. So average view duration is 2 minutes 31 seconds, that's not bad for Jordanian men. More metrics, also there is a lot…that's interesting, so what they're like to…maybe I should look for what they like to watch.

R: Whatever you think would be the…whatever you think you would need to accomplish this task.

P: So I need to lure them to watch Al Jazeera.

R: I would say encouraged.

P: I'm not sure what to do, so views, they watch pretty long, 2 minutes, I think that's long, right?

R: I don't know.

P: Because on Facebook if they watch more than 15 seconds that's already long. Maybe engagement, but I can't select this. Oh no, I can't select any of this. Ok, let me just…ok average percentage views 26, still don't know what that means. I've looked in audience retention. I watch 10 minutes because I think I'd like them to watch 10 minutes in the audience retention. Now I'm looking for Jordan, I don't know what I'm doing again. Oh, there it is.

Joni: Time up.

P: Oh no, shit, I didn't do anything, and you are not helping me.

Joni: Of course not.

P: [Reading - how confident are you that the most important characteristics…?]

Joni: Yeah, just the first…so now you need to write the email, so you will now describe the audience, what did you learn about this people?

P: Nothing, they watched longer than 2 minutes.

Joni: Ok, that's something.

P: Shit, I’m really useless to you.

Joni: You might think so, but actually you are not.

P: [Typing] Aged between 18 – 24, watch their videos longer than 2 minutes. I don't know which video. Videos they watch…whatever. I'm so sorry.

Joni: It's ok

P: [Reading - How confident are you…]?

R: You are a great contribution to your team **[laughing]**

P: Thank God at my actual job I'm so much better. [Reading - how confident are you that the most important characteristics you mentioned actually correspond to the target group?] Highly confident. I mean it's true the one characteristic I mentioned, I'm just going to become confident, I should stand behind my… [Reading – in this email, please write a YouTube video title that you think would resonate…] Shit, I didn't find this, any video longer than 2 minutes, I have no idea, sorry I don't know, I have no idea, I am sorry. Ok wow, this is so embarrassing.

R: No, don't be, your team’s going to send you…we don't care.

P: My fictional team is going to hate me. [Reading – your team is preparing a YouTube marketing campaign to increase audience engagement. In this campaign it has been decided you want to target men aged 18 to 24 from the United States. Your task is to use persona analytics to learn more about this target group]. Maybe this time I will work better. [Reading – access to persona analytics system…] Ok, it's just the same.

## PA

R: Remember your target group here.

P: Same, but from the US, 10 minutes. Well I spent 10 minutes just doing nothing. Men aged 18 to 24. Oh, there's something else.

R: So login, you can use this email and this password. We try and make the e-mails as long as possible.

P: I see.

R: Remember to talk out loud, remember your target group?

P: Yeah. Search, no I don't want to search by name. Ok, age 18 – 24, country United States, male, not bad so far. Sort it by I guess it's current region. I guess US midterms because that's actually happening right now. I don't know what this is because this is outside of my…I don't know, there is just. Ok, that's how it works, why is there only one guy? So topics of interest, research and innovation, elections, news. Phil is a 22 year old male living in the United States, he works in sales, he likes to read about research and innovation. I don't think Phil is an average US person.

R: Why?

P: He's like interested in stuff that's…I don't know, are average people interested in research and innovation? Ok, let me just choose something else instead of midterms. Headlines, CNN or there's Jazeera. Ok, CNN, [reading -Trump secret weapon works well.]

R: Remember your task is to learn about the target audience.

P: Oh, Al Jazeera?

R: No, the target group.

P: Oh ok, I guess the target group.

R: Remember you only have 10 minutes.

P: No pressure. [Reading – why Trump’s secret weapon works so well]. Let’s see if anyone else likes that. It’s still Phil? Sort it by current page. No, let me just try everything and see what happens. Sort by gender. Ok, I guess it's Phil then. So what does Phil like? [Reading – I just watched the Al Jazeera documentary, I guess the Mexican agenda backfired. Ok, the US is such an abuse of power]. So he's not Republican. [Reading – even though not the best interview by far…] and he likes Naom Chomsky, I guess. He’s sort of intelligent I guess, college grad, not really, and he works in sales and he's interested in Iraq, I don’t know, Iraq war, just Iraq, Korean relations and refugees, and he looks at long videos. Most viewed contents, Baltimore police scandal, US, UK. So he likes politics, he likes sports, why he likes cricket, I don’t know. Trump's…so he's interested in politics, and 7 million people are similar to him, almost 8 million people are similar to him. Political parties, social media marketing, research, politics and social issues, he's interested in research, politics, social issues and he likes to watch long videos apparently, news, elections. Less interested in Syria and social unrest and social media as well. But then in his most viewed contents he has Syria and social media. Anyway, so he is a college grad, single, works in you know, what is it, white collar jobs, sales? Or is it…it's what colour, right?

R: Sales, it can be…it can vary, sales can have a broad term, it can be from working in the frontline to…

P: Being a cashier **[22:47].** Ok, I think I'm done, this was easier.

R: Ok, if you have a…finish.

P: Ok, just let me look at it again.

R: Once you think you have enough information…

P: Ok, so 8000, almost 8000 people. Can I round it up? 8000 people are similar to him, 8 million, whoa, that's a lot. He likes politics, I guess he's interested in refugee things, how do you call it? Refugee issues, politics, research and innovation. What else is there? **[Reading inaudibly]**, social issues, research and innovation, maybe sports because he's looked at cricket, he's a college grad, not married, works in sales. That's it, right?

R: Yes. Again, same task, write an email.

P: **[Typing]** “So the target group is interested in less politics and social issues, refugee issues,” oh yeah, “research and innovation, they're most likely single men, they work in sales or something related and they watch…their average watching…the target group is to 8 million people and their average watching time…” that's how you say it? “…Is 8.8 minutes long. 8 million people.”

R: The team is gonna be happy with you on this one.

P: This time around I won't let them down, not again. “These characteristics are important because it helps us to know what are target audience is interested in.” Oh shit, something about US midterms. “US midterms, these are the five key issues candidates want to see.” I also have a video on that coming up, that's how I know. Oh shit, [reading – what topics was the target group less interested in?]

R: And this is from the first system you looked at.

P: The first one? I don't know. [Reading - what was one of the comments from the target group?] Sorry, some things that I couldn't find what it is. This one, that's a new one?

R: This is from the persona system.

P: **[Reading inaudibly then typing]** Quotes, oh my God. Oh, something about Naom Chamsky, there's Al Jazeera not being very good, still adjusting things a little, cricket match fixing video. But his viewing time was 8.8 minutes, viewing time was 8 minutes and that he was single and worked in sales and he was 22. Do I have to mention it? Oh I will. That's it. Do you need other feedback?

R: If you want to give more feedback, then please.

P: I don't know what I'm doing, everything is fine, no comment.

R: Everything is fine.

Joni: That's it.

P: That's it.

Joni: Thank you very much. So by the way, what is your position here? What do you do?

P: I am the assistant producer and I make the social videos, the extended ones on Facebook and Twitter.

R: Fantastic! You are hilarious, you were great, it was really enjoyable and you had some good comments too.

P: Thanks, I'm sorry about…

R: No no.

P: I couldn't find anything on that, I think that’s your point, right?

**Total experiment talk time: 22min**

# P03

## YT

R: And remember to talk aloud what you are looking at and what you're doing with the system.

P: Ok, am I supposed to be looking at or clicking on anything in particular?

R: Anything under the analytics section, so anything you can find about that specific target group.

P: Oh, I see. Ok, I understand.

R: So try to learn as much about the target group using YouTube analytics.

P: Ok cool. I'm scrolling down to look at the demographics, I'm wondering if I should be looking at demographics of my country, which is…trying to see if I can find search location, that's great, Jordan. And I'm going to be looking at gender. Now this is just like…ok, right, duration. Ok, I guess that makes sense, 79% male, Jordan and I’m looking for age group now, let me see. All groups, I guess. Ok, I'm looking at gender to see if that helps. It sure does. Ok, 18 to 24, what’s my demographic watch time? About one-fifth of the audience, I guess. Oh in minutes, 19% of the minutes watched were in my age group, about three quarters of that, so what, like 15% roughly of total minutes watched Al Jazeera English on YouTube among, I guess all the people in Jordan. Ok, yeah, here it is, visualise. Yeah, 15%.

R: Are you sure it's from Jordan?

P: Yeah, it says Jordan here at the top and I figured it was because that's what I clicked into first. I searched for Jordan in the location bar and then I went down to male or female, clicked into that and then I broke it down too.

R: That's nice.

P: Yeah ok, so that's my demographic. Is there any other information that you looking for beyond minutes? Oh there’s views. Ok, clicking on views. Ok, so it's roughly the same, no it's not. So 20% of the total views, 27% of the total views fall in my age demographic, 75% of which is male. So the total would be 18 to 24 hours, I’d say 20% of total views fall into the demographic I was meant to look at, 18 to 24 year old males from Jordan, which again ok, this indicates to be a tad bit slightly lower, I guess lower than average time watching the entire video, like the entire video.

R: Ok, really good. Anything else? I mean when you feel like you can describe this target group well for the task, I mean for creating a social media campaign for them, then you're done and you can click finish.

P: Well clearly it's like…it's a huge segment, it’s a huge segment just in terms of views, but I mean just by looking at comparing it against total minutes watched, I mean I figured well who in general **[04:49]** if it’s going to be geared towards this segment, which is not the largest, but it's still substantial. You might want to go shorter on duration in terms of the videos, I mean is this for like the live feed?

R: I mean yeah, it could be, it could be. If you think…that's good work, I mean.

P: But when comparing it, so the biggest group in terms of number of views is 25 - 34 year olds, males and **[05:36]**. Ok it makes sense to watch roughly…oh interesting, they’re a smaller percentage, a slightly smaller percentage. I actually don't really know how to compute this, like male, 34% and number of views compared to 40% in minutes watched, I don't really know what to make of this, but that's ok, it's not my demographic anyway. But I'm just trying to compare it, if it would make sense to apply, like if you would apply, if you want to apply to the demographic that **[06:22]**. Ok, let me see. Interesting, can you break this down by age is the question?

R: What are you thinking?

P: I'm thinking…well, I guess I don't really know exactly how to apply this specifically to my demographic, first of all. But second of all, like the proportions seem like extraordinarily lopsided, I mean they seem like almost impossibly so, I don't know if it's true, I literally out of 1200 views for this video, a hundred percent were males. Is that what this is telling me? Or is there something that I'm missing? It just doesn't seem likely.

R: Wow, interesting.

P: Oh shit.

R: Yeah, 10 minutes are up, you had 10 minutes. Sorry, I should have stressed that part.

P: Oh yeah, must have just lost it.

R: What was your email by the way? Can you write it like here. Great I will send you an invitation to the real system as well, the one I'm going to show you next, so then you can see. Jim we have the same problem, yes I was in the Al Jazeera guest Network, it's still syncing the data.

Jim: Use mine

**[Resolving the issue]**

R: Ok so let's retry. So I will try to recover later the recording, so let's finish the second part as well as the other. Yeah, all the feedback you gave us like…**[logging into system]** Yeah, this one we can skip because already…ok, so now imagine the whole ordeal didn't happen, and so you will finish now the task, try to describe the group, so it's in the form of an email to your teammates.

P: **[Typing]**

R: Great!

## PA

P: [Reading – How confident are you that the most important characteristics…{reading inaudibly}. In the same email, please write a YouTube title that you think would resonate with your audience].

R: So it will be basically the same task, but just different system and slightly different type of group.

P: Cool **[reading inaudibly]**

R: Please put login **[reads login details]**. Ok, so again, tell me your impressions, what are you looking at?

P: Ok, so I should say right off the bat it’s a little murky to find, especially because I'm a new user to this, to find specifically where I should be going. I mean I suppose that Merch is…I don't know if it's actually an individual or if it's meant to be someone, to represent someone, I don't really know.

R: Actually yeah, the personas are representing the target group.

P: Just representing. Ok, got it, interesting. Alright, so just right of the bat, I'm just trying to…

R: Orient yourself.

P: Right, if I'm looking for like that specific demo, it was a little bit more intuitive than YouTube, so I could say search for a location, like that immediately narrows it down, great. Search for gender, great, narrows it down. And then I find the age groups, I don't know where to get started here.

R: Ok, that's good.

P: So Merch falls outside of my demo, he's a close because he’s in the US. Topics of interest, not necessarily what I'm looking for. Alright, here we go. So, sort by country. Alright **[reading silently]**. Phil is in my demo. [Reading – Phil as a 22 year old male living in the United States and works in the sales field, he likes to read about research and innovation, elections, news, Iraq, Korean relations and refugees on his mobile. His average video viewing time is about 8.8 minutes, education level, college grad, job, sales].

R: Ok, what are you looking?

P: I'm just sort of glancing over the information that's been presented to me and I'm just sort of hoping that I'm going to glean the information that I need to glean from what is just like, what I guess is a snapshot of the things that for instance Phil here is interested in and least interested in. Alright, so research, innovation, elections, news. He likes to read about research and innovation, elections, news, Iraq. Can you speak to the fact of whether or not this is like actual…this is an actual representation of this service? If Phil is representative of an African-American male who is 22 years old from the United States. Are these the things that he’s reading about?

R: Yeah, it should be data driven, the personas. I mean they are based on YouTube data, so it's basically based on the same data you kind of saw.

P: Interesting, ok.

R: Just a different representation.

P: Ok, I'm not really exactly sure what to glean from all of this. So like even just the fact of knowing that he’s interested in research and innovation, what does that mean? And I can't even click into it to see like the breakdown of what sort of videos that means. Or like research and innovation, does that mean like YouTube videos on like reviewing new phones, or does it mean like deeper like NASA telescopic research or whatever? Elections, national elections, local elections? I mean, you know, it's elections now because it's right before the midterms, but what happens in a week from now? Is he still going to be interested in this?

R: Oh, I see, ok.

P: News. Again, super duper broad. News is a very very broad thing to be interested in. Least interested in Syria, that's somewhat specific because I have somewhat of an idea of what's happening in Syria. Social unrest. Is that even true? I feel like I'm not even…I don’t know.

R: Why not?

P: Well because what does that apply? First of all what does that specifically apply to, social unrest? Obviously it can mean a lot of different things, but if it means what I'm thinking it means, being from the United States myself, I feel like it's a hot topic and it is widely posted on Facebook but then it might just be like the feedback group of my social media. And least interested in social media. So I'm not exactly sure how social media pertains to videos watched on YouTube. I don't go to YouTube specifically for social media related things, I go to YouTube for entertainment and information. And then here we go, most viewed content, social unrest, but if that's least interested then why is it on the most viewed content? Like this is sort of video I was talking about, ‘US – the gang within the Baltimore police scandal,’ that's…when I think about social unrest, that's what I think of, and that is a hot topic issue.

Most viewed content, Syria, why is that up top? Social media, why social media posts? I guess I'm really not sure what this information is really telling me, it seems a little conflicting. 7.8 million people similar to this persona, interesting. And I guess I would…I think I would like to see how this person stacks up to other demographics, kind of like with the Egypt thing, but I think I only have that idea because I saw it previously, I found it really useful. Like I presume it's gonna ask me to write a headline devoted to this person? It was not easy to do for the other one because it's again very broad information, but like how do I write a headline for someone who I know just like likes research and innovation? It's just two general.

R: Yeah, very good.

P: His average viewing running time is 8.8 minutes, I don't know what to do with that information. How many…I just don't know what to do with that, can I click into any of this? What is this?

R: Yeah, you can. They're like breakdowns, more information.

P: Ok, cool. Topics of interest, yeah. And is this like…what are these topics pulled from? Like there are so many topics, you know, 12 or 13 topics. It's probably a pool from much larger, right?

R: Yeah, very good.

P: Yeah. So I guess this is like stuff to stay away from and stuff to lean towards. Like the 7 or 8 things to stay away from and then like the 4 or 5 things to lean towards, I don't know. Ok, I'm just taking a look at these quotes by persona. [Reading – will Muslims get unity again? Nobody defeats Muslims, they have defeated themselves, they’re **{32:33}]**.That was tricky, that was trickier.

R: I like your comments man, really good comments. I mean this is really useful system development stuff.

P: Ok cool, good.

R: So it's work in progress, but you gave really good pointers for us.

P: Ok good **[typing]**. Already feel less confident. Like it goes against my better judgement to write what I learnt, what I think I learnt, which is…

R: Yeah, just write honestly. If you don't believe in it, then say that, ok, it seems like it's like this, but you are not totally confident.

P: Ok

R: I mean you are a reporter, if you don't trust your information then you have to tell that to your team.

P: **[Typing]** Yeah, it's just my fault.

R: Yeah, different layer.

P: [Typing then reading – in the same email, please write YouTube…]

R: OK, interesting. I like that.

P: I completely invented that out of my head.

R: Yeah, so now first of all the YouTube analytics.

P: Ok. [Reading – what topics was the persona most interested in?] That’s a good question. I don't know if I really looked at that, I feel like they had stories, but I don't really remember so many. I'm thinking. Dammit, I don't really remember. Can I write that? I mean, like I remember all those headlines, Syria kept popping up. [Reading – what was one of the comments from the target group?] Wait, this is all ok, great.

R: Yeah I don't think we look the part.

P: I don't think I looked into that. [Reading – what are some videos the target group is interested in?] Ok, so the Syria coverage, but also the big one was…**[54:51].** [Reading – what topics was the persona most interested in?] Was it innovation…I believe innovation and research, the elections and…innovation, research, elections and something else. Iraq was number 4, I believe, but there was something else. I’ll just put that because it's high up **[46:21].**

R: Ok, great, awesome. Thank you very much.

P: Great, no problem.

R: If you think about the two systems you used, how difficult was it to find the target group using YouTube analytics?

P: For YouTube I mean it was just…

R: On a scale of 1 to 5, like a 5 is the most difficult.

P: Like to actually locate the information on…?

R: Yeah, on the target group.

P: On YouTube if 5 is the most difficult, I'll call it like a 2.

R: Ok, so found it quite easy.

P: Yes, I thought so.

R: And the personas too?

P: I mean I would call it like a 4, and that's only because writing in all the information I was able to sort of see, the more I thought about it, the more I guess I sort of understood about that demo, but it's just because of the way that the information is presented. It's like with YouTube it's just numbers, how do I contextualise that? And with persona analytics it was like, here's some contextual information, which I didn't totally trust, just because of the information was…

R: No but I mean you're saying that the information was kind of easy to find and personas but then it was not credible or…?

P: Just because it was like saying, like this is like the demo, you know, like this is just like a snapshot, a demo and just seeing that it's like…it was like it put too much of a face on the demo, as opposed to saying here are some numbers, take from this what you will. Instead it was more like, you know, just like I didn't really…like that demo didn’t really speak to me. I mean I guess **[51:18]** it's just as an oversimplification of a demo it seems, I don't know.

R: No, that's very good.

P: Ok, and to me it made some of the information that was there a little difficult to trust, you know, like not to mention that it did have what I perceived as like conflicting information there is what was most interested in but then here are they stop videos, you know.

R: Exactly, people pointed that out. Excellent man. But anyway, I’ll provide you later on with logins for the systems so you can start messing around.

P: Yeah, great.

R: And if you have any more feedback, I'd appreciate it.

P: Awesome, no, thank you.

R: Thank you so much [52:08].

**Total experiment talk time: 32min 10sec**

# P04

## PA

R: And think aloud. Ok, so tell me what you're looking at, what do you see?

P: Well here I'm seeing that our stories of refugees is definitely something that this guy would be interested in.

R: Ok, but first you have to locate is this target group, remember which…

P: Yes, he's 25. I think it was 18 to 25 or 18 to 20, I'm not sure, now I can't remember.

R: It was 18 to 24, US.

P: 24, ok ok. So he's out of our target group, but he likes everything we cover, which is Iraq, news, refugees. Then we have…he’s also above our…so I'm not going to waste my time, he’s above our target group. 22, ok, so his viewing time is about 8.8 minutes, his average video viewing time. So if he's interested as his claims Iraq, news, Korea relations and refugees, then that tells me at least it’s high, 8.8 minutes is high for an average viewer viewing video content. So I would prefer to definitely get videos targeted to him during peak hours on US time, so I need to know where is he, where in the US is he from? He doesn't say, just United States. So that's not specific, so I don't know, east coast, west coast? Because I can target videos that touch on those topics that he's interested in, specifically for that time, peak times, but I don't know where in the US he resides in. So I'm glad he's interested in topics that we cover. The following two are also not our base and the other one is a woman, so.

R: By the way this personas are based on real data, so that explains kind of why they are interested in those topics, because they are based on your YouTube data.

P: Ok, that means, you know, 8.8 minutes average viewing is not bad, provided the audience engagement is high, like retention span, because views is not always retention span? Like you can get 5000 views on a video but if people only watched it for 8 seconds, it's not a good thing, like we want them to be able to watch it for 2 minutes. Anyway, that's it. Do I go to another one?

R: When you think you've learnt enough about the target group you can click finish.

P: Yeah, there is only one guy that is the target group for me, the others are all above the target age, that I was asked to learn of. It's about 10.9, so he's also like 10.9, his is more, but he's 25. Yep, that's my thing.

R: Ok, thank you.

P: I'm also rushing because I'm so busy **[reading inaudibly]**. But there was only one out of all of them.

R: Sure, that's fine.

P: Ok **[typing]**. I'm not used to any other laptop, then iNews, sorry, Apple **[typing]**. Ok, this is more of a general…like he was young **[reading silently]** because I can't…there was only one, so I can't compare to the others. [Reading – how confident are you that the most important characteristics that you mentioned actually correspond to the target group?] The target group only had one person that was within the target age.

R: Oh ok, no no no, but the persona describes the target group okay? That's the whole…it's not a person, ok? It's a fictive person describing the whole target group.

P: Oh ok yeah, somewhat. Then I'll just go, I'll leave it there actually. [Reading inaudibly – you think would resonate with the target group]. Ok, with that guy he likes…so if he's interested in Iraq and refugee stories, are you asking me to give a title that would touch on that for him?

R: Yeah.

P: I can do two.

R: Yeah!

P: What is this? I thought I did…ok?

R: No no no no, yeah, exactly, next.

## YT

P: I would say, ‘refugee crisis explained and why it matters to you’ and ‘Iraq post **[09:57]**, what has changed?’ That would be…

R: Great, ok. So now you have a similar task, but the target group is slightly different, so instead of viewers…

P: From Jordan this time?

R: Yeah, correct. And the system is different, so you access YouTube analytics, otherwise the task will be the same and you will write the same thing.

P: Ok

R: This will also have a login. So the login is **[reading login details].**

P: You work for Qatar Foundation?

R: Yeah, that's correct.

P: Are they looking for people to hire there?

R: Maybe, but I work at QCRI, the computing research…

P: Ahh, that's different

R: It's slightly different, yeah. Why are you looking for a job?

P: I have a member of our team who wants to do more research, so they are looking for a job, and so I wanted to help him, but I said I don't know, I think every place here will need Arabic.

R: No, that's not correct, QF has a lot of people, they don't actually.

P: Can I send you this person’s CV?

R: Yeah, sure.

P: That would be so great, thank you.

R: I know some people from there because we also work with them, I can forward.

P: Thank you, thank you so much. What's your email address?

R: Hold on, hold on, let's handle that after.

P: Of course, of course. So it's this one?

R: Yeah

P: The numbers went down, I didn't know it was 2 600 000 only, it's gone down. Start?

R: Yeah

P: Ok, so this is our Jordan, this is specific to Jordan, isn't it?

R: No, it's not specific, you have to find the target information.

P: Ok

R: So this is just YouTube analytics, you need to somehow learn about the target group.

P: **[Reading silently]**

R: What are you looking at now?

P: I'm looking at which packages people from…which video packages people from this region Cairo like the most, watch the most. Apparently it's pigeons, pigeon battles and Cairo, then there is Bangladesh's Biggest Brothel which is a 101 East special, then what happened to Saudi journalist Jamal **[13:18]**, and only two Jordan related ones come up in the top 1 2 3 4 5 6 7 8 9 10, which is Jordan floods. But engagement, much time was higher for story on Egypt, which I find interesting.

R: Why?

P: Because it shows that they are not necessarily interested in just coverage on their country from Al Jazeera but also just about coverage on the Middle East from Al Jazeera, in general. It's good, at least the watch time and the average view duration…5 minutes and 38 seconds is high for an average view duration. I know because on Facebook anything above a minute is a miracle, so this is very interesting to me. But yeah, let's see, **[reading silently]**. Last 30 day. Ok, last 30 days. I'm just comparing like in the last 30 days compared to the United States and Jordan.

R: Oh, interesting.

P: I just want to see, ok, what time, average view duration. Ok, compared to…it's not our biggest audience, still America compared to this persona as well as still our target audience. So I would care more about the male viewers out of the US than the ones in Jordan.

R: But then remember you have kind of an imaginary task of caring about the Jordan, you want to activate them, so you need to learn about them.

P: Yes exactly. So to activate them then I would…seeing the top 10 videos that they're watching, they’re watching mostly us live, they’re watching Al Jazeera live content and they are not really engaging in our news packages, the only ones they did engauge with are the ones that have nothing to do with Jordan. So then that means anything Middle East related is fine for Jordan, but it's not our…I wouldn’t be spending my time still, I would not be wasting my time trying to feed them like for example, US midterm election plan, because now I know they wouldn't be interested. So anything nature related in the Middle East because of the pigeons and the flooding, the pigeon fight in Egypt and then the flooding in Jordan, that means anything nature related, anything specific region related to that area, I would be pushing this packages to those our target audience. But not to…I would not waste my time trying to get our US midterm coverage packages and news content to this target group.

R: Of course, makes sense.

P: …because that's not what they want to consume.

R: You think you've learnt enough, you click finish. Ok, and then the same task, describe the target group.

P: **[Typing]** Again like a title for like a news story that I think they would be interested in clicking, right, to watch?

R: Yeah, basically.

P: Ok, **[typing]**. I can hit next?

R: Yes please, yeah. So this is for the persona system, the first one that you…

P: Oh the first one, so not the last one?

R: No, there will be the same questions when the second one…

P: Oh ok, so this is the first one, right?

R: Yeah, that's the first one.

P: I don't remember.

R: That's good, you can write, “I don't remember.”

P: I remember seeing something, I don't remember **[23:06]**. Was this the second one or the first one?

R: Still the first one, ABCD for the first one and then ABC.

P: I did not see what videos they were interested in, only the topics. For the second one, I did the comparisons then I saw at the top 10 was. So I remember the Jordan one. Should I use that one?

R: No no, you'll have the same questions.

P: Ok, then I don't remember what are those, I only know which ones, which topics it was. I think I already said that, right? His age 24 or 25, I can't remember, 24 I think. What else? **[Typing]** I can't remember specifically how many but I think 8 or 7 minutes. Which one is this now?

R: So that's the…

P: Second one.

R: Yeah, second one.

P: Did I see that? Did they show us? I thought we went straight into YouTube analytics?

R: Yeah, you went to YouTube analytics and then you found information.

P: **[Typing]** I don’t know. Sorry, it's because my brain has also with what I have to do and this has completely thrown off because I have 6 scripts to relook and a plan to send.

R: Yeah, I understand, no worries, it's almost done.

P: I'm repeating myself, this is again was…**[typing]**. And there was…**[typing].** Yeah, that their watch time was less than the viewres of the United States of the same gender when I compared it. And their was…I just remember it being…**[speaking inaudibly]** Jordan males it was something like, I think it was 10 minutes, I believe. US male within that age target group was 7 or 8.

R: But is that now persona information or YouTube information?

P: But it's still going to help me with the task.

R: Yeah yeah, but you are commenting only YouTube analytics here.

P: Yeah yeah, then it's just persona, yeah.

R: You can copy and paste that to persona, because let's tried to give different, because then we kind of compare how efficient they are. So it will be…

P: It will be…?

R: Yeah yeah, it will be there. Ctrl+V

P: Well I don't know what that is. Ok, I’ll just say that…this was the American one though. This was the American one. So I’ll just say his viewing rate…**[typing]**. Ok, I mean I look at our personas, I wouldn't say not at all, I'm definitely not very experienced, but I do look at our target audience because I was part of a program where we were trying to target specific members of Al Jazeera’s audience on Twitter and YouTube. So we were studying everything, their age, their average watch time, so I'll say moderately. But not this tool, I don't have experience with this tool, that's the difference, yeah moderate. [Reading – provide other feedback from this].

R: Yeah, if you have.

P: This is all private, right, it's just for you?

R: Yeah, for sure.

P: Yeah, why we focused on only men and not women? It's because men are our biggest audience on YouTube, is that why? Because our male gender is our highest number on YouTube, more men watch us than women on YouTube, it's the same with Facebook.

R: For sure, for sure, I know that.

P: So that's why it's like I need to know why exactly that is, you know, what we could do better.

R: It's kind of a good question for Al Jazeera strategy, that's actually a good question. I'm sure people have looked into it within Al Jazeera for sure. Really, you don’t think so?

P: That's why it's like something that keeps coming up.

R: Because it's a very big imbalance, it's a huge imbalance, maybe Al Jazeera has a bad reputation among women?

P: Or maybe people are lying that they're male.

R: Oh interesting.

P: A lot of people maybe they're just creating fake accounts and just putting up and then they feel like they can attack us more through comments, because they are hiding behind “I am a male.”

R: Oh interesting, somebody should study that.

P: Yeah, that's the thing, we need researchers to come and just look at this, and yeah.

R: Exactly. I mean those explanations are interesting, but we don't know, those are like hypotheses for actually some kind of research.

P: Yeah, I think it's something we should get QRCI to look into.

R: Yeah

P: I'm saying, “why do we do better with a male audience than our female audience? These analytics make me question where we are failing with the gender that are Facebook persona says has more empathy than our male followers.” Our Facebook persona was saying that women right? Because whenever our views on some certain videos is higher is because they’re very empathetic, is because there is like…

P: A human story?

R: A human story, right. There was a mother with a daughter and all and we looked at the Facebook numbers, that was the Yemen story and women were our prime audience watching that content. And then when we contacted Facebook, they said it's because on Facebook the videos that do the best are the ones that engage with empathy and it's always your female audience who have more empathy than your male audience. So I was like that's interesting. So our videos are very human related, human story specific, do better on Facebook than they do on YouTube. So on YouTube the numbers are just the same, like high or whatever, but on Facebook they are higher among the woman and it's because Facebook was like more empathy.

R: Are you sure about that?

P: Yes yes

R: You did the analysis?

P: Yes, we have the analysis. I can get the analysis for you from **[36:20]**, but yeah, our empathy about audience.

R: Why is that? It's probably because of the general populations differ, so YouTube users maybe are more male.

P: Probably, but on Facebook videos are very different, they are consumed very differently.

R: Ok, I think you need to compare the two populations, kind of like a…

P: Yeah.

R: I mean that's amazing, then we will perhaps have a look into it.

P: I mean we’re looking into that as well, we’re looking at all these breakdowns and we're trying to understand our audience better, because I need to understand my audience better in order to do my job better, you know?

R: Of course. So what was your name again?

P: Aisha

R: Aisha, ok. So I will ask you for that information again, we could maybe replicate and do a statistical analysis that would consider the whole population, because we need to kind of like consider the whole population, you know, making a comparison, right? Because the population might be different. So that might actually explain the difference, there might be other explanations as well.

P: We’re looking at tools, we’re looking at a lot of tools right now to also breakdown our audience, explain our audience to us better, just so we have a better understanding of our audience. And there is another tool that I had a meeting with last week, it's cold Wirewax, it's basically a video app where engagement time on a video is increased by 8 to 9 minutes, that is exceptional. So the app will have people…you will be able to engage with what you're watching, you’ll be able to click here or click there or click on something that you're seeing in the video, and it will blow up and will show you more information. So they’re making the viewer who is watching something continue to engage with that video content. And it's called Wirewax, because a lot of companies are spending lot of money on this app, because right now our viewing is very one dimensional, right? We produce it, we push it out, people watching it, that's it, but this is going into it, clicking on it, engaging with it.

R: But can you implement those videos then on Facebook and YouTube.

P: Yes, so that's why…there is one video I have on my colleagues right now, she's working on an explainer for the US midterms. I'm going to have her use this tool so we can test it, like she’s going to include all these things that you can do, it will tell the viewer, “do you want to know more? Click here? Do you want to see this enlarged? Click here?” So they will be playing with a video that they are watching.

R: For sure, you can already ask the annotations on YouTube.

P: But this is more than annotations, you have to look into Wirewax.

R: Ok, I will check that. It sounds interesting, it sounds almost like magical, because how do they…?

P: Amazing. And you know – sorry to cut you off, there is companies that are selling clothes that are using this tool, it's like Minority Report, you know when he's walking in and then you know, that's exactly how it is, there is a guy. And you can click and you can like blow up the material on his jacket, things like that. It's very interesting, they're very smart, they know how to…because that means a customer will probably click to buy it or something, you know.

R: Maybe maybe maybe.

P: They're smart.

R: I mean for sure it's sounds like a future thing, but I'm still sceptical if it actually works natively on YouTube and Facebook, because…

P: Yeah, I hope it does because we're going to tested it. I’m hoping it will increase audience engagement and everything, so will try it check it out.

R: I will check it out. And one more question, like for YouTube analytics how difficult did you find finding information about the target group on a scale of 1 to 5? And 5 is the most difficult.

P: Of this?

R: Yeah, for YouTube and personas.

P: Like in general or in this experiment?

R: In this experiment, like how…?

P: In this experiment just maybe 2.

R: For YouTube?

P: Yeah

R: So it was quite easy?

P: Yeah yeah, it was easy but I don't know if I had time I would go into deeper, but because I know that there’s a time limit and I have so much to do all I wanted to do was just compare the Jordan and United States and that was it, but I found it very easy, yeah.

R: And then for personas, did you understand?

P: Easy. Easy but then it's like I'm more…like I didn't pay attention to the quote of the day or anything like that, but then again because I would have somebody do it for me. I would ask them to be like, “can you focus on this and give me like a breakdown?” Because this is what we did back in the day, we did a whole thing where when we were trying to do an audience development for a show, a specific show, we were looking at all our feedback emails from our readers on our website. So then they would say, in order to fill in the feedback they would say their name, their age, their location, right? So then I had everybody, a group of 3 people to them look through all those people emails and give us, “this is how many times this person who is this age group from this area of the world commented on our content,” you know. So then we found that there was out of the hundreds, there was only 15 people who were regular commenters and are giving us feedback on our website, like, “oh I don't agree with this opinion piece, this is inaccurate blah blah blah,” all this. So then we met those 15 people, I called them super users. So then I invited them to come on Al Jazeera basically through video comment. Any time we did a video report we would have them give their feedback, you know, and then the…

**[Talk turns to the different shows that Al Jazeera has done, strategies that they have used to engage with viewers, viewers who attack the channel and responding to social media comments etc, from 42:22 to 56:53]**

R: Ok, it was nice talking to you. How long have you been working for Al Jazeera?

P: 10 years now, 10 years.

R: So what do you think, how easy was it to use personas system?

P: Very easy, this was helpful and how having your guidance as well helped.

R: So is it a 1 or 2 on the scale of 1 to 5?

P: 2

R: Great, I got so much.

P: Thank you so much, thank you, lovely meeting you. [57:19]

**Total experiment talk time: 25min 22sec.**

# P05

## PA

R: So this is your first task. Ok, you should remember your target group. Now a little dot is going to appear on the screen just try to follow the dot around with your eyes without moving your head. Excellent, mission accomplished, step 1 done. Now remember to talk aloud, I'm going to help you log in here. So if you click here and you're going to use…I'm sorry, this one right here **[reading login details]**. Ok, so now remember to speak aloud, tell us what you're looking at and why, and remember your target group.

P: [Reading inaudibly]

R: A little louder.

P: Louder? I'm reading this one. Ok, arts, entertainment, sports and media, he likes to read…

R: Again, remember your target group.

P: [Reading inaudibly] So I select from here?

R: Whatever you think is the right thing to do for accomplishing your task. So talk aloud, just let us know what you’re looking at. A good way to say it is, “I'm looking at this and this is why I'm looking at this and this is where I am.”

P: So should I select someone from here?

R: You can do whatever you want. You have 10 minutes, you have a task, you need to identify this market segment and remember as much…identify as much key characteristics as possible. Again, remember your market segment. You understand market segment?

P: Mh hm

R: And you're looking at….be sure to talk aloud. Ok, this is from Jordan.

P: **[Reading inaudibly]**

R: A little louder.

P: Ok, I understand all of this now.

R: Ok, what is “all this”?

P: Yeah, this is our target audience because it fits, he’s male and he's in the age of 18 to 24, he's interested in…we have more or not? Only this, right? Ok.

R: What are you looking at?

P: I am looking through the jobs part, career.

R: Ok, be sure to just articulate what you're looking at and why.

P: This one, he likes to read about general news.

R: A little bit louder.

P: Ok, I have to think loudly about this.

R: Yes you actually do.

P: He's reading about **[05:22]** because it's Jordan, ok.

R: Again, if you would speak out loud what you’re looking at. Again, remember your task and what you're trying to do.

P: Ok, I push here finish or?

R: Are you done?

P: Yeah, to memorize all this or?

R: Ok, then hit finish.

## YT

P: **[Reading inaudibly]**

R: Read aloud.

P: Ok. [Reading – your team is preparing a YouTube marketing campaign to increase audience engagement. It has been decided you want to target men in the United States. Your task is to use YouTube analytics to learn more about this target group {speaking inaudibly}].

R: Ok, so remember your target group. Ok, now use this password **[reading password]**. Click next, and I'm going to save. Next. **[Trying to access the system]**. Just try to stay on the analytics section, this big section, not all these other things right here, ok.

P: Actually I did not think about this.

R: Again, speak aloud.

P: I didn't do this before, I'm not used to YouTube

R: So remember your task and try to figure out as much as you can about your market segment. Be sure to talk aloud. What are you trying to do?

P: I'm just reading this. Actually I didn't look at this before on these things, so I don't know what is this, ok. **[Reading inaudibly]**.

R: Ok, speak aloud, what are you looking at and why?

P: Maybe I don't know what is happening, this is my first time to open analytics on YouTube.

R: Ok, let's try to figure it out. Try to remember your market segment, your audience segment, and you’re trying to learn about that particular segment.

P: **[Reading silently]**

R: What are you doing?

P: Trying to find who is my audience.

R: Ok, excellent, good, perfect.

P: **[Reading inaudibly]**

R: Are you looking for the United States?

P: Yes yes, so this number, I don't know what it is view, ok. [Reading inaudibly]...I can’t see anything.

R: Again, please try to talk aloud, explain what you're reading and why.

P: Ok, average view duration, from where I know is audience, I don't know where…ok, videos and playlists, subscribers.

R: Again, please try to talk aloud, just explain what you're doing.

P: I'm searching now for the United States. Ok, United States, we have 1000 subscribers…how long? For almost 1 month, 3 months, here, right?

R: You're very soft spoken, so just a little bit louder.

P: Because I'm thinking about this, I don't know if I…

R: Ok, just explain what you're trying to do, what your strategy is, what you're looking at.

P: Because it's my first time to see these things, so I don't know, I'm just…United States and search for this, where I can find any data for the United States. Ok, 600 subscribers, ok. Then I would like…I can't find any age in this United States **[speaking inaudibly]**.

R: Please try to speak aloud, explain what you’re doing.

P: I'm searching actually maybe any data to try and understand, because until now I didn't understand anything from United States, why they are…

R: Maybe try to stay on analytics here.

P: Here?

R: Yes.

P: Ok. Watchtime, views.

R: A little bit louder.

P: I'm just analysing, I'm thinking, ok **[speaking inaudibly]** wow, all this, ok.

R: What are you thinking? Yeah, it really helps us to understand what you're thinking, what's going on, there's no right or wrong answer.

P: Yes actually I don't know what is that because it's my first time and it's not personas we use it a lot, and I will work so I understand how to use a persona, but here I don't know, this is certainly difficult.

R: Ok, what's difficult about it?

P: I need someone to explain things to me so I can understand how to use this data because now I don't know what this number mean. Ok, do views and watch time, what's the 60%? I don't know.

R: Ok, see that's very helpful, that kind of talk aloud is very helpful, so.

P: It's like complicated really, it's my first time and I don't know what is that and how I can go back.

R: Again, ok, think about your task and what you've got to do here.

P: Even ever get my task

R: Understand some data about your market segment, your audience segment.

P: Back to another text. Ok, time up, what should I do?

R: Ok

P: So are you just gonna go up the demographics?

R: Actually I don't know.

P: Oh yeah, either I would guess you would either come up with something or say you don't have a good title.

P: [Typing]

R: How did you know that there were end notes in this?

P: This one I know because I search about the video that they view, the video type I know because it's about news and science, so I understand.

R: Oh ok, alright, got it.

P: But actually other things I…

R: Ok, this is just some demographic information.

P: Here in my country or?

R: Whatever, yeah, whatever country you claim as…

P: Then write Qatar or Yemen.

R: Whatever you would, you know, whatever you want to, either Yemen or Qatar or UAE. This is just your experience using personas and your experience with YouTube analytics. Ok, if you don't have any other feedback just nothing. Alright click that little green button there. Alright, well thank you very much.

Joni: No that was fantastic, I really appreciate your input and stuff, and we have a wonderful parting gift here for you, there's a variety of options here, please pick one.

Joni: Just a couple of questions. So years of experience in Al Jazeera, how long have you worked here?

P: I'm here now for 3 years.

R: And your job title?

P: Producer

Joni: And how do you think it was to find information about using YouTube analytics?

P: It was difficult.

**Total experiment talk time: 14 min**

# P06

## PA

R: Look on the screen and go through this please and talk aloud. Ok great, just remember your target group. Now this is the persona system. We’re going to login here, this is the email you're going to use **[reading login details].** Alright, so again, remember to talk aloud, explain. A good way to do it is, “this is what I'm looking at, this is why and this is my reaction.” Remember your target group.

P: Yes, so I'm looking at a bunch of profiles, Mort is a 25 year old male living in the United States and works in the sales field. He likes to read about research, innovation, Iraq news, JSSA and watches on his desktop. His average video viewing time is about 10.9 minutes. Ok, so what am I supposed to do here?

R: Your task is to learn about a market segment, males 18 to 24 from the United States.

P: So just read the profiles?

R: So again, how would you look at 18 - 24 males from the United States? Look at the key market segments or key attributes about those, verbalise what you’re looking at.

P: So I'm looking at Phil, 22 year old male living in the United States and again works in the sales field. He likes to read about research, innovation, elections, news, Iraq, Korean relations, and views on his mobile. His average viewing time is about 9 minutes. Ok, I go to more demographics, my demographics. Can I go in and out?

R: You can use the system as you would, you know, the system is totally operational, so you can use whatever you’d like. Again, keep your task in mind, the audience segment you’re focused on. Again, verbalise what you’re looking at.

P: Ok, I'm trying to sort my matches here according to the age and I only see one person here who is in my demographic and I think that's it. I think I know about this man and I don't have anybody else from my demographic right now in this list, I don't know how to look for more.

R: Ok, do you think you know everything about this particular market segment?

P: I know about this person because that's the only…ok if it's a persona then yeah, I know everything about this.

R: Ok and then in that case click finish if you think you're done.

P: Ok, just a quick look again, [reading – news, social media, Syria] this demographic…[typing then reading - This campaign it has been decided that you want to target men 18 to 24 from Jordan. Your task is to use YouTube analytics, access to YouTube analytics]. **[Reading silently]** 18 to 24, male, from Jordan.

R: Ok, this just loads here. Ok, you're going to sign into the YouTube analytics. This is the email you’re going to use **[reads email and types in password]**. And if you can try another way and ship it to this corner on the right **[reads code]**. Ok.

P: Al Jazeera English

## YT

R: Yeah, just click on ok. Again, the same task, you're trying to learn about this demographic, men 18 – 24 from Jordan.

P: So I am looking at my persona from Jordan for men between age 18 – 24. I will look at the last week and I'm trying to find out if they have…so they have gender but they don't have age groups. So if I try to find videos, I find lie on demand, all YouTube products. Ok, I'll try and check this ‘browse all groups.’ I don't know what they mean.

R: You're doing a really good speaking aloud now, thank you.

P: Not at all. So, I didn't find anything on the groups. Ok, I see demographics and I go to my demographics, great. So, I find out that this should be the Jordan demographics where females spend about 23 minutes, or is that in percentage in watch time 23% minutes? Ok, so this is 77% of the males and 23% of the females is watching. And I'm trying to see what gender takes me to. So, the females are more interested in the Jordan floods or the death of school children. I can go back and let me see what males are interested in. So the Jordan floods, Malaysia, Saudi Arabia’s Crown Prince, school children and Jamal **[11:45]**. Jordan floods, school children, Malaysia, interesting, ok. And then I see a bunch of analytics data here, but I'm not sure if I have the…I have 10 minutes for all of this, I'm not sure if I can look at all, so I think I will be ok with what I've seen so far.

R: Ok, then finish.

P: Finish. **[Typing]** I didn't see how Mort…or maybe I missed it and maybe that's why.

R: Oh no no, if you can enter that, that's a great thing, thank you.

**Total experiment talk time: 9 min**

# P07

## YT

P: Watch time. What am I looking at now? This is the analytics of all our videos?

R: Correct.

P: Ok, and you are asking me to find information for a specific target group, guys from 18 to 24 in Jordan?

R: Correct. Just try to explain what you're doing so we understand.

P: I'm trying to figure out what this is showing me, last 90 days, August…watch time of YouTube videos in minutes, views **[01:23].**

R: Yeah, this is the place. So there are…yeah, just go in.

P: So it's not a particularly big market for us compared to the United States, which would be number one. And how do I get back to this?

R: Main page, I think it was left overview, analytics overview, like left, there.

P: **[Reading silently]**. Gender, so 80% male, suggest videos. What does that mean, suggested videos? So it's basically videos that come under other videos? So I can type in Jordan here?

R: Yeah, you can. It's different, I know you are used to Mac, right?

P: No, I'm just not used to this. Jordan, so we have age groups, male, 18 to 24. I guess that's this age group, it's not our biggest age group in Jordan, it’s our second…no, third biggest age group in Jordan. And click on that, does it do anything? Views. It’s our third biggest age group in terms of watched minutes, but views…so I can say what's the difference between views? So they don't watch the whole video, obviously. And 95 000 views in this age group. Yeah, what else do you want to know?

R: What else do you want to know? I mean once you're done, once you think you know enough about this target group then just click finish.

P: Yeah, so they don’t…average view duration is 3 minutes 3 seconds, this is for both men and women, I guess. Average percentage…average percentage viewed. So they only watch 24% of the video they click on, and watchtime in hours, 19.10% watch time, I don’t understand that, what does watch time mean? **[reading inaudibly]**. I'm trying to look out for some dates. Alright, finished.

R: Perfect.

P: Alright, what else?

R: Then there will be the task.

P: [Reading – please write an email to your team in which you describe the most important characteristics of the target group in Jordan, including explaining why these characteristics are important]. Target group is…Target 8% by suggested videos and the third largest group in terms of views in Jordan, no it's second largest group in terms of use, the third most…it is the third largest group in terms of the watched…this went off.

R: Oh, nevermind.

P: Minutes, and they have a limited attention span and like to browse YouTube videos.

R: Interesting. Ok, good, anything else?

P: [Reading – how confident are you that the most important characteristics that you mentioned actually corresponds to the target group?] I have zero confidence.

R: Oh, why?

P: Because I don't have the experience reading this data.

R: Oh ok.

P: [Reading – in the email please write a feature video title that you think will resonate with this title]. Kim Kardashian.

## PA

R: So basically now is a second test. So there will be two differences the target group is slightly different, so now is from the United States but same gender and age and you'll be using a different system, otherwise everything will be the same.

P: Description of the target group, male, age 18 to 24 from the United States.

R: Let's click login and again, remember to tell us what you're doing. What are you looking at?

P: I don't know what the hell is this.

R: Ok, interesting.

P: I guess this is a persona, 25 year old male living the United States, he works in the sales field, he likes to read about research and innovation. So this is a persona. Topics of interest, quotes by the persona, “this is the reason why I never visit Latin America.” Chinese, he's a Chinese…

R: Ok, remember your task of finding information about the specific target group.

P: So it was 18 to?

R:18 - 24

P: Oh ok, this guy doesn't even fit the bill.

R: Correct.

P: 18 – 24, this is our guy. Phil is 22 years old, living in the United States and works also in the sales field, he likes to read about research, innovation, elections, news, Iraq, Korea relations, refugees. His average video viewing time is about 8 minutes, he's less interested in social media, Syria and social unrest. He's more interested in research and innovation, elections and news. Yeah, so all these doom and gloom Middle East stories, not so much more into research and tech and stuff. Elections, pardon me. Most viewed content, again with the Baltimore police scandal, Syria. Still he likes to watch the Syria story, the UN proposal to create…cricket, he's into cricket, maybe into science, 7.8 million people similar to this dude Phil, 22 year old sales person. Ok, what else?

R: Yeah, what else? I mean once you’re…once you think you know enough, then you can always click finish.

P: But I guess this is just one person, so we don't have a female? Oh, ok, interesting. So audience size is…I guess this is acumulative…so this is the lowest audience, this is the highest audience sorted by audience size, so I guess it's only the 2nd from below, young dudes from the United States are not a big audience for us. Let's go on matching current reach. What does that mean current reach?

R: Ok

P: So our youngest audience, or at least the persona that comes with our youngest audience in general. This doesn't do anything, this is nonsense. Search personas. Philip, ok I got that. Ok, so it's definitely not the biggest audience size that we are after. Actually only the second smallest. So most viewed are social media, news, politics. So you see, they are not interested or the biggest audience is not interested in US politics, that’s interesting. Also our biggest audience is interested in research and innovation, Iraq and social unrest, whereas this one shows research and innovation [**21:27]**, what the hell! Interesting. News, elections, research and innovation. Alright, finished.

R: Yep, when you're done.

P: [Reading – please write an email to your team in which you describe the most important characteristics of the target group]. The target group is currently the second smallest group, 7.8 million dudes, men between 18 and 24, the group is interested in tech and innovation, elections and news and not interested in Syria. What was the other thing?

R: I can't tell you.

P: Alright, not so much in Syria, yeah. [Reading – how confident are you that the most important characteristics he mentioned actually corresponds to the target group?]

R: Then you just need to click this choice.

P: I think it's about 5. [Reading – please answer the following questions, what topics was the target group most interested in?]

R: This was for the first YouTube analytics, the first target group?

P: The Jordan one?

R: Yeah, the Jordan one.

P: I can't remember.

R: Just type you cannot remember.

P: [Reading – what was one of the comments from the target group?] There were no comment.

R: In YouTube analytics there are comments but you didn't look at them, so again you can…this is why we test, because not all information is easily discoverable.

P: [Reading – what is something else you would like to report about the target group?] Mostly captured by related videos.

R: Ok good, and this is for persona.

P: Tech and innovation, elections I think what it was. [Reading – what was one of the quotes from the personas?] I can't remember, something about China, I can’t…I don't know. [Reading - what are some of the biggest things they're interested in?] I can't remember specifically.

R: Oh ok

P: Experience reviewing personas, not experienced. Experience in using analytics, not at all experienced. Feedback, no.

R: Great, thank you. What is your experience? How long have you been with Al Jazeera?

P: 8 years.

R: 8 years. How difficult did you find the YouTube analytics if you tried to find information about a specific segment, on a scale of 1 to 5? And 5 is very much new to me.

P: It looks very complicated, so I think it needs a proper tutorial. So how difficult I found it, probably a 4 or 5.

R: What about persona analytics?

P: It's maybe easier, so maybe at 3 out of 5.

R: Great, thank you so much.

P: Thank you

**Total experiment talk time: 21min**

# P08

## PA

P: I can take notes?

R: No

P: No? Because my memory is bad, ok.

R: Ok, well that is an individual thing we need to account for, yes. See I didn't get a chance to respond, Joni just jumped in there immediately, but no notes.

Joni: Just in case you would like to give her special privilege or something.

P: [Reading inaudibly] Oh my God, there’s the memorizing

R: Here is the key thing to remember, men, 18 to 24 from the United States.

P: [Reading in audibly] Ok.

R: Ok, we're going to quickly recalibrate this device, just hit proceed. This little dot is going to appear on the screen, try to follow it around with your eyes without moving your head.

P: Ok

R: Only 3

R: Exactly. So I'm going to help you login here, I’ll just click right here. So this is the email that you're going to use **[reading out email]**. See with this we have notes. And the test is Test, capital T, you can just kind of click on there, there you go, capital T - 1 2 3. Ok, you're in. Now remember your target group and remember to talk aloud.

P: Ok **[reading silently]**

R: Remember to talk aloud.

P: So even if I'm just reading?

R: Yeah, just what are you looking at, I’m reading this, you know, what…just what your reactions are, it really helps us to understand your involvement with the system.

P: Ok, I'm checking the first persona, which is male, 25 United States. What kind of content they’re viewing, the most viewed content, show trending content, yes. Live streaming. Again Jamal **[04:29]** is trending, content about Jamal.

R: And remember what your task is, men 18 – 24 from the United States.

P: **[Reading silently]**

R: Again, remember to speak aloud.

P: Ok, I'm looking more about people from the personas group, which are between the age of 18 to 24, male and from the United States. Phil is one of those personas, they're interested in content related to Syria, interesting. Some social media, Iraq, US politics. The audience size is 7.8 million.

R: Just speak a little louder.

P: Ok, the quotes by personas, reach. Ok, well Phil is the yellow one. So the reach is…the United States is the biggest portion in terms of reach and audience size. Ok, so their interests political party, social media marketing, research, politics and social issues and language. So let's see by age, interested topics, research and innovation, elections and news. Ok, so do I need to do anything other than observing the personas?

R: Well, when you think you have enough, you have identified the characteristics of this particular demographic, then if you think you have all the things you need you click finish there, that little button on the top.

P: Ok, I'm looking at the topics of interest for the target personas, research and innovation, interested in research and innovation, elections, news, Iraq. Ok, less interested in UK US politics.

R: So talk out loud.

P: I'm just trying to explore the tool to see what kind of interest we can get from each of these metrics. So ok, I think it's done.

R: Ok, the upper right hand corner, finish.

P: [Reading - …in which you describe the most important characteristics of the target groups. Explain which characteristics were important, list three characteristics **{reading inaudibly}**]. So, characteristics **[typing].** I don't remember the characteristics, I remember there was the 7.8 million from this target audience.

R: Ok, whatever you think you would put to the team.

P: **[Typing]**

## YT

R: So remember your target group, male, age 18 to 24 from Jordan. **[Reading out email and typing in password].** Ok, I'm going to give you a verification code I'm here. I'm sorry, click this right here, try another way. And click 4-8. Ok, the code is 231019, press ok. Again, remember to talk aloud and remember your demographic.

P: Ok that's something I'm familiar with, the YouTube analytics.

R: Oh you're familiar with this? Ok great.

P: Ok, let's see, if we go to demographics, let’s check the target personas which are male, ok. Ok, we need to check viewers from Jordan, let's go to geography, there’s Jordan. I'm trying to find Jordan. So it's not among other topics, countries from viewership is coming from. Let’s see the demographics from Jordan. Ok, for male between the ages 17 to 24, 18 to 24, which is here. So it's around 15%. So in the last 90 days we had around 15% of males which is from Jordan, ok.

R: Remember to talk loud.

P: Ok, so during the last 90 days we have around a hundred thousand views coming from Jordan, 15% male, age 18 – 24, let's see what kind of videos they are viewing. Trying to see what kind of videos they're viewing from Jordan in general. Ok, it seems like we have an increase coming from Jordan during the last 30 days, we have a pic, ok. They’re viewing mainly livestream page, the livestream video, 78% male. Trying to see the traffic sources, and this percentage is coming from YouTube search and suggested videos.

R: Keep talking aloud.

P: I'm trying to see if we can get the content consumption by the target personas, but it seems that we can only get it by geography. I'm sorry, I can't talk because I'm trying to concentrate for the questions, it's difficult to talk and concentrate at the same time.

R: Exactly, I understand, but we're going to ask you to do it anyway.

P: Ok, so male 77%, 18 – 24, male 15%, only 15%.

R: Keep talking aloud.

P: I'll check again the type of content, let's make this from Jordan. It's mainly related to content related to Jordan, in Jordan and the livestream and some content related to Saudi Arabia. Let's have a look at the engagement. The engagement is not very high, ok, the most characteristics **[reading silently]**. Viewers…[speaking inaudibly then typing …related to the Jordan floods and Al Jazeera English…around 15%].

**Total experiment talk time: 15 min**

# P09

## YT

R: Great! You remember the task?

P: I'm supposed to look at the YouTube analytical looking between the age of 18 to 24 Jordan men. I just forgot, what was the endgame of that?

R: Basically you want to learn about what…I mean what do those people like? How do they differ?

P: So how will these are about 18 to 20, correct?

R: No, this is just a generic…this is kind of like all information. So now you would need to find specific information about that segment. You can use all the reports there on the left, under analytics there are different sub sections.

P: Here?

R: Yeah, and don't worry, there is no right or wrong answer.

P: [Reading silently] This is not from Jordan, is it?

R: No, this is overall, correct.

P: So I need to find Jordan?

R: Correct.

P: And I need to know where Jordan is actually here.

R: So you're trying to find Jordan, right? Yeah.

P: [Reading silently] You know I have a degree of dyslexia, where I type things backwards or sometimes I see things a bit different, so that's why I have to be very careful about what I’m looking at here.

R: Yeah, don't worry.

P: Is there a search menu?

R: Yeah, just yeah, you can click whatever you want.

P: **[07:59]**

R: Oh ok.

P: Because you want just a small…

R: Yeah

P: YouTube views. Is there no summary or something to say to summarise exactly what all that's about, it's just says YouTube video.

R: Ok, that was 10 minutes now.

P: …to find Jordan. And there was 73% ,73% watch this **[reading inaudibly].**

R: Exactly. Now…

P: **[Reading inaudibly]**

R: No, if you didn't kind of find any information you can't just write that it was very difficult to find information or something like that, you don't want to invent.

P: No no no, I wasn't going to invent, I was just going to say do I have to write by someone or just **[09:40].**

R: Yeah

P: I cannot say any more than that.

R: Good, excellent. Then next.

P: **[Reading inaudibly]**

R: You can just click in the middle because it's kind of hard to answer that.

P: Well I would say no.

R: Yeah, because it’s kind of like in the centre or you can go to whatever you want.

P: [Reading – in the same email please write a YouTube video title which you think would resonate with the target group]. I don't understand this **[reading inaudibly].**

R: Yeah, it's basically…

P: What the target group would like to watch?

R: Yeah, the Jordan, yeah.

P: In Jordan between the ages of 18 and 24 want they would want to watch, and make a video title?

R: Yeah

P: I would say…**[typing then reading inaudibly]**

## PA

R: Yeah, so it's the same as before, only…

P: It’s in the USA.

R: Correct. And here please click login. Ok, please, go.

P: **[Reading silently]**

R: What are you seeing?

P: I'm trying to look at analytics on the ages of 18 to 24 years, United States and the topics that are interested in. The problem is my perception of analytics should look like, therefore for me it's…most important, this is what are topics of interest for this persona. Audience size.

R: Ok

P: This is more of what I think analytics to be because it took awhile to understand that the is a pattern that is yeah, it's supposed to be some sort of graph, but it wasn't clear **[16:36].**

R: Oh ok.

P: **[Reading inaudibly]** 24 this is also out of the target group.

R: Yes

P: So why am I looking for this? Why this is not…

R: Because you need to find the target group.

P: **[Reading inaudibly]** This is annoying.

R: Oh, the pop up.

P: Yeah this keeps on

R: Ok

P: If this is what he's watching, technology and politics, he's interested in international relations and **[19:47]**. What was I looking for? Age 18 to 24.

R: United States male

P: Male, United States, this is male, this says 18 to 24, the same age group. And I was supposed to look for?

R: Kind of information about him, like this target group for…if you would like that can pain like what information would be helpful to make them more interested in your content.

P: Yes, ok. That's a very poor view of poor people.

R: Yeah, correct.

P: **[23:22]** is politically oriented in terms of his topics of interest yet he is less interested in Syria, which is one of the major conflicts of Asia, and social unrest. So he doesn't like social unrest or is that he’s pro establishment? I don't know, social unrest, or is it that he’s pro peace, he doesn't like unrest? I don't know which one of those he's less interested in, but that doesn't mean he's not interested, he's less interested compared to other things, what he’s more interested in, which is research and innovation.

R: Ok

P: I would say I am…[speaking inaudibly then typing in silence].

R: Wow, it seems amazing, amazing. Ok good, you can continue.

P: I could go on because it’s in my head, I can…

R: That sounds like plenty. So really great. So how confident are you that email corresponds with the target group?

P: I'm very confident, I would say probably I'm 8 out of 10, **[32:39]. [Reading inaudibly]** I would say probably **[33:10]** cover the number of countries that he might be interested in with these views of his, or he wants to know what most people think of him or the country.

R: Yeah that's pretty good.

P: [Reading – what topic was the target group most interested in?]

R: Yeah, so this is for the first one, YouTube analytics.

P: What do you mean by YouTube analytics? This is the…

R: That we struggled with.

P: Oh yeah, most interested in. I couldn't find this.

R: Yeah, exactly, just…

P: I'm not sure what was the audience of the target group [Reading – what are some of the topics the target group is interested in?]. Again?

R: Yeah

P: What is something else you recall? Target group, 75% or 14% watch this 73% were male. What category

R: Yeah, exactly

P: This is correct

R: Yeah

P: [Speaking in audibly]

R: Yeah, good. And I the same questions for the persona

P: And it was science. [Reading – what was one of the quotes from the persona?]. **[36:28].** And how much easier? I think it was something else, I'm not sure. But you can get the gist of what he said, he does not think that poor people are good managers of money, perhaps he blames them for their poverty. I find that elitist and though he’s afro-American and yet there is a degree of elitism in his mindset, **[38:12].** What are some of the [inaudible reading]. Ok, that one is elitist, I would say…I would say that's enough.

R: Ok thanks, thank you very much.

P: Thank you.

R: So it was very interesting. You see the information was in YouTube than what you see in personas, but it's just differently presented, so it's quite interesting how…

P: It was very interesting. So it's the same information but one is the US, one is Jordan?

R: Yeah, correct.

P: That was the difference between the two. One was more of graphs and yeah, you had to get in two different places to search.

R: Yeah, a lot of different places, yeah.

P: And it was there. This one, it took me a while to understand it, to work out architecture of the page to see what's where.

R: But after you did?

P: After I did I think the question then became clear, not as clear but it became more clear, whereas in the beginning you try not to forget the question, but then you've got all this data which is everywhere, and then halfway you say what was I looking for? And then you have to go back and say…yeah, this is very interesting exercise.

R: Yeah. So how long have you been with Al Jazeera?

P: The last 16 years

R: Wow, that's the longest time ever. I mean out of all the participants.

P: All the other people, yeah. I work with **[43:46]** as a cameraman.

R: Wow, so what do you do now?

P: I am the head of planning, news planning.

R: And in terms of using the first system, how do you think it was to find information about specific target group on a scale of 1 to 5? 5 is maximum.

P: Maximum. I would say was a 5

R: And for the second one?

P: The second one was more wordy, it was more…it had words, it had titles, it was in boxes. It's almost as if you open your cupboard and you've got your spices in boxes and then you know what you're looking for, it's either in this box or that box, whereas the other one it's like you’ve got…it is more like everything is…it's not even labelled, you have to move. Let me give this example, just staying with that spice thing, if you don't know what you're looking for, then analytical is almost like I give you the actual spices dried up and you have to look by look to see what you are looking for, whereas the other one it gave you by name, so if you know what you're looking for, you look at the name of the spice.

R: You mean you have to taste for the other one?

P: Yeah, the first one is almost like you see them crushed…

R: But you don't know what it is.

P: But you don't know what it is because now it's been taken to a whole level, it's not the actual spaice at all, it's been changed into a different **[45:43]**, it's a different category of knowledge.

R: Like refinement.

P: It's refined here, it's almost like going beyond the matrix, you know, understanding those details.

R: Ok, that's amazing. So what would you score from 1 to 5?

P: For which one?

R: For the other one?

P: For the other one I was saying I would give it 4.

R: 4 is very difficult.

P: No no no

R: So easy would be 2.

P: I would say 2, yes. I won’t give it 1 because **[46:18]**, so it's not just that.

R: No, but you wrote quite an amazing story, so I'm looking forward to reading it later. So thank you very much.

**Total experiment talk time: 17min 50sec**

# P10

## PA

P: OK, I am the most person who talk a lot.

R: So we’re gonna login to the system here, login right there. And you're gonna use this email right here **[reading login details]**. Ok, you're in. Remember to talk aloud.

P: Ok, so I'm looking at Khaled, he’s from Egypt. So I would so **[00:50]**, he’s from Jordan. So, these all the personas you have. Sorry,I moved my eyes. So these are all the personas?

R: Well we have it set up for 5 right now, but you can up to 15. But for the study we just have set up 5.

P: So you generate only 5 profiles?

R: For the study, yes.

P: For the study, yes. So just let me have a look at Jordan, so **[01:29]**, living in Georgia, works in art, entertainment, sports and media. He likes to read about general news and other news on his mobile. Average view time is 4.1. Education…**[reading inaudibly]** US politics.

R: Be sure to talk aloud.

P: Yes, so for me that's expected, you know, because for me I looked at **[02:18]** and ethics and like for me this is expected. Audience size, so this is interesting for me in the campaign, so I can benchmark when I want to create a campaign or create a YouTube campaign. And I can say I can reach 70k, but I need to see the return of investment if I want to like gain females, shall I go with the females on the campaign? So I need to just…the females are like, from this persona, I can say, ok if I want to target Jordan for men specific, I would give them the content that is only for this show. So if I want…because he's watching this, but he might be interested in something else. So I'm going to direct him to other content that I have in my channel.

R: Sure, you're free to explore the system. We have 10 minutes. It may answer your questions.

P: Yeah. So quotes by persona. So quotes by persona, is this the comments by this persona? Like for me when I read in Arabic, **[speaking Arabic]**, greetings from a Moroccan. So that is not reflecting the Jordanian persona because the dialect is tougher. So when he says like I am Moroccan, maybe he's registered on YouTube as he's from Jordan, so we need to double-check from API if this is connected, like is this analysis or the sentiment analysis for this content is kind of relying on YouTube API location for the profile or it's learning from what Jordanians are saying, because he's Jordanian but the persona is Jordanian, but I'm not expecting from a Jordanian persona to say…

R: Now this is a really good question. And again, you can explore the system. And also it's a male living in Jordan, may not necessarily be Jordanian.

P: Male living in Jordan, yeah. So yeah, this is interesting for me, if I like looked at…I would like to see like, ok, a male living in Jordan, but the dialect…so what is like…because there are many…detecting the dialect would be interesting for me. Because let's say if I have persona from Saudi Arabia, I'm looking let’s say I'm going to Saudi Arabia persona, so we all know that Qatar persona, I have around 200 million population, around 400k or 300k are Egyptians, 600k are Indians. So he's living in Qatar and he’s engaging with content from Qatar, but that doesn't mean that he's Qatari. So how we can detect the language or the dialect? So this is kind of interesting for me, so I can understand more my audience.

R: Sure, that's a great point.

P: Let's say the number says in Saudi Arabia there are like…this is one of my colleagues told me, there are 7 million Sudanese and Saudi Arabians, so we would like to know, these people who are expats and Sudanese how they're like, because we've seen not say on Twitter, not YouTube, people who engage with…

R: I think this is great system stuff, but you have 10 minutes to do this task, which is identify your…you don't have to describe your…but I think it's really great on detecting the dialect thing, right.

P: So the dialect thing is interesting for me.

R: And again, your demographic is 18 to 24 from Jordan.

P: Yeah, so I will go like if I want to choose the personas, if I’m targeting my existing audience, I will go with this persona. I will go with the interests of this persona, but if I'm not targeting my existing audience, I want to reach a new audience, I think…

R: Well you're welcome to explore the system.

P: Explore and reach. I expected he's from…

R: Again, just back up a little bit, the other way.

P: Oh I need to look, I was like what's happening when I resumed. So I'm trying…**[reading inaudibly].** So let's say for me…this will be interesting for me when I want to…I mean to budget my campaign. So, if I have content I know how now like, ok based on the share of…based on the share, because again, more…54% of shares from Egypt, but why this happening from **[09:48]**. I know because I'm working there, because we have like an Egyptian creator, so we have the expose at that moment, but if someone…oh sorry.

R: No, your time’s up.

P: Oh, my time is up?

R: You only had 10 minutes, yeah.

P: That's ok because the mouse is not working, I keep like…

R: I think everybody who clicked it says this is sensitive data. I don't typically use a Mac or…

P: Yeah, because I am a Mac user.

R: I can tell by the way you are interacting with the keyboard.

P: Ok, I think I need to go back to…I'm just thinking how much time I have in the survey here, in the email.

R: Well this is not timed, but it's like yeah, you can't go back. So, it's going to write this email to the team describing the most important characteristics of the demographic.

P: Ok, I want to say like find the content that is somehow similar to…and topic for the show, like what I want to say is like find the content that is similar to…

R: Find content similar to…

P: Oh, ok sorry.

R: Oh no, it's fine.

P: “Promote the content that is similar to…” I want them to…if they want to promote content I want this content to have some topics from **[13:03]** where like if we have a story, it's not like a shock.

R: Ok, sure.

P: Can I change it to Arabic? Is it possible to change it to Arabic?

R: I think so, I don't know how, but…

P: If I remember, ctrl+shift.

R: Maybe English may be the best way right now the way it’s timed. Sorry.

P: Ok **[Inaudible]** even at the lowest point, but why it's the most interest based on current news that happened two weeks ago. Like I'm relating to…if this content speaks about **[15:26]** he usually speaks about current issues, so I'm expecting if I put content, like it's more **[15:37]** content speaks about the situation of let's say **[15:46]** I'm expecting this persona will interact with this content.

## YT

R: Ok, your second task.

P: Ok, [reading]. The change is only the United States.

R: Men 18. Ok, you're going to enter this email **[reading and typing in login details]**.Male 18 to 24, United States.

P: Yeah, so what was it? I can't…is it the same questions as the first questions?

R: Yes, you want to identify key demographics about this particular audience segment, male 18 – 24, United States.

P: So if I want to…I mean people who…sorry, I forgot the question.

R: People who…you're going to design a YouTube campaign that target males 18 to 24.

P: So it's similar to that one? So why I'm entering the analytics of **[18:18]** when not helpful for me to understand like a female, female…sorry, male from 18 to 24 in the US, people who lives in the US. I don't have enough data about those people. So what content should they be interested? Unless I want Arabic speakers, so I need to target the Arabic speakers. It could be for me I need to target Arabic speakers.

R: Well there is the Arabic diaspora that, you know, people living in the United States or maybe…

P: House

R: The kind of Arab diaspora, the people that have left the Middle East, they’re no living in the United States and so they are…

P: So if I were…if I want to go to YouTube…so you want me to go to YouTube analytics so I want to see like let’s say in terms of the demographics, this is like a small period. Let's say like last 36, last year. So I want to see the audience size from the US.

R: 18 to 24, males

P: Yeah, 18 to 24

R: And then get some characteristics about them.

P: So the characteristics…I would go more for like I'm looking at what videos they are interested in. So apparently from the content that I have seen and I need to go to view page 18 – 24.

R: Ok, what?

P: It's ok, it's just like go back a bit. It says 18 – 20 for the US. Ok, so I am here, I've looked at the content, here is the top content watched. Watch time is not available, here [Reading – total values are not showing for privacy reasons.] So since I don't have like the actual numbers because it's not viewed, but I can see the content. So if I want to target a male from 18 to 24 in the US, I will target males who are interested in a content similar to this show, this is another show, it is an Egyptian show that has more entertaining informative content, and it has some like social science content. So what I'm looking for I will look at people who are interested, like our target characteristics that I can find from this 18 to 24 in the US, they like the content that is related to…take social…I mean like it's more science and tech, so like general knowledge.

So this is what I can tell from the US audience from 18 to 24, they prefer to watch **[24:08]** a content that has more general knowledge first of all than like science and tech, because this is the top content that I have seen for this audience. But if this is like ok, when I have a content that has this direct informative content, but if I have a content that is…if I have like political content, if it's news they will be interested about topics related to this and this. Like I mean starting, they will be interested in content that is related to NPS **[25:10]** which is like…because here the thumbnail shows like NPS. So they are interested in content that has news about Saudi Arabia and Palestine in a way because this is a way to normalisation. So this is the most, like when I look at the most top content in that sense. Perfect

R: Ok, do you think you have enough information?

P: For me I'm trying to find if they are trying to get like…because I know I've only 10 minutes, so I'm not exploring. So ok, like when I want to target the US I will prefer like to reduce the costs., let's say. I would like to spend most of my money at like California and New York because they are accounted around like 50% of the audience in the US. So ok, because they are aware too, it’s just like it takes a very small portion, usually I would take a large sample to say that's an indicator. I just like potential interested that are 20% into politics…10 videos. So it's me, right?

R: Yes, that's you. That was a good question, whether it's like a persona or not.

P: Would you like me to add something?

R: Yeah, absolutely, we’re very interested if you want to, please.

P: I think I've already added during the recording everything.

R: Perfect. Just hit that little green button right up there. I'm sorry it's not touch screen.

**Total experiment talk time: 21 min 44 sec**

# P11

## PA

**R**: Okay. I'm looking for [inaudible 00:15] country filter.

**P**: Okay.

**R**: Such personas in the United States.

**P:**Uh-huh.

**R:**I am looking for [inaudible 00:32] available.

**P:**Okay. Yeah.

**R:**United States.

**P:**Oh okay. That's good.

**R:**So I'm seeing a few results. [inaudible 01:02]

**P:**Okay.

**R:**[I'm] getting three results [inaudible 01:10] everything. I guess I'm only finding two people. So if I...

**P:**Yeah.

**R:**If there are only two people, then I'm going to talk to you about them.

**P:**Yeah.

**R:**So 18-24. So they both met my current criteria.

**P:**Did they?

**R:** US. 18-24.

**P:**Yes.

**R:**Okay. State [medium], information about him, his job, [inaudible 01:55]

**P:**So now I'm expected to write a report about him.

**R:**Correct.

**P:**Okay. Where do I write it?

**R:** In the next screen. So you can [inaudible 02:20] finish one soon.

**P:**Alright.

**R:**But you have to memorize.

**P:**Memorise.

**R:**Yeah.

**P:**Oh I see. Okay. Okay. Let's see. [inaudible 03:17] reading the rest of the page.

**R:**Uh-huh.

**P:**[inaudible 03:24]. List three characteristics. These are not specific or just general characteristics. How specific? Mention three characteristics.

**R:**Yeah. As specific as you deem important for the task if you're [inaudible 05:23] such a campaign. What characteristics would be important?

**P:**Okay.  So it's any story, right?

**R:**Yeah, any story which is kind of interesting to you.

**P:**[Engagement]

## YT

**R:**Yeah, so it will be the same task with different [inaudible 07:43] and then, the same system.

**P:**[inaudible 07:47] from the two of them.

**R:**Correct.

**P:**Okay. So, yeah.

**R:**[inaudible 10:02]. Yeah, you didn't click anything within the analytics sub-sections.

**P**: These haven't been a [inaudible 10:17].

**R:**No, nothing. This is 24. Don't [remove] the time period.

**P:**Did you specify?

**R:**You can change as you wish whatever you think is important for the task. What are you looking for?

**P:**I'm trying to filter [Annie] and Jordan and I am not getting any feedback.

**R:**Oh okay. I guess then this is what I'm looking for.

**R:**Yeah.

**P:**It's Male, 18-24. So [watch] time. I'm generating reports to my team about....

**R:**Correct. Yeah. It's the same task.

**P:** It's 25-35.... [84] watch fifty per cent.... a little bit lower but kind of in between the older and younger audience's view. It's still around the same. [inaudible 13:55] time. Twenty per cent [inaudible 13:56] male and female who are in the same....

**R:**Okay.

**P:**Do you want more research for the past week?

**R**: [No]

**P:**[inaudible 14:13] charts, it will give me the same information.

**R:** Yeah.   
  
**P:**Yeah. Okay. This is what I wanted to find. So looking at the videos themselves, which ones [inaudible 15:07]. This is the overall [inaudible 15:46] kind of see what other values are here within the limited amount of time.

**R:**I see. Okay. You mean other metrics.

**P:**Yeah. Largely depend on this campaign. What do we define as our success?

**R:**I see.

**P:**Okay. So I am just going to compare. Let me just do one thing just to see where they fit.

**R:**Alright.

**P:**....a month because it's been a busy month. So this one is Jordan. [inaudible 16:42].  […not a very enlarged] segment, but...

**R:**Yeah. Always not working.

**P:**And I can see. No, they don't.

**R:**Okay.

**P:**Much time again. [inaudible 17:41]. Oops.

**R:**Time out.

**P:**Okay.

**R:**Yeah. So this is for the first system; the personas.

**P:**The first would be yes.

**R:**Yeah, if I do recall...

**P:**The topics?

**R:**Yeah.

**P:**Let me see if I can pay attention to this.

**R:**No, it's okay if you don't recall.

**P:**It's some video.

**R:**Yeah.

**P:**[inaudible 22:40] in addition to what I already wrote.

**R:**Yeah, I mean you can read the [idea] if you still remember some points about the persona?

**P:**Is it this one?

**R:**Yeah. So now, for the.....

**P:**...topics [inaudible 23:14]. Comments? No. The comments [inaudible 23:30] getting comments.

**R:**Wow, I'm surprised you used it [quite well].

**P:**[inaudible 25:13] for like five years or something.

**R:**Okay. So what's your position?

**P:**I am a producer. The producer.

**R:**Okay. How long have you been here?

**P:**Seven years.

**R:**Wow. Nice. And in terms of difficulty about finding the information on the user, like the target group, how difficult was it with Youtube analytics, from one to five maximum?

**P:**I think that the thing I didn't realize was that the results were being filtered. It wasn't a good feedback system. I would give it like three out of five.

**R:**Okay. So three would be quite difficult. Okay?

**P:**Yeah.

**R:**So what about personas?

**P:**Persona is a little easier. I will give it two out of five.

**R:**Two out of five. Perfect. Okay, that's great. We are done. [inaudible 26:32]

**P:**This is going to be a good one. Okay, so what going to happen with the results?

**R:**We will analyse [inaudible 26:50] come back with a strong assistant.

**P:**Okay. That's good. Okay.

# P12

## YT

**P:**You are watching?

**R:**Well, this is Youtube Analytics. It gives you information about the people that are watching your Youtube videos. And so you have to learn as much as you can about your demographic that was in your task.

**P:**It was Male, 18 to 24.

**R:**Correct. From Jordan.....

**P:**Jordan.

**R:**You remember it better than I do.

**P:**And I kind of write here the location?

**R:**You can do it any way you would think you could find the information. [inaudible 01:20]

**P:**Talk aloud.

**R:**What are you looking... what's your reaction?

**P:**I'm looking at [inaudible 01:32] shows now. [Let's see] the videos. I wrote Jordan....

**R:**Excellent

**P:**....in the last 30. Then I'm looking for [male] now. I've already put there 18 to 24. And it gave me 77 per cent of [inaudible 01:55] watching my videos.

**R:**Okay.

**P:**Then... can I look at what kind of videos they are looking at?

**R:**You can do whatever you want here.

**P:**Okay. Oh, excellent. So you get Jordan [Flores] which I [inaudible 02:10] story. Another story. Pigeon battle of Cairo. Yes, I know. [inaudible 02:19]. Amazing. Managing [inaudible 02:26] speak [inaudible 02:25] Saudi Arabia. 100 per cent. Excellent. Najib. Wow. 100%. Check the prices. 100%. Excellent. Netanyahu in Oman. 100%. Excellent. Wow, this is good.

**R:**Yeah. [inaudible 02:54]

**P:**Okay. So how can I go to the next one?

**R:**It's up for you to decide.

**P:**It's up to you to decide.

**R:**Yeah.

**P:**Fine.

**R:**Again, your task here is you're going to have to describe this market segment, so keep going through till like you have enough information.

**P:**What I see is like the checking price is pretty much one of the highest because you got his [inaudible 03:36] in the electronics regarding the opposition that he has in Pennsylvania in the US, which is high. Netanyahu [inaudible 03:48] man has not happened in 20 years. So it was a shock that Netanyahu actually visited [inaudible 03:56] trying to make some Middle East peace, which nobody knew about. Nobody knew about the whole visit till like 48 hours. Najib speaks. Well, the guy, basically, is not.... he's not prime minister anymore. And suddenly, he spoke to Al Jazeera saying that... you know, there have been mistakes, which is amazing. People have been interested in this story because of the billions of dollars that's been missing.

Egypt. Pigeon Battle of Cairo. I like this one.

**R:** This is making you laugh. I can tell.

**P:**This is cool because people are interested in it because... like you get pigeon actually battling [inaudible 04:56]. Battling for what? Hello! It's a sport that they have. Let me see what's the next story because I'm really interested. Of course, The Killer. The dark side of Bin Salman.

So is he... did he or didn't he actually order the killing of Khashoggi?

**R:**You are just [inaudible 05:25] stories and insights and content. [inaudible 05:29]

**P:** .....to Riyadh. This is huge because nobody expected it. The guy showed up because he got a guarantee from the US and got a guarantee from the UK that nothing would happen to him. And the reason he actually went back to maybe take the place of the Crown Prince or maybe just make some peace and say, "Hey, I'll help you out in this case of [Hodgepodge] [inaudible 06:02] killing everybody in the whole country". Wow, this is amazing. 73.1. Wow, of course. This is the saddest one because... so it's his.... it's one of his last videos and it's only audio, but people are interested in what he had to say. I mean, we don't know where the hell he is.

**R:**I am going to watch that. That's wow.

**P:** We don't know. We don't know if he is... we know he is dismembered. That, we know. But we don't know where the body is. We don't know know if it was thrown in acid. So we don't know anything.

Which is the least one? School children. This is sad. Okay? This is very sad for Jordanian males to only watch this one because school children actually visit [inaudible 07:02] floods. 21 dead and only 59 per cent are interested in story to watch. Sorry for my English.

**R:**No, be you. That's great.

**P:**59 again swept away. 59 people. Come on. They're not interested in their own people, but they're interested in other people. I'm disappointed. Let me see this one. Al Jazeera Live. Al Jazeera English Live. 0 per cent. Wow.

**R:**I think that's really hot so if you want to click on it.

**P:**Huh?

**R:**I think that video is hot, so if you want to click on it.

**P:**That is sad. The last 90 days. So it's August 6 to November 3. November 3. November 3. I am disappointed that they actually... that we didn't have any viewers. I'm shocked.

**R:**Okay. Your time is up.

**P:**Okay.

**R:**Very impressed. You're on this. I don't have to do much explaining. It's great.

**P:**Because they are more interested in the stories about the Middle East in [their] own country and the floods that swept more than 20 people. Swept more than 20 people and we still have over thirty missing. Khashoggi is high. Bin Salman is high. US election/Turkey is high. So it looks like what happens in the Middle East will have an effect on their lives and their country. Okay. [inaudible 10:23].

In the same email, please write Youtube videos [inaudible 10:37]. One, right? Yes.

## PA

**R:**Great, because it's your second task. I like your attitude.

**P:**You worked in sales.

**R:**Remember your market segment.

**P:**Market segment?

**R:**Males. 18 to 24. United States.

**P:**It's 25. 27. She was out of my league. We said 27, right?

**R:**18 to 24. Male. United States.

**P:**18 to 24. These are out. I'm not using them. I don't have any of them.

**R:**18 to 24?

**P:**18 to 24. [This is] 22. [inaudible 12:30]. He likes to read about research and innovation. [inaudible 12:36]. His average review time is [inaudible 12:41]. Topic of interest. How come I can't click on this one?

**R:**What do you [inaudible 12:58]?

**P:**Election. He's more interested. I would think he's more interested in election.

**R:** Yeah.

**P:**I can't click on it. When I click.... Okay, got it. Less interested in the black American...  African American may mean a relation. He wouldn't give a shit about that. He wouldn't give a shit about Syria.

**R:**It would just roll over.

**P:**So it stays like that?

**R:** No,you can use the system whenever you want. it. It should roll over. For some reason, it's not.

**P:**You see, when I do election, it stays.

**R:**Okay.

**P:**I would say less interested. And it doesn't move because I wanted to make sure it stays.

**R:**Right.

**P:**Yeah, he's more interested in this. I keep this one because it's not something that he's interested in. Syria. Wherever I am, I am with Palestine. Never think Al Jazeera is good. [inaudible 14:33].

**R:**Keep talking along.

**P:**And fortunately, this is what [they] think. Never think that Al Jazeera is good. It's financed by the same group as 911, because that's the mentality. They put Al Jazeera with Bin Laden because Bin Laden is.... the first videos we got, we got them from Bin Laden. And it was published on Al Jazeera. So they think we're financed by terrorists. For a black American? Yeah.

**R:**[inaudible 15:48]

**P:**Don't worry. There are a lot of powerful countries and people out there to make sure this will never happen. I'm sorry. Whenever I am, I am with Palestine. Definitely, black Americans usually support Palestine.

**R:**Okay.

**P:**Excellent video. Amazing how power corrupts. Always. Anytime the foundation [inaudible 16:22]. Social media [inaudible 16:33]. I believe this. Yes. [inaudible 16:40]. This happened. Yes, but he won't be interested. This means nothing to him. Why would he care? A cricket match fixer? He definitely cares about this because cricket.... now, we need baseball. We need crickets also. Yes, it's about Pakistan and India. But Americans are not into cricket so I wouldn't see him actually watching it. Had the Bangladesh [been], definitely, he will look into this. Yes. Politics. Trump's top general in Afghanistan. Yes, he would look into this one for one reason because he almost got killed while he was in Afghanistan. Yeah. Am I done?

**R:**Whenever you think you have enough to communicate with your team about those demographic, you can click finish.   
  
**P:**He likes to read and research. American man. The US election is very important. It's very important especially now that Trump is spreading hate among Americans. They see Palestine as an occupied country. At 22, he's working and not in jail and caring about refugee issues in Syria means nothing to them. But again, it depends on... comes from. Yes, he's American but it depends on where his parents come from.

**R:**[He's] one confident person.

**P:**Kind of. He's [inaudible 20:50] Youtube video. Was it [tug of dawn]? Is it [title] games? [Thugs] video. I think so. I think it was [thugs] video. I think this was the first video.

**R:**No, you create one. You create the title that you think would resonate with this more audience group.

**P:**Yes. Election. I can do more than one.

**R:**Sure. I don't want to stamp your [inaudible 21:46].

**P:**At 22 and a college grad. [inaudible 23:32]

**R:**Okay. Great.

**P:**The next.

**R:**So this is the first system that you used.

**P:**What topic was the target group most interested in? Which one? The Jordanians?

**R:**This would be the Jordanians. Yes.

**P:**Okay.  And this is written wrong, but I know.

**R:**Okay.

**P:**This is the Jordan.

**R:**Jordan. If you don't remember, just say, I didn't look or I didn't see any [inaudible 25:12].

# P13

## YT

**R:**Starting the record. So, yeah, go ahead.

**P:**Okay, so I'm looking for... our target audience is men living in the United States...

**R:**Correct.

**P:**...and between 18 and 24.

**R:**Correct.

**P:**So demographics I think so. And male.... viewers who are male and between 18 and 24. Here is it. So typically it's a good type of... it's a good.... it's a large audience that we have.

**R:**Okay.

**P:**Male between 25 and 34; that is part [of] our audience. So [this is it] in the demographics. Should I just do something else?

**R:**Yeah. I mean try to learn from that audience. I mean, imagine how you get them. You need to find information that helps you do the videos that interest them.

**P:**So I have to note....

**R:**You won't take notes. You have to memorise.

**P:**Okay.

**R:**Yeah, you have to recall.

**P:**Okay. So the demographics. What else? What else? What else should I do exactly? I'm looking for.... oh, okay. So I want to learn how much time this audience is on my Youtube channel or how much time that they are consuming videos and watch all time.

**R:**Okay.

**P:**Yeah. Basically, those statistics are perfect. So average view duration.

**R:**Okay.

**P:**Average percentage of viewers and watch time in total.

**R:**Okay. That's interesting.

**P:**I want to learn more about them. Okay. So watch time. It's typically 7% in males.

**R:**7%. Oh okay.

**P:**Viewer gender. Okay. So for the males, in total, it's anyone [from seven]. Okay. So who is looking at our videos? It's mostly male, men, and they are watching 81% of our videos.

**R:**Yeah.

**P:**So that's in total for males. And if I just want to go deeper to the ages, it will be from here. Just one second. 18 to 24 for the males. Okay. So they are 78% of that category that are consuming our videos on Youtube.

**R:**Okay.

**P:**78%

**R:**Okay.

**P:**And the Watch Time is typically 40%. Watch Time is 40%. 78% is male. Okay. What else? Okay, this category is watching. I want to see what kind of videos are they watching.

**R:**Okay.

**P:**I want to see what kind of videos they are interested in. So how to get this information, I have to look at it. Okay. We have the males but we don't have so much [information] about the age. I can say the majority of males that are watching our videos are fans of [Salit].

**R:**[Salit]?

**P:**Yeah. They are fans of this video, this show.

**R:**Oh I see.

**P:**Yeah. It's [Salit]. They are also fans of another show called [Dahel]. So it went good. Yeah. This was the last episode of the [Dahel] and this one was the last episode of [Salit]. And the majority was male.

**R:**Yes.

**P:**They were males. We don't have females. We don't have females. We are sexist. I know. I know. We have to change that. We have to change that.

**R:**Okay.

**P:**Okay. So, typically, we are concentrated on males, but if I want to just do more marketing...

**R:**Yes.

**P:**...for that kind of niche between 18 and 24, I have to look at more details. I don't know where. Audience retention. Let's see the audience retention. No, we don't have so much details here in that category. So demographics is the best title.

**R:**Okay.

**P:**The watch time on average. Okay. I almost understood Celtic. For the watch time of those 74 million minutes watched it...

**R:**Oh, I see.

**P:**We have between the 18 and 24 years of males.... there is 30% of that total of minutes watched it. It's typically with that kind of niche that we are looking for. For the views, they are 30% of the total of views in our channel of that niche.

**R:**Okay.

**P:**Okay.

**R:**I see.

**P:**So I will memorise this. 30%. Watch time in total and 30% in the views, time of views. And I will try to memorise again views each. No, these ones.... okay, I am just a little bit confused the graphic...

**R:**Yeah. It's different.

**P:**...and the numbers here. The viewer age is almost 40%. And here, if we look at the viewers....

**R:**Yes.

**P:**...it's 30%.

**R:**What happened there? Oh.

**P:**Are you kidding me? The views in total; 76% of males aged between 18 and 24. Okay. So that's the number of viewers. Viewer age. That's the number of viewers. No, the viewers... yeah, the...

**R:**Time's up.

**P:**Really?

**R:**Yeah.

**P:**Oh shit.

**R:**That's a game

**P:**Wow, I want to learn more.

**R:**That's a game.

**P:**I want to learn more. I am a little bit confused between the...

**R:**Yeah, me too.

**P:**...between the views and the number of men watching or... I don't know.

**R:**Yeah, exactly. Yeah, they were different numbers somehow. But now, you have to write. So...

**P:** Okay. Are you kidding me? This one is an email to your team in which you describe the most important characteristics. If I intend to write an email for my team describing the most important characteristics, it will be with the screenshots. And it will be with the....

**R:**Of course.

**P:**I have a bad memory.

**R:**I understand. Just try to recall.

**P:**Okay. Characteristics. Okay. So in brief, here are some stats about our target audience. Majority of our audience constitute men. Alright? So that's the first thing. Yes, I know we are sexist. The second point is they are looking for shows on our Youtube channel and not so much interested in news videos. Because we've seen that.

**R:**Yeah.

**P:**In the top of the list.

**R:**Yeah. The videos.

**P:**It's where episodes from our shows. We have two shows; [Salit] and [Dahel].

**R:**Yeah. Good point, man?

**P:**Sorry?

**R:**Good point.

**P:**Oh yeah. Thank you. And those who are between 18 and 24 [abstained].... I don't know. 30 or 40%, should I say. It was confusing between the graphic and the stats.

**R:**Correct.

**P:**So I mentioned 30. If I was writing the email....

**R:**You would check it., but here...

**P:**So those who are between 18 and 40% [abstained] almost 30%. How to compose that phrase. Those who are between.... [abstained] 30%.

**R:**Constitute. You can say 'are constituting'.

**P:**I want to say they are constituting 30%.... yeah, of the total watching time in our channel. So that's typically the three points that I can mention.

**R:**Yeah.

**P:**And it can be more.

**R:**Yeah.

**P:**Okay. So how confident are you that the most important characteristics were mentioned for the target group? I didn't understand the question correctly.

**R:**The question is like how...

**P:**From the three points?

**R:**Yeah. How accurately you think you remember those three points.

**P:**Okay**.**The second one. They are looking for shows on our Youtube Channel.

**R:**Yeah.

**P:**I am 100%...

**R:**Sure about...

**P:** ...sure about that.

**R:**Yeah.

**P:**So what do I have to do exactly?

**R:**Yeah, if you're very confident, you put somewhere here.

**P:**Yeah. For the second point, I'm really confident. The first one, we are sexist. I am confident.

**R:**Yeah.

**P:**And the third one, those who are between 18 and 24 are constituting 30%. I am  um, confused about the statistics between the graph and the [status] results. So, I am here.

**R:**Yeah, exactly.

**P:**I am here. Okay. In the same email, please write a Youtube video. Please write a Youtube video.

**R:**Title

**P:**How can I write a Youtube video? Title?

**R:**Yeah.

**P:**.... that you think will resonate with a target group. In Arabic?

**R:**Oh, good point. Please write in English. I mean you would normally write in Arabic, but here just for my sake because I have to read it.

**P:**Alright. Okay.

**R:**You can think in Arabic but then translate in English.

**P:**You men are sexist. Here is why.

**R:**This is such a clickbait title.

**P:**Here is why.

**R:**Yeah.

**P:**That's a good Youtube title for me. And just know it's not a news video.

**R:**Yeah, of course.

**P:**I'm just thinking about a Youtube video title....

**R:**....that would interest that target group.

**P:**....in a satiric episode on our channel. We have a satiric episode called [Salit]. It's very fantastic.

**R:**Yeah.

**P:**So that will be amazing if we can just put this to target that kind of audience. So this is drafted for our satiric shows. Alright? To be clear.

**R:**Perfect.

**P: '**You men are sexist. Here's why'.

**R:**Yeah.

**P:**I would definitely view the video.

**R:**I would probably view that if it has captioning.

## PA

**P:**Okay. Next. Your team is preparing Youtube monitoring compared to your audience engagement.

**R:**So it's the same task, but now slightly different target group, okay?

**P:**Jordan.

**R:**Yeah, exactly. Otherwise the same, but from Jordan. And also different system.

**P:**Okay. Jordan.

**R:**Yeah.

**P:**Alright.

**R:**  But log in here.

**P:**Do you have to log in?

**R:**Yeah.

**P:**Alright. Do you have a kind of feedback about this? I'm really interested to have that.

**R:**Oh yeah.

**P:**Okay, here we go.

**R:**Yeah. Okay. So you remember the target group?

**P:**Yeah, it's male, 18 to 24. This time, it's with Jordan. Okay. So, gender, age, country. Such personas. Jordan. Okay. Jordan. Okay. So this is the personas.

**R:**Yeah.

**P:**It constitutes typically what kind of audience that we are looking for. Right?

**R:**Yeah. Or what kind of audience we have.

**P:**Yeah. So persona is Osama. He is a man, 24, and living in Jordan. So interested in the arts and entertainment. Okay. So he will have more details about the kind of niche that I'm already looking for.

**R:**Okay.

**P:**So in general, they love arts, entertainment, and sports, media fields.

**R:**Okay.

**P:**And they like to read General News, World News on their mobiles. The average video views time is about 4.14 minutes. Okay, that's good. Oh, very interesting. Okay. [Goals] by persona. Alright. And he's just quoting some.... he is just commenting on the shows that I'm talking about; The Nicholas [Fuentes].

**R:**Okay.

**P:**Alright. So I wasn't wrong about the show. They're interested in Nicholas [Fuentes].

**R:**Okay.

**P:**They are interested in the show. Okay. So most viewed content was the last episode of [Salit].

**R:**Okay.

**P:**Okay. So this man is really interested in our show, [Salit]. Typically, 717,000 people are similar to this persona. Okay. That's perfect.

**R:**Why?

**P:**Because that's the kind of audience that we are looking for. Yeah.

**R:**Okay.

**P:**That's it. I can write the email.

**R:**Okay. If you feel confident in....

**P:**Okay. I will take this.

**R:**No.

**P:**I can't do a copy?

**R:**No. You can't do a copy.

**P:**Really?

**R:**Yeah. No copy.

**P:**Alright. Most interested: General news and World news. Social media. Less interested. Social media. General news. World news. And [Salit]. Alright. Okay. General news. World news. [Salit].

**R:**What is that? Is that clear?

**P:**I have to....

**R:**It's not immediately clear, right?

**P:**Yeah, not immediately clear, but I have to just focus on it to try and understand what it is about.

**R:**Yeah. Okay.

**P**: Okay. Interested in General news. World news. Audience sizes. Okay. We have the audience size. Okay. I didn't catch the audience size. So here by numbers, I have 770K.  Okay. But what is this? Audience size? Current reach? Where is the current reach? It should like a pop-up information explaining the current reach.

**R:**Okay.

**P:**The shares?  Is it the shares that Osama shares or the total sharing the same content or.....

**R:**Oh, the share.

**P:**Yeah. Because we have the same.... we have the share here in the audience size and we have another share here in the current reach.

**R:**Correct. I will explain afterwards.

**P:**Current reach. What is that? Country? I think I have to spend more time to understand the buttons.

**R:**Yeah.

**P:**But here, perfectly, I can just pick the audience size, the interests of Osama and.... what else? Just one second. Sorry, what is it?

**R:**Maybe, click back. Try to click back.

**P:** Okay.

**R:**I am not sure exactly what happened.

**P:**Osama. Okay. General news. And he's commenting on the videos of [Salit]. What is that? It's not clear, I think.

**R:**Okay.

**P:**Chronology. The chronology is not really understandable.

**R:**Oh, sorry.

**P:** Okay. So the audience size. So here, I can just compare between Egypt and Jordan and recommend if we can target the Egyptians, because the audience size here is 4 million.

**R:**4 million.

**P:**So, so if I choose between targeting Jordan or Egypt, I will definitely go for Egypt because the audience size is better.

**R:**Yeah, of course, but here you.....

**P:**But here, we are focusing on the marketing on Jordan.

**R:**Yeah.

**P:**So the size is 717K. And what else? What is that? I have no idea.

**R:**Okay.

**P:**Okay. I'm going to....

**R:**Finish?

**P:**Yeah, I'm going to just return back to [Salman]. That's it. That's it.

**R:**But you're out of time.

**P:**Yeah. Yes. Okay. I'll write the email.

**R:**Yes. Okay. Here are some interesting facts about our target audience. The audience size is 717K. This is one. Two. Men in Joprdan are interested in general news. What else? And news in general. Okay. Three. When it comes to the shows, males in Jordan are very interactive with [Al Salit] show. Alright. Basically, three types. I am highly confident about that. I am highly confident about that.

**R:**Okay.

**P:**In the same email, please write the Youtube title that you think will resonate with the target group. Okay. Yeah. It will change my mind about the show. Have you ever seen Nicholas [Fuentes] naked?

**R:**I hope you are a producer. You can come up with some crazy ideas.

**P:**Yeah. Have you ever seen Nicholas [Fuentes] naked? And this title is related....

**R:**...to the show.

**P:**...to the satiric show.

**R:**yEAH.

**P:**....which means we can just write something like that for the news. It's only for the show and they are interacting. This title is related to [Salit]. Satiric. Alright.

**R:**Perfect. Now you have to remember from the first system, the Youtube system.

**P:**The Youtube system.

**R:**Yeah.

**P:**Okay.

**R:**What topics.

**P:**Okay. What topics were the target group most interested in? Which shows? Okay. What was one of the comments from the target group?

**R:**Yeah.

**P:**I didn't catch it.

**R:**Yeah.

**P:**What are some videos the target group was interested in? I don't understand the question here.

**R:**Like the specific videos. Can you name a specific video?

**P:**Oh, what are some videos the target group was....  ah, ah, sorry. Okay.

**R:**Yeah. Yeah.

**P:**[Salit]. Satiric. The satiric show. [Salit]. Alright. What is something else you recall about the target group? Other facts?

**R:**Yeah.

**P:**In the Youtube?

**R:**Yeah. In the Youtube.

**P:**The 30% of total watching time. I'm not very confident about that.

**R:**Yeah.

**P:**Watching time on our Youtube channel. Alright.

**R:**And then the same questions for personas.

**P:**For the persona. Okay. What topics were the personas interested in?

**R:**Yeah.

**P:**Okay. There are two topics they are interested in. The general news. The persona is most interested in the general news, but at the same time, it was interacting with the show.

**R:**Yeah.

**P:**You get the point?

**R:**I get.

**P:**Yeah. So they have to mention that or not.

**R:**Whatever you think is.....

**P:**Okay. Okay. General news was mainly the interest of our audience. And at the same time, they are interacting with the show. Alright.

**R:**Great.

**P:**What was one of the [cools]? Do I have to write it in Arabic?

**R:**No, in English.

**P:**No. The [cools].

**R:**Yeah. Yeah, but in English, please.

**P:**Okay. The [cut] in Arabic was, 'Nicholas, you were awesome. Nicholas, you were awesome'. Nicholas is the presenter.

**R:**Oh yeah.

**P:**The strong presenter. The satiric...

**R:**It seemed like he has a lot of fans.

**P:**Yeah. The satiric show's presenter. Okay. You were awesome. What awesome video the persona was interested in?

**R:**Specifically.

**P:**The Nicholas show.

**R:**Okay.

**P:**Specifically, the last episode.

**R:**Okay. Last episode. Alright.

**P:**What is something else you recall about the personas? I think I already did. Yeah, I mean the 717K. The size. What else? And the interaction with the shows. Okay. That's it.

**R:**Awesome.

**P:**Okay. What is in personas?

**R:**Yeah. Experience. Very experienced? Really?

**P:**Yeah. We use that.

**R:**Wow.

**P:**Yeah. We use that.

**R:**That's nice.

**P:**But we don't have a tool.

**R:**Now you have.

**P:**Okay. Good. Is it free?

**R:**Yeah, for the time being.

**P:**Experience with videos. Moderator. And the feedback. It was nice meeting you.

**R:**Thank you. Thank you.

**P:**Alright. Next.

**R:**Okay. So how long have you been in Al Jazeera?

**P:**Almost three years.

**R:**Yes. And what do you do exactly?

**P:**I'm a community manager.

**R:**Community manager.

**P:**Yeah. Do you know what that is?

**R:**You post to social media?

**P:**Yeah. Posting, interacting with the fans, responding to comments, producing some videos sometimes.

**R:**Oh, producing as well.

**P:**Yeah, we do produce sometimes.

**R:**Yeah.

**P:**Sorry?

**R:**What platforms are you working with?

**P:**Facebook, Twitter, and Youtube, but mostly facebook and twitter.

**R:**Other platforms are low.

**P:**Yeah.

**R:**So, okay, regarding Youtube Analytics, how difficult did you find finding information about the specific target group? Like from one to five, if five is the hardest, how difficult was that?

**P:**How difficult was the experience with the Youtube Analytics?

**R:**Yeah, finding information about specific target groups, the target group you were trying to learn about.

**P:**It was a little bit difficult.

**R:**Five is maximum. One is very easy. Five is very hard.

**P:**Three.

**R:**Three. And what about persona? How difficult was it?

**P:**Personas? Very easy. I will get two.

**R:**Two.

**P:**Yes.

**R:**Perfect.

**P:**Okay. That's it. Thank you. Thank you so much. Thank you very much. Hope to see you again

**R:**Yeah. Bye bye.

# P14

## PA

**P:**It's a lot. I can't scroll down in here?

**R:**Yeah, you can.

**P:**Oh, I can.

**R:**Yeah. You can do anything.

**P:**Twenty nine. [inaudible 00:26] females and males.

**R:**Yeah.

**P:**Oh, age. There we go. This is the only guy that's relevant to me. 18-24.

**R:**Okay.

**P:**Okay. Elections. News on elections. Is that all you're giving me? He's the only relevant guy.

**R:**Yeah.

**P:**Okay. Fine. I know what you want me to do.

**R:**So when you think you know enough about this guy for creating the campaign, then you then finish.

**P:**7 million. 700,000 people like him.

**R:**Yeah. Correct. Yeah, that's based on Facebook data.

**P:**So politics. American politics. Elections. [Drugs]. Okay. So anything related to Donald Trump. Refugees. Donald Trump. Okay, fine. Next.

**R:**So this is the [inaudible 02:17] right here you need to describe. This person here.

**P:**Oh, I am describing [inaudible 02:58]. That's it.

**R:**Yeah. Yeah. Right.

**P:**[inaudible 04:44]

**R:**Yeah, you can elaborate if you want.

**P:**Okay.

**R:**Great.

**P:**How confident are you... based on what you told me?

**R:**Yeah.

**P:**Pretty confident.

**R:**Yeah.

## YT

**P:**....to increase audience engagement. You're making me do work...yeah, makes that work. It's not interested in anything. I know. Okay. So it's the same thing.

**R:**It's the same thing except the target group is slightly different. And the system....

**P:**Okay. So [targeting] males 18 to 24.

**R:**Wow.

**P:**Why?

**R:**You are doing really [well]. Surprising.

**P:**Thanks. Do you guys want to hire me?

**R:**Maybe. Maybe.

**P:**I'm joking. So I have done 18-24 male.

**R:**Oh, interesting.

**P:**Oh I am sorry. I am here. [I see they] don't want Al Jazeera. So this is male, 18-24. Watch time in total. Is that it? 73.4% of what?

**R:**Okay.

**P:**Okay. Estimated total minutes of viewing time of your content.

**R:**What are you thinking?

**P:**I'm just trying to figure out. I just can't.... like this doesn't tell me anything. The only thing it tells me is 73... so it's supposed to be Watch Time, but it says 73.4%. Per cent of  what exactly. I don't get it.

**R:**Yeah.

**P:**Of the total video? I don't know. It's weird. And also, it doesn't tell me what they're watching. It just tells me that males 18 to 24 in Jordan watch more Al Jazeera than females. So I'm just going to try and go to a [specific area]. Tell me if my time is running out or something.

**R:**No, it's not.

**P:**Because you said 10 minutes max.

**R:**Yeah. There's no...

**P:**Okay. Alright. I'm right here. Watch Time. Okay. I am right here. I see [inaudible 14:08] because I am from Jordan. Wow. Okay. So we're in the top 76 essentially.

**R:**76. Okay.

**P:**[inaudible 15:25]

**R:**Oh, no, you are doing well.

**P:**It's annoying me. I don't know anything.

**R:**No. Don't say that.

**P:**No, I mean this is not telling me anything or I just don't know how to do it. Let's go back one more.

**R:**If you want to go to the first screen, then probably go left. There are different subsections there. You seem like stuck.

**P:**I'm stuck. I'm really annoyed. Audience retention. Let's see audience retention. That's one new thing. Jordan.

**R:**Finding anything interesting?

**P:**Yeah. Well, this makes a lot of sense.

**R:**What?

**P:**Seeing the most watched time. I'm not sure if I'm still in the correct age group. I know I'm in the correct country.

**R:**Yeah.

**P:**We will use that for now. This is supposedly the most watched for... I guess this is Jordan in general. And it makes a lot of sense because... so the first thing is Al Jazeera Live which gets the most views on our website anyway.

**R:**Okay.

**P:**And then you have Saudi news which is relevant because Saudi is one of Jordan's biggest aids. And then everything else is super [irrelevant]. Jordan floods. Israel. A high percentage of Egyptians [stepping] into the country. And people are interested in veterans of Petra. [inaudible 18:40].This is weird but this should be in here.

**R:**Why?

**P:**Because it's completely.... I would assume irrelevant to that demographic.

**R:**Okay.  Yeah. Good. It was good. Okay interesting.

**P:**We have to do better. Okay. How confident are you? I'm very unconfident.

**R:**Okay. So now try to remember the first system, the personas.

**P:**What?

**R:**Yeah.

**P:**What topics were the personas most interested in?

**R:**Yeah.

**P:**I believe....

**R:**Okay.

**P:**What!! Oh man! I don't know.

**R:**That's okay.

**P:**I forgot the whole... Oh my God! That's the [Baltimore] video. What is something else you recall about the persona?

**R:**Yes. The Youtube. Same questions for Youtube.

**P:**That was one of the videos.

**R:** Nice.

**P:**That was one of the comments. Oh Shit.

**R:**It's okay.

**P:**That was one of the videos the target group was interested in. I think it's [inaudible 27:57] or I don't even fucking remember it. That's all I've got.

**R:**Okay. It's great. Are you from Jordan?

**P:**Yeah, that's what I said.

**R:**Really? Wow. I missed that. That's amazing. I thought you're from the US.

**P:**No. What?

**R:**Seriously? I've never met anyone from Jordan before.

**P:**What?

**R:**Yeah.

**P:**How long have you been here?

**R:**Almost three years.

**P:**You should have by now. This was very stressful.

**R:**Alright.

**P:**I'm already sweating now.

**R:**Okay. By the way, how long have you been with Al Jazeera.

**P:**Five years.

**R:**Five years. And what do you do?

**P:**I am a digital producer with online programs.

**R:**Amazing. And on a scale of one to five where five is the most difficult, how difficult was it to use Youtube for finding information about the target?

**P:**Five is the most difficult?

**R:**Yeah.

**P:**4.5. It was difficult. I need more time.

**R:**Yeah. Okay. And what about the personas sytems. How difficult was it?

**P:**Oh, that was cute. I'll go for 2.5.

**R:**2.5. Okay. Great. Thanks so much. You were amazing.

**P:**It's very stressful and very sweaty. That's good luck. Oh, is that one for me?

**R:**Yeah.

**P:** Thank you. It's really cool. Hey, how are you? Thanks so much. Thank you. Nice to meet you. Nice to meet you guys.

# P15

## YT

**R:**I just clicked okay. You're going to love that. You've got to get into the flow. I think you're going to love this.

**P:**Okay.

**R:**Talk aloud. Speak up. [This is] the analytics platform.

**P:**Yes.

**R:**You need to find out about [what] demographic. Sure. You can speak.

**P:**I am not speaking. I'm just trying to know where I am.

**R:**Okay. That's good to know. That's very helpful. By the way, there's no right or wrong answer here.

**P:**[inaudible 00:55].

**R:**No, that's fine. That's good to know.

**P:**[Inaudible 01:04] people who know better. Can you help me with that? Okay. I know where people are coming from.

**R:**Do you remember the demographic you're interested in?

**P:**Yeah.

**R:**I'll say this is great. You're actually an ideal participant.

**P:**Why? Because I have no idea what I am doing.

**R:**You seem to know what you're doing. You've already narrowed it down. So that's great.

**P:**I am going to Jordan. What would I do with this? But that's the topic. Okay. Watch Time. So is this the demographic or is it [inaudible 02:41]?

**R:**You may see some of your own work.

**P:**[We are dwelling] too much on Jordan.

**R:**Oh really?

**P:**Yeah. That's an overall. I can't even remember what I'm supposed to do.

**R:**Males. 18-24. Jordan.

**P:**Yeah, I know.

**R:**And you're trying to find attributes about them to understand this audience.

**P:**I'm obviously interested in duration because I do documentary stuff.

**R:**Okay.

**P:**I also like Youtube [inaudible 03:58] it's not good enough to have clicks on it.

**R:**Okay.

**P:**So durations. Everybody watches the live stream that's streamed over. That's interesting [inaudible 04:11] documentary. I'm not sure if I am looking at the... what's the community thing? What can I do with that? Across the last 90 days. I don't think I [should] do this.

**R:**Are you sure?

**P:**I don't think I can do this. I don't know what to do.

**R:**You are doing fine. Seriously.

**P:**77% male. So thaty was 90% of the videos. I don't know how long that is, but it doesn't matter. And it's 77%. Age Gender. Male. 80%.

**R:**For someone that's never used it, you are doing great.

**P:**I am not even memorising anything.

**R:**Yeah, that's kind of a key thing because you're going to [inaudible 05:55] look back. So you are doing great and it's a learning opportunity. And you get them [inaudible 06:03].

**P:**I had to come here. That was not voluntary. Seriously. I am telling you.

**R:** Why?

**P:**I was asked to do it for whatever reason. Ok. Focus.

**R:**Yeah, since you're here, let's focus.

**P:**Okay. I don't know where I clicked on. [inaudible 07:50] Youtube watched pages. Not sure that's interesting. Traffic source may be interesting for me. No, I don't understand what that means so I'd go somewhere else.

**R:**Okay.

**P:**I know what it is, but I don't know how it relates to my... What happened now?

**R:**Your 10 minutes is up.

**P:**Okay. I don't know anything about it. Great. What was it? It's like about 80%. I can't remember anything. Sorry.

**R:**Are you sure?

**P:**I can't remember anything. I was supposed to but I don't. I don't know anything.

**R:**Put down what you can remember.

**P:**Actually. I'm not sure they're that important because they're not watching very long.

**R:**[inaudible 11:03]. Maybe that's something to work on. Maybe, that's why....

**P:**[inaudible 11:17] really in charge [inaudible 11:17]. Watched five minutes. I remember that because I watched it.

**R:**Okay. Then you bring the historical knowledge into this. Okay?

**P:**That was made by [inaudible 12:05].

**R:**Okay.

**P:**Interesting. I know.  I can write about the [film].

**R:**It seems like you're enjoying this more. This is fantastic.

**P:**Just because I found like someone wants a [documentary].

**R:**Well, now you are smiling.

**P:**Because this is not the purpose of the whole study. [I'd be] like, "Oh this film is a typical Al Jazeera story". It's a [human] story. Things like that.

**R:**Yeah. From your background, this is the [point].

**P:** Things like we're always told that our typical user is only like... is very news-focused and like if they are.... like it's interesting to see that they actually do enjoy a documentary... like interviews with like... in Malay. Like Malay [inaudible 13:18] prime minister.

**R:**The Malaysian prime minister?

**P:**Yeah. Najib.

**R:**Yes, that was a great story. Al Jazeera did some good work on that.

**P:**We did an interview with him and that was like in the list as well.

**R:**That's very popular here.

**P:**But it's interesting that also people from Jordan watched it.

**R:** Yeah.

**P:**It was a corruption story. So tell me. Do [they] like corruption?

**R:**I don't know. It would be interesting to find out. Maybe they're used to us. So I don't know.

**P:**Like I really use this when it comes to data because I'm like I don't.... like I'm really not [inaudible 13:54]. I remember all these [inaudible 13:55] a lot of details, but I will not remember any data. I'm really sorry.

**R:**Don't be sorry. There is nothing to be sorry about. You are actually doing great.

**P:**It's just a different angle I'm taking. I am supposed to remember data and I am like, "Well, they like this film so which means we should do more of this".

**R:**Yeah. Okay.

**P:**I can't remember the numbers. They weren't that bad. I expected worse. But I cannot put in the number.

**R:**Yeah. That's fine.

**P:**No, it's like the problem is like we see... I usually look at the website analytics. So I see view times there [inaudible 16:37].

**R:**Okay.

**P:**And there we have like [inaudible 16:37]. It's not a video platform so people go there. So for us it's like it's a different... we don't get five minutes. On our website, people don't watch documentaries for a long time. Like this is a place for [inaudible 16:57]. It is actually our platform from my content.

**R:**For Youtube. Yeah. Yeah. A lot of people go....I watch... 15-20 minutes of video from Youtube is pretty standard for me.

**P:**There was something at 19% but I can't remember what that was.

**R:**Okay. When you think you have enough, you can move on.

**P:**There are lots of subscriptions. I do not know. I didn't look at it. I should have been more focused. I am sorry.

**R:**You [have to] get focused here.

**P:**This is just not my type of thing. Wow. So I should just come up with something?

**R:**Yes, that you think would resonate with this particular target.

**P:**[inaudible 19:26] Corruption.

**R:**You can find corruption stories.

## PA

**P:**Same thing just for the U.S?

**R:**Yup. Male. 18 to 24. From the U.S.

**P:**Is it not the same thing?

**R:**No, it's not the same thing.

**P:**Let's see what they are interested in. But they're also interested in... and yes, they come to other [inaudible 21:05].

**R:**Okay. [Again], a login here.

**P:**What!

**R:**And it's going to be... it's a very short email. dr.jim.jansen@gmail.com.

**P:**dr.jim.jansen@gmail.com.

**R:**And the password is T123. Alright. It's going to take you to the system and you're going to remember your target group.

**P:**Target group?

**R:** Yes.

**P:**25 [inaudible 21:51]

**R:**That is great that you immediately picked up. Seriously.

**P:**[inaudible 21:58] 22 is my target group. A piece from the U.S. I can deal with people. Not with numbers.

**R:**I understand. I totally understand that. I really do.

**P:**Thank you. His average viewing time is about 8.8 minutes.

**R:**Speak aloud as you're looking at the system.

**P:**I am just reading this. Job: Sales. College graduate. Not married. Good. Quotes by him. Okay. Continue, Al Jazeera. I wish you more success. Thank you. Okay. That's a good one.

**R:**What's a good one?

**P:**This one.

**R:**Yeah.

**P:**It's a good film . It's a [four]-month investigation.

**R:**Oh really?

**P:**Yes. So that is good. He watched. What do I do with this? Oh, [inaudible 24:00] also watched this. So it's like 7,000.... Okay. One, two, three, four, five. That's a big one based on gender. Political party. He like documentaries. These are all documentaries.

**R:**Oh really?

**P:**He likes investigations. He likes... it's like foreign politics. This is like totally an investigation into corruption.

**R:**Oh really?

**P:**Yes. Okay. This, I'm not sure. That's unusual. Everything else, I've worked on. Good.

**R:**People are complex.

**P:**No. Yeah, I know.

**R:**Yeah, yeah. We all try to get these little boxes, but it doesn't always work.

**P:**So many people watch this. Why they should be watching this.

**R:**Really?

**P:**Yes. Really.

**R:**Wow. Why should they watch the first one?

**P:**So I think it's much better to watch that stuff. You just learn more.

**R:**Oh, okay. Yeah.

**P:**But that's a personal opinion that I shouldn't impose on persona.

**R:**You know what [Bill] should do.   
  
**P:**Wow. So he's so young. Okay. He's not interested in social media, but he watched this. This is weird. [He] watched this. It's probably the tagging is wrong. Quite frankly.

**R:**That's very insightful.

**P:**Yeah. This is not social media. The Match Fixers is not about social media. We have to work on our tagging. How do we know that? Okay. Do I have to look for someone else as well?

**R:**No...

**P:**No, she's too old. I have to look at Phil. No?

**R:**Yeah.

**P:**Okay.

**R:**If you explore the system and you are happy with... you know everything about Phil or you know the attributes....

**P:**His quotes are.... no, I won't remember them.

**R:**Yeah. Whenever you think you have enough, you can click finish.

**P:**[Now], if you like to read all again. I can be [led] to this [inaudible 27:48]. It works better for me.

**R:** Okay. I understand.

**P:**I don't know what to do.

**R:**When you think you have enough, you click 'finish'. Or you can explore the system more. Totally up to you.

**P:**Okay.

**R:**Okay.

**P:**Like I am not going to remember everything.

**R:**You can remember some.

**P:**[Inaudible 29:17]

**R:**No, they are kind of the same.

**P:**Let me just do another one.

**R:** Okay.

**P:**I'm not sure if that's the same. But that was Phil. I should've compared with the other ones how big they are. I didn't. Feels like it's a lot.

**R:**I can send you an invite to the system and then you can compare.

**P:**Yes. That's something I'd be interested in. It sounds like a big number, but again like how big is it?

**R:**He's a real person from your data.

**P:**I like it though. I have to say. He likes films that I've put up. They are good films. That he's not going for the bad ones. Does it matter how many views the videos get that they watch? Does it tell me that there are... what does it tell me? Do they watch popular content or they just watch stuff that's they're interested in. What does it tell me? Because I can't remember how many views the films got. That doesn't matter, I guess.   
  
**R:**Tell your team whatever you think is important or whatever you want to share with them.

**P:**Really?

**R:**Yeah.

**P:**Okay. If it's my team, I am like, "They only watch our stuff".

**R:**That's a great thing to tell them. That's [motivating].

**P:**They watch our stuff. It is really good to know.

**R:**[Like I said], that's real data. What do you call that?

**P:**It's [not] they're not interested in business. It's like it's another term.

**R:**Economics.

**P:**It's probably economics but it's more like social economics. They actually do watch the typical male documentaries, I would say.

**R:**Okay. What's a typical male documentary?

**P:**That's a typical male but it's like usually the fault line stuff. It's like that is produced for this target group.

**R:**Oh really?

**P:**So it is like it's usually related to Trump and current affairs.

**R:**I didn't know that.

**P:**It is based in the U.S. It's produced in the U.S. It's like it's just U.S related topics. So that's like... it's really like whatever they do is about Trump, the rise of Trump or like how he affects environmental issues, how he affects like everything that's related to U.S. It's really like it's U.S politics but not just internally. That's what I think. It's like that's the typical content. So like the war on gangs.

**R:**Oh yeah.

**P:**That's the typical fault line.

**R:**A masterpiece. Interesting.

**P:**I think even it could be like it's gangs or it's like it's immigration. It's like it's a [bit] crime. It's like it's good.

**R:**Yeah.

**P:**It's like it's good in depth, but it's not too heavy. It's not like too complicated.

**R:**Right. [inaudible 37:40]

**P:**No, it's like I just feel it's like it's now produced like the [inaudible 37:44] was a woman, right?

**R:**Yeah.

**P:** It's good.

**R:**Okay.

**P:**I do think it's like it's definitely for a U.S audience. Anyway, I'm not writing that down.

**R:**Okay.

**P:**I could.

**R:**That's interesting.

**P:**What else do I remember about him? He wishes us success. But I am not putting that down.

**R:**Why aren't you putting it down?

**P:**Huh?

**R:**Why aren't you putting it down?

**P:**Yeah, I should. He seems to be like loyal [to] Al Jazeera.

**R:**Oh okay.

**P:**I don't know if that's... but it's like if someone makes comments about like generic....like on not just about the content type but about the people, about the channel. That probably means they are loyal or they're like...

**R:**Regular or something like that.

**P:**Regular. Wow. Phil likes us.

**R:**Phil likes us. We like Phil.

**P:**Yes, we do. Iraq. I mean the Iraq... but it's like he also liked Afghanistan. So I have to write more.

**R:**Okay.

**P:**I can write more Phil. I remember a lot about Phil.

**R:**Put in just whatever you think would be [good for them].

**P:** I think it's enough.

**R:**Okay.

**P:**Okay. I'm confident. Can I go back? Because I actually thought it was interesting that the stuff that he watched.... I'm not sure how much he actually watches things that we think the U.S likes because we had a lot of like saying, "Oh I like everything about [inaudible 41:29]. I think people don't be like, oh everybody is coming from the U.S to watch this story. Like, well maybe, but this target group is probably more interested in really U.S-centric stories and not..... like we think it's very Al Jazeera. I have to say I like [food]. I cooked a part of that group but I'm not male. Anyway, I am not putting that in.

**R:**No.

**P:**Okay. Youtube video. The title. The title. He watches the title.

**R:**Describe the title you think would appeal to Phil.

**P:**Can we check if Phil watched the video that I suggest?

**R:**You can afterwards.

**P:**Can I?

**R:**Yeah. All those videos are videos Phil watched.

**P:**So the list is longer. So I could check if Phil actually watched them, like the [inaudible 42:43] to Iraq.

**R:** I'll send you the link and if you click on the little [inaudible 42:46] thing, it will look like a hundred videos.

**P:**I don't know what [type is] for this one. Sorry, this will take an hour.

**R:**Okay.

**P:**No, this will take another two minutes because [inaudible 44:14] best title I want.

**R:**I understand.

**P:**How Trump.... I'd be interested to know if he also likes veteran stuff. How Trump.... I [can't] come up with the title. [Inaudible 45:44]. He liked the general, which was a good story. But that's Afghanistan. Then we do Trump's [inaudible 45:55]. I'm more like how he stills funds... like how Trump still funds terror.

**R:**The war on terror. Trump's war on terror.

**P:**We are not getting anywhere here.

**R:**[inaudible 47:28] for your team to use.

**P:**My team is not used to shitty titles like that.

**R:**[But don't] give them a shitty title. Awesome.

**P:**Awesome.

**R:**That's a good question. You know?

**P:**Well, they shouldn't leave people alone. Anyway, he might be interested in that. Right?

**R:**Yeah. Good effort.

**P:**Good effort. Yeah. Okay.

**R:**Okay. This is the first system you looked at.

**P:**What?

**R:**This is the first system you looked at.

**P:**What topics? I didn't look at it.

**R:**That's something you put down. If you can't answer, just say, "I can't recall".

**P:**No. No. I can. I can. The topics. It was like the pigeons and they liked Middle East MBS. MBS.

**R:**Yeah, this was your Jordanian group.

**P:**Yeah. So they liked MBS. They liked... well, the livestream doesn't matter. Does it? That's not the topic.

**R:**Yeah, whatever you think would.....

**P:**It's not the topic. I assume it's not the topic, but it's like it's the news. It's more like a.... it's a way of how they consume it.

**R:**Right. Yeah.

**P:**It's like they are most likely news watchers. I should have put that down earlier. Shouldn't I? Now that I'm thinking about it.

**R:**Now that you're thinking about it.

**P:**Oh it's one of the comments, but I don't know. I never looked at those. MBS livestream. They liked Egypt pigeons.

**R:**Okay.

**P:**I guess they like politics.

**R:**Okay.

**P:**Middle-East politics. Okay. [inaudible 50:16] to comment from the target group. Which target group? The first one?

**R:**Yeah, the Jordanian one.

**P:**Did not look at it.

**R:**Okay.

**P:**Not interested [enough]. [inaudible 50:32]. No, I was overwhelmed by numbers. That happens to me.

**R:**Okay.

**P:**[inaudible 50:38]. Oh, I just said that. I think I can just copy and paste. I take that out here. What is something else you recall about the target group? Not much. It should have been the second test for me. It should've been the other way round. What do I recall about the target group?

**R:**If you can't recall anything, just... that's fine.

**P:**They did not make a big impression on me.

**R:**Okay.

**P:** No, I didn't.

**R:**That's fine. Totally fine.

**P:**Nothing. Wow. That I don't know anything about them although I was supposed to look?

**R:**Just say I don't recall anything or....

**P:**I don't recall anything. Overwhelmed by numbers.

**R:**That's great.

**P:**This is amazing. Yeah. That's just what you need. What topics were the persona most interested in? Oh yeah. I can do that.

**R:**This is the U.S.

**P:**Yeah.

**R:**The U.S one.

**P:** I'm going to put that down before. Okay. What topics were the persona most interested in? He was interested in Iraq, [Korean] relations, politics...  I'd say U.S foreign relations, but he didn't say that in the.... oh, refugees was one of them as well. What else? What else? Economics. What was one of the quotes of the persona? I wish you success.  But he said something about good job, Al Jazeera but I can't remember.

**R:**Okay.  Oh Nice little PR.

**P:**He also said other things, but I'm not putting those down. I can't remember. What are some of the videos [I own]?. Yeah, Jordan. [inaudible 54:48]. Match Fixers. And the first was the war on gangs. This is my job title, by the way.

**R:**Yeah.

**P:**That's why you can tell.

**R:**Yeah, I am impressed.

**P:**Like I remember titles from 10 years ago.

**R:**Really?

**P:**This is how I work.

**R:**Wow. That's amazing.

**P:**Yeah, that's why I'm still here. People like to keep me as a mascot.

**R:**Ten years ago, we did a video. What's that?

**P:**That's what I do.

**R:** Really?

**P:**Yeah, because it's like sometimes... do you remember the... I don't know if you remember. Like this week, there was a story about blasphemy in Pakistan.

**R:**Okay.

**P:**In 2013, we did an interview with the daughter of the guy who was killed because of that person who was released from jail.

**R:**Wow.

**P:**So they're telling that story of the person. They talked to the lawyer. They talked to the girl who's like the journalist whose dad was killed. He was a governor of Punjab and he stood up for that Christian lady who was then jailed for nine years and was now released after nine years or something.

**R:**I'm going to watch this video. That seems interesting.

**P:**So back then, it was like we did that. Part of that was like they met different people in Pakistan. It was like about blasphemy laws but part of it wasn't her story. So the girl was like, "Oh we visited her in jail with my dad". It's like, you know, it's like it's a very....

**R:**Oh nice.

**P:**So I was like, "We have this. Can we clip this up and put it on [social] or like is there anything you would like to do with it?"

**R:**That's great.

**P:**So that's what I do.

**R:**That's fantastic.

**P:**I wish I could do more.

**R:**No, that's great.

**P:**No, because it's like we have this. We have like ten years of like really... like back then, we had so much money. We did so much good stuff.

**R:**Really. Yeah.

**P:**And we did all these stuff. Like we have that.

**R:**That institutional knowledge is fantastic.

**P:**Yeah. What is something else you recall about the.... the second one was a new story. So that's why I don't remember. What is something else you recall about the persona? He was 22. College Grad. Sales. You know what that means. Well, black. That's  probably....

**R:**[inaudible 58:03]

**P:** It's like important. Not. Maybe not, but that's maybe why he watches the war on gangs. Maybe not. Anyway. What else do I recall about him? Well, it said he was not interested in social media stuff, but one of the things he watched was tagged to social media. That what I recall.

**R:**Okay.

**P:**I shouldn't... I don't know how to write that down without writing a whole novel. He is not too interested in social media. Like in terms of topic, right? I have to remember more. It seems he writes long quotes.

**R:**Yeah. That's interesting.

**P:**Not just long quotes. He uses smiley stuff. Emojis.

**R:**Emojis.

**P:**But not too much. That's something that I find really.... because we have that discussion in [total]

**R:**Of what?

**P:**Using emojis on Youtube, for example. Emojis, but not too much.

**R:**[inaudible 59:46] because they're very good for like detecting sarcasm, for being a positive emotion, a negative emotion.

**P:**I just don't think it's.... I don't know. I'm like one of those.... like we've had ridiculous ones like I have to remove some that.... it's like if you have something about child marriage and you have a baby and a ring next to it, I think that's just not...

**R:**Yeah. Right. Exactly.

**P:**So I'm like... so it's like yes you can.... if you think a flag works better, that's fine. You can't just use it for everything on the news channel.

**R:**Yeah. In the post itself. [I don't think] in the comments that people discuss.

**P:**No, like us.

**R:**Oh really. Yeah, I know. Yeah, people kind of expect a certain brand communication. So even though they may communicate a certain way, they expect the brand not to really fall into that way.

**P:**Well, he can express himself. I thought that was like... I mean, obviously, he's a college grad but still it's like.... he's like... he actually... he could string a sentence together. That's very negative but that's something I noticed.

**R:**Okay.

**P:**But I should... should I?

**R:**You do whatever you want.

**P:**I do whatever I want.

**R:**It's your [inaudible 1:01:03]. None of this will be attributed to you. Okay. Yeah.

**P:**[inaudible 1:01:11] I am surpried. Like he still likes us.

**R:**Yes.

**P:**Okay. Age. Country of origin. Germany.

**R:**Germany?

**P:**Yeah.

**R:**Wow. I was trying to guess.

**P:**And what did you guess?

**R:**I was trying to place your accent.

**P:**So it was like the German versus Dutch or....

**R:**I was leaning towards Dutch or Austrian. But I would not have picked the German.

**P:**Okay. I'm using personas. I don't know. In my experience when... like we've sat together and we've come up with people.

**R:**It's a self-evaluation or whatever you think...

**P:**So I think I am [moderately] because we've used them before. [inaudible 1:02:12]. I'm not experienced with Youtube analytics.

**R:**Okay.

**P:**Because really that's something I ask people to do.

**R:**You subcontract it out to other people.

**P:**It's just something.... like I'm interested in... like if someone tells me this is what we're doing... this is what like we're doing right because of this. I'm interested in that.

**R:**Right.

**P:** But I cannot gather the information myself obviously.

**R:**I see. Great. That was fantastic.

# P16

## PA

**R:**There we go. So tell me. What do you think? You read really fast. Nice.

**P:**He's interested in Iraq. He's interested in the Middle East pretty much.

**R:**But remember your task was to find information about....

**P:**About him.

**R:**About him.

**P:**Okay. Wow. Israel [inaudible 01:14].

**R:**Okay. Interesting. What are you thinking?

**P:**Okay. Eccentric you guy.

**R:**Okay.

**P:**He's interested in the Middle East, but he's not interested in [inaudible 01:50] news. He's interested in... I'm not really sure how to describe it, but he's interested in very niche perspectives on.... he's interested in races and how.... I don't know if I should be saying races but how different people, different ethnicities perceive the role of women in society.

**R:**Oh okay. Interesting.

**P:**Nigeria is such a big [inaudible 02:30] of the [black stuff]. I don't know what the black stuff is. He might be referring to the oil. And then he jumps to discuss [Asian] women and how Western women are not perceived to be as docile as Asian women.

**R:**Okay. Interesting.

**P:**"do everything a woman is supposed to do for their family, just like Eastern European women". So he's really generalizing it since he thinks that Eastern European women are more of [inaudible 03:21]

**R:**Okay.

**P:**He's interested in [inaudible 03:27] .

**R:**Yup.

**P:**[inaudible 03:36] Baltimore police [scandal]. That's in line with the Khashoggi investigation.

**R:**.... reading it. When you're done, you're getting a quick finish.

**P:**Okay.

**R:**Okay. So now.

**P:**Okay, so what I write is about that guy.

**R:**Yeah. Exactly.

**P:**What's his name?

**R:**You have to recall.

**P:**Alright. Yeah. That seems [inaudible 06:46]. I think that's the title of the....

**R:**Yeah.

**P:**Then I go on to the next. Am I doing alright?

## YT

**R:**Yes. You are doing very well, man. So this is the same except the system will be different and also a slightly different title.

**P:**Alright.

**R:**Yeah. Alright. Do you remember that target group?

**P:**Yeah. Last 90.... so this is the number of minutes spent watching stuff in the last 90 days for this one individual?

**R:**No, no, no, no.

**P:**Alright.

**R:**You have to locate the target group. This is all the [data] that you have.

**P:**Okay. Somebody who is between 18 and 20.. should I be thinking aloud now?

**R:**Yeah.

**P:**Okay. Alright. Somebody between 18 and 24 would not be spending eight minutes on one video. They might spend [up] to eight minutes in a day and 12 hours on more tutorial videos. But [I've] not seen anybody has the time or the mental capacity to spend all this energy focusing on one particular video.

**R:**Interesting.

**P:**I would also say that the watch time....

**R:**Yeah, but can you find the facts there about this specific target group? Yeah. Because this is about.... like you need to find information about them.

**P:**I need to find information from over here.

**R:**Yeah. Exactly.

**P:**All the group... okay.

**R:**Yeah.

**P:**Browse all the groups.

**R:**If you want to tell your team facts.

**P:**Oh, right. Oh, I didn't know that.

**R:**Yeah.

**P:**The demographics. Alright. Oh okay. Sweet. It's mostly males who watch Al Jazeera online.   
  
**R:**Yeah. Your target group was 18 to 24.

**P:**Oh 18 to 24. 14% of our audiences are between the ages of 18 and 24 years old, the vast majority of whom are 73% male. Only 27% are female, which means that we're doing a horrible job of catering to the female audience.

**R:**I guess so.

**P:**It's not the lowest age group that we have audience wise. We do a bad job of appealing to 13 to 17 year olds.

**R:**Okay.

**P:**This might be due to the nature of what we broadcast.

**R:**Yeah.

**P:**Imagine a 13 or 14 year-old will not be very interested in what's happened with Jamal Khashoggi.

**R:**Yeah.

**P:**We're doing very bad as far as 25 to 34-year-old age group is concerned. They have more than double our audience. There might be something to be done in that area especially given the fact that most of... I mean the age segment between 18 to 24 have more free time on their hands and many tend to be college students. So I am surprised that college students don't have the time or aren't willing to tune in to the news as much as 25 to 34-year-olds.

**R:**Yeah. Good point.

**P:**[inaudidible 15:57] is 136 million. It's mostly accessed from computers. [inaudible 16:02] where to find out the [inaudible 16:05] segment for each of these categories. More metrics. There is no average age. Am I looking at the wrong place? This is hard.

**R:**Interesting. Yeah. Try to stay in the analytics.

**P:**Can you give me any hints?

**R:**Oh No. I mean there are a lot of reports. It's kind of hard. Yeah. Like what information would help you to make more interesting media for that specific target.

**P:**Geography. The biggest audience we have is from U.S. Wow. Mostly English-speaking countries. [Tracking] all English-speaking countries. United States and Canada [inaudible 19:05]

**R:**Yeah. Time's up.

**P:**Okay.

**R:**Don't worry.

**P:**That's rough. It's rough, man.

**R:**Yeah.

**P:**It seems that the audience... I think I'm more confident on this even though it was a bit more difficult.

**R:**Oh okay.

**P:**I'll give myself a seven.

**R:**Great.

**P:**I did not pay attention to that. Personas?

**R:**Yes.

**P:** Alright.

**R:**So, yeah, this is for your first personas. Try to recall.... yeah, first in your memory.

**P:**I don't remember that. The topic was the one that was on the right? Jamal Khashoggi. What was one of the quotes? I don't remember one of the quotes. Something to do with Eastern European and Asian.... sorry. This is... one of the videos was Jamal Khashoggi.

**R:**And this is for Youtube.

**P:**Oh it's nice.

**R:**Yeah.

**P:**Male. Aged 26.

**R:**Great. Awesome. How long have you been with [Al Jaid]?

**P:**Six months.

**R:**Six months.

**P:**Yeah.

**R:**Okay. What do you do?

**P:**I write mostly.

**R:**So, are you a producer?

**P:**Yeah. Yeah. I am a producer.

**R:**Great. And what do you think about the two systems? Like the persona system, how difficult was it to find information? Like on a scale of one to five where five is the most difficult.

**P:**Five is the most difficult?

**R:**Yeah.

**P:**I'd say for the first one, two.

**R:**The Youtube?

**P:**Three and a half.

**R:**Three and a half.

**P:**Yeah.

**R:**Okay. Awesome. And [inaudible 27:15] question. You said that the guy is open to changing his....

**P:**Yeah.

**R:**Why do you think that?

**P:**I don't know. He seemed like very engaging. He seemed to like the stuff. Some of the stuff that he watched was very different so he wasn't stuck on one particular.... He jumps from talking about women and ethnicity. He's talking about politics. He's talking about other stuff. So that's why I thought he's a dynamic person.

**R:**Yeah. Okay. Great. Awesome. Thank you so much.

**P:**Thanks a lot.

**R:**See you.

# P18

## PA

**R:**Okay, great. Well, this is the first system, this big plug-in.

**P:**[inaudible 00:23]

**R:**No, [inaudible 00:25] was special again for you. So these are personas. So now remember your task finding information about 19 to 24-year-olds.

**P:**19 to 24?

**R:**Americans. Yes. So you want to learn as much as possible about that target. So you can describe him to your team so you can create a campaign that interests him.

**P:**[inaudible 00:59].

**R:**You can click anything you want.

**P:**How do I get more people?

**R:**They are [inaudible 01:05] people. Only those five personas. They kind of describe your audience at a high level so you have these five types.

**P:**Like my age group is 18 to 24.

**R:**Correct.

**P:**So these people will be too old. Like 27-year-olds.

**R:**Yeah, they would be out of the range. Correct. So tell me. What do you think?   
  
**P:**I am thinking that a lot of these seem to be like he likes to read about [inaudible 02:21] his answers to what he likes to read about. I don't see what they actually like to read about. Like gossip. There's none of that. It's like deeper....  
  
**R:**Deeper topics or...

**P:**Yeah. It's like if you ask someone what do you like to read about, this is like the formal answers they'll give you.

**R:**Oh really? Okay. Interesting.

**P:**Like I like to read or watch videos about pygmy [tribes], etc.

**R:**Oh that's interesting. Okay. You don't find that information.

**P:**No, I mean it doesn't feel personal enough.

**R:**Okay. It doesn't feel real or...

**P:**But this is our content.

**R:**Yeah. Correct. Because this is created from your Youtube data. The persona.

**P:**So it's also informed by what we actually put out. That makes sense.

**R:**Yeah. Of course, this describes your audience. This is one of the types.... your types that you have.

**P:**Yeah, but I want to know what they look like in their other life.

**R:**Okay. Good.

**P:**Do you see what I mean?

**R:**Yeah, I see what you mean.

**P:**It's like if you wanted to [expand] into the subject or wanted to change our wording because I'm on the [inaudible 03:49].

**R:**Yeah.

**P:**If you wanted to tweak wording to attract more casual eyes per se, what would be looking at that we don't already have?

**R:**Correct. Okay. Very good.

**P:**Males seem to look at our longer videos. Eight minutes. Ten minutes. This guy [inaudible 04:17] 4.5 minutes. Maybe he's looking at some of our shorter pieces. 

**R:**Yeah. Yeah, but do you remember your task of finding information about the specific audience. I mean you cannot [inaudible 04:46] for sure.

**P:**I cannot be what?

**R:**I mean just comments about the system or whatever. I mean that's fine, but I don't want you to forget your task.

**P:**How long can I spend here?

**R:**Maximum 10 minutes. You've already spent 5 minutes.

**P:**Okay.

**R:**You don't have to spend that much.

**P:**No, it's because I don't gather necessarily insights right away. It [takes] time.

**R:**Yeah.   
  
**P:**They all seem to also be interested in... a couple of them are interested in social justice in general. Why is she in here?

**R:**She is also part of your overall audience.

**P:**Alright.   
  
**R:**You are done?

**P:**Yeah

**R:**It's a [great] finish.

**P:**I need more people in that age group. So we're talking about stories or videos?

**R:**Videos.

**P:**Videos. [inaudible 14:09]

**R:**That's fine.

**P:**[inaudible 15:46]

## YT

**R:**Okay. Yeah. This is like a new one.

**P:**Oh a new one.

**R:**Yeah. Like what would you write to attract [inaudible 16:03]. So there will be another task. The only difference is that you have a slightly different target group now and you have a different system. Otherwise, it's the same. [inaudible 17:23]. I didn't know about [e-reader]. We can talk about it later.

**P:**I used to work with [inaudible 17:53]

**R:**Oh that's interesting. We

**P:**We were talking to [inaudible 17:56] ereader for schools, but I think it was [inaudible 18:00].

**R:**I never heard of that actually.

**P:**Maybe you've [inaudible 18:04].

**R:**Yeah.

**P:**Alright. Can you see me?

**R:**Yeah. Try to find info about the target group.

**P:**This is my target group.

**R:**No, this is all your audience. So now you should try to find that specific target group from this data. You can use all the reports on the left side.

**P:**All these?

**R:**Yeah. And again, I mean if you would create that kind of [inaudible 18:52] and all the information you're looking for.

**P:** [inaudible 19:13]. And what counts as views? [inaudible 19:21] something scrolls on [inaudible 19:22], does that count as a view?

**R:**I don't think so. You have to be in Youtube. Remember to tell me what you are looking at.

**P:**I'm not sure I'm getting this right, but I am looking at the views mostly. Not so much the watch time.

**R:**Okay.

**P:**I mean I think if I knew more about Youtube analytics, I would probably be interested in Watch Time versus the number of times it's [inaudible 20:21].

**R:**Yeah, I mean it's [inaudible 21:04] but who knows? Social media is very unpredictable. It's a little bit slow because it's running inside their programs.

**P:**Then this isn't going to work.

**R:**Probably not because it's a bit of [inaudible 21:49]. You can try other.... [just your] memory, you need to learn about that specific target group.

**P:**Yeah, I know. [inaudible 21:56]. This one was watched longer than this one. Where is my timer?

**R:** Sorry.

**P:**Are you my timer?

**R:**Yeah, but I don't know [inaudible 22:36].

**P:**It's okay.

**R:**I think you are halfway through halfway through already. Okay. [inaudible 22:43].

**P:**Yeah. Jordan is [inaudible 23:06] in the geographic breakdown.

**R:**Yeah. Please don't block the.... yeah, thank you.

**P:**[inaudible 23:45]

**R:**You can.

**P:**Is this 19% the whole video?

**R:**I don't know.

**P:**Okay. You need to help me.

**R:**No, I need to let you figure it out yourself.

**P:**[inaudible 25:27]. [It's] here that is almost even.

**R:**Oh interesting. Yeah. Very good. Very good.

**P:**I don't know if [inaudible 25:50]. Are you including [inaudible 26:38].

**R:**No, this is for [AJE].

**P:**Oh it's for A.J.E.

**R:**Only A.J.E. Yeah.

**P:**How many videos [inaudible 26:47] unspecified [inaudible 26:47]?

**R:**I know apparently.

**P:**Interesting. Is this like some kind of tagging [inaudible 26:56]?

**R:**I see. Maybe. I think your time is up.

**P:**[inaudible 27:05].

**R:** No worries.Okay. So do your best. It's okay... I mean... don't worry. You cannot give a false answer.

**P:**No pressure.

**R:**Also, you want to make this already valuable [inaudible 34:41], then they won't ever sign up. And if they don't sign up, they won't.... but we can say they can generate up to 5 personas. Yes, it's [tricky]. So the first system, the personas, try to recall as much as you can.

**P:**[inaudible 37:13].

**R:**Okay. Interesting.

**P:**[inaudible 37:40].

**R:**And this is for the Youtube information so...

**P:**But I didn't see any comments.

**R:**Yeah. Then you put 'I didn't see...' or something like that because the same information was there but it's just....

**P:**[inaudible 38:16].

**R:**Yeah. Exactly. So that's the point why we are creating personas to make it more [accessible]. I would but it's the limit of the software. Actually, that's the maximum. So thank you very much. How long have you worked for Al Jazeera?

**P:**A year [and a half].

**R:**And what do you do?

**P:**I am a [inaudible 40:16].

**R:**Okay. On a scale of one to five, how difficult was it for you to find information about a specific target group?

**P:**To use this test?

**R:**Yeah, to use Youtube [second] system to find information on a scale of one to five with five being the maximum.

**P:**I don't think it's difficult [inaudible 40:40]. Three.

**R:**Alright. So what about personas? How difficult was it?

**P:**[inaudible 40:54] mid-range because I wanted more. I wanted [inaudible 41:01].

**R:**Yeah. Sure. Actually, we are working on it. Hopefully, we [inaudible 41:08 ]

**P:**Alright. Thanks.

**R:**Thanks a lot. So don't forget [41:11]

# P19

## YT

**R:**Please just let me know what you're looking at and why and what you're thinking.

**P:**Okay.

**R:**What are you looking at?

**P:**The views.

**R:**Okay.

**P:**Okay. I am just trying to have a look at everything that is here so I can know where to start from.

**R:**Sure. Perfect.

**P:**Okay. So what he was assigned to do is...

**R:**Males...

**P:**Males, 18 to 24 from U.S.

**R:**Yes.

**P:**So I need to track that. Okay. So it seems what I am looking for.

**R:**Speak a little louder, please.

**P:**Okay. Actually, I'm not hundred percent sure.

**R:**That's fine.

**P:**It's the percentage of men between 18 to 24. It's the thing I'm looking for. I can clearly see 18 to 24, male. I also don't have an idea about... what am I comparing this to?

**R:**You are trying to find out information about men, 18 to 24 from the U.S.   
  
**P:**Okay. So...

**R:**You are trying to find that information.

**P:**Okay. Can I go back?

**R:**If you scroll up, there's a whole list of things here.

**P:**Okay.

**R:**You just stay in the analytics section. If you scroll up a little higher level...

**P:**Overview?

**R:**Yeah. Overview all the way down.

**P:**Okay. I need also to select the country location. I am not sure of this. I am just trying to find what I am looking for. So I need to find males from U.S. I am not sure where I can select the country but I will try from here. It should be from here. United States.

**R:**Talk aloud.

**P:**Okay. So I selected the U.S as requested.

**R:**Okay.

**P:**But I am not sure how I can relate this to men from 18 to 25. So I am just trying to find these two information in one page.

**R :**Okay. Yeah, I totally understand.

**P:**So I am just to find the exact information [in] that request.

**R:**Yes.

**P:**Okay. I am sure it's here.

**R:**Yeah, it's there.

**P:**It should be here somewhere. Okay. Let me try. This should be... okay, I think I also.... another chart. Okay. This will give me more details about the U.S states. Okay. I'll select the second so I can go back to where I was. Okay. Let me see.

**R:**What are you trying to do?

**P:**I'm trying to find actually the gender.

**R:**Okay.

**P:**Otherwise, the age. I'm not sure whether I could find this, but I'm trying. Comments. Views. I think I will go back to where I was.

**R:**Okay.

**P:**Okay. So this is the location, but how can I relate this to the gender and age? How can I do this? Let me go back to the overview. Okay. Is it because I selected the U.S? It appeared here. Okay. So I think this should be the percentage I'm looking for. Is it?

**R:**Okay.

**P:**This is for a specific video. I'm not sure it should be a campaign as it's set, right?

**R:**Yeah.

**P:**Okay. So is there a specific video I should look for or....

**R:**What you're trying to get is as many attributes about this market as possible so you can communicate with your team like, "This is what I think is important about this demographic".

**P:**Okay.

**R:** So the first step is to get this demographic's information.

**P:**Okay. There's no way I can go back here because it didn't give me the exact information I'm looking for. Okay. I will try again. It should be here somewhere. Okay. Average percentage, age....

**R :**You ten minutes is up.

**P:**Okay. I'm not sure what I can write exactly because I did not find the information I was looking for. So I can't give a description to them.

**R:**Then you write whatever [you want] to your team. Any information you do have or say I didn't... wasn't able to get any.... whatever you would normally say.

**P:**It's something they are interested in so.... I'm sure it's something that has to do with the question so...

**R:**Okay.

**P:**Okay.Sonext.

**R:**Alright.

**P:**Okay.

## PA

**R:** Yeah. Second task.

**P:**Okay.  Again. Oh Jordan. Okay. I learned.

**R:**Okay.

**P:**I know what to do. I know what to concentrate on.

**R:**Men, Ages 18 to 24 from Jordan.

**P:** Jordan. Okay.

**R:**Okay, so different system as you can see. Log in here.

**P:**Okay.

**R:**And the email is dj9395@gmail.com and the password is T-123.

**P:**Okay. I also have no idea where I can look, but I can see here some of what I'm looking for. So I think I should be selecting this guy from Jordan because I need 18 to 24 Jordan men.

**R:**Okay.

**P:**So let me just have a look at what's here so I can have an idea. [Audience size]...

**R:**What are you looking for?

**P:**I'm trying to... is this a profile about this person?

**R:**Yeah. This is a... persona.

**P:** It's a profile. Yeah. Okay. So I'm trying to read his interests. He is less interested in social media. Most viewed content is [Salit]. Okay

**R:**So I can see here.... I think this is what I'm looking for. I think. I'm not sure. This is the number of personas. Let's see. The number of profiles that are interested in the same thing as Osama. And Osama is among the criteria I am looking for. He's 18 to 24, male from Jordan. So this should be related to what I'm looking for. Yeah, exactly. Okay. So based on gender, politics and sports and Arabic. And the language is Arabic. Politics and sports. Okay. Okay. This should be the comments about the most viewed contents. It should be the person's comments. Right? Okay.   
  
**R:**What are you reading?

**P:**I'm trying to read his profile so I can relate... maybe, I can relate to his profile to what I found here or to his interests at least.

**R:**Okay.

**P:**His average viewing time is about... Okay. I think... okay. Search personas. Okay, so ...Okay, age. That's great. Jordan. Age. Gender. I'm not sure this will take me to only gender and will limit the age or this will give me the age only. I will try. Audience size. So I think the audience size is here so I don't need to see it again. But we are actually looking for is here so I'm not sure what I am selecting. Oh we were sorted by age. Let's see age.

**R:** Oh go ahead.

**P:**So we are [matching] current reach. I think this is more than enough of what I'm looking for.

**R:**Okay.

**P:**Politics and sports.

**R:**If you think you have enough, you finish.

**P:**Okay. Okay. I have something to write.

**R:**You seem to be so happy. Alright.

**P:**Thinking aloud.

**R:**Yeah, that's fine. Just get your name and email because I didn't...

**P:**Oh yeah. Sure. I will write it down. Okay. Okay.

**R:**Alright. Your team will be so happy with you.

**P:**Okay. I learned enough. Okay.

**R:**Produce sports [inaudible 19:27] in Jordan.

**P:**This time, I will [inaudible 19:35]. Okay. That was for the first.

**R:**Yes.

**P:**Okay.

**R:**Youtube. Males 18 to 24 from U.S.

**P:**He was one of the comments from the target group. I don't remember I.... what are some videos [inaudible 21:01] was interested in? I can't remember. Actually, it's [inaudible 21:10] but I can't remember.

**R:**That's fine.

**P:**What is something else you recall about the target group? Only the number.

**R:**[inaudible 21:30] numbers.

**P:**I actually can't remember the female percentage though. Something to compare. I had nothing to compare. So the second one.

**R:**Yeah. The Jordanian.

**P:**Okay. I think it was politics and sports. The persona. Can I ask a specific...

**R:**Sure.

**P:**....like the persona.... the person I was looking for or...

**R:**Yeah, the person.

**P:** Or the number.... I mean the interest of all the men.

**R:**Yeah. That persona was, as I mentioned, a representation of the...

**P:**By persona, you mean the profile of.... the profile I was looking for. Right?

**R:**Yeah, the profileyou were looking at.

**P:**What was one of the quotes from the persona? Okay.

**R:**It doesn't have to be word for word.

**P:**Yeah. I don't remember the exact words, but I remember the comment about [Salit].

**R:**Yeah, that's fine.

**P:**What are some videos the persona was interested in? What is something else you recall about the persona? Something funny.

**R:**Sure. What's funny? You're making me laugh.

**P:**Believe me, this is one of the [most] things I remember about.

**R:**Hilarious. That's great. Like I'm open for a date.

**P:**That's the last thing I looked at.

**R:**That's hilarious. That's great. Single and my age group. Okay.

**P:**He studied arts. He's interested in politics. He is less interested in social media. I saw so many comments. How can I relate this? Okay. About the persona.

**R:**Yeah.

**P:**Okay. I think that's it. This is all I remember.

**R:**Alright.

**P:** Okay.

**R:**Remember your task to find a [specific date] for your target group.

**P:**Target group. That was interesting. I'd love to have more. It was very interesting.

**R:**Well, good.

**P:**Okay.

**R:**[inaudible 25:35]. Great. Fantastic.

**P:**Okay. That was great.

**R:**Just a couple of questions.

**P:**Yeah.

**R:**How long have you at Al Jazeera?

**P:**Six months, maybe. Six or seven months. 26...

**R:**Okay.

**P:**March.

**R:**You're welcome.

**P:**Thank you.

**R:**[inaudible 26:01]

**P:**Yeah. The atmosphere is so different than what I was in before.

**R:**Oh really?

**P:**Yeah. It's really interesting.

**R:**I [inaudible 26:12] a lot of great people here.

**P:**Yeah, it's really interesting. And you know, when you find the same people, same age, same minds, it's like the perfect environment, maybe.

**R:**Wonderful.

**P:**It's the perfect environment. Thank you so much.

**R:**And what's your position?

**P:**Associate producer. Content producer.

**R:**Content producer. Okay. In the [pre-system], how difficult do you think it was to use to find demographic information, one being very easy and five being very difficult.... because it was the one about the US.

**P:**I either have very easy or very difficult?

**R:**No, you don't. One, two, three, four, five.

**P:**Oh okay. Let's say 5 because if I had more time, maybe I would do better. I would find what I'm looking for because I think it's similar to Facebook because we use Facebook.

**R:**Okay.

**P:**I think I can find something similar to that in Youtube analytics. So if I took much time, I will...

**R:**Okay.

**P:**Okay.

**R:**The second system is the same thing. How easy or difficult was it to find information about the demographic?

**P:**Very easy. It was easy. Let me say nine out of 10.

**R:**Okay.

**P:**Yeah.

**R:**Okay. Great. Well, thank you so much. I really appreciate that.

**P:**Thank you. We have a gift card for you.

**P:**Okay. Thank you so much.

**R:**There are varied amounts. So you get to choose one. Just pick one.

**P:**Okay.

**R:**I hope you get a good one.

**P:**Okay.

**R:**Alright. Thanks so much.

**P:**Thank you so much. Thanks a lot.

# P22

## YT

**P:**This is what I'm thinking of.

**R:**Okay. Again, remember the audience segment you're trying to get information on.

**P:**Okay.

**R:**Shereena. Is that right?

**P:**Yes.

**R:**What are you looking at?

**P:**I'm looking at the Watch Time and I think it's based on age. Just 14 years, eighty-nine days. Seventeen years. Twenty four years. So we're looking at the age group from 18 to 25.

**R:**That's what you want to be finding.

**P:**We need to find that?

**R:**Yes.  Males. 18 to 25 from Jordan is what you are looking for. You can pretty much use any of these tabs over here under analytics. What are you trying to do here?

**P:**I am trying to look for that specific age group from that country.

**R:**Okay.

**P:**So it's kind of showing me our... days and times. It's not really... It's not clear. How do I find that? Male. 24. No, we are looking for 18 to 24.

**R:**Yes.

**P:**Let's see which... can we choose a country? I don't see Jordan. Sorry. I'm looking for a search tab where I can just type in the name of the country and find out because.... there's Jordan. There's no save button. Okay. So age group that I chose was.... so the female percentage is very low.

**R:**What do you want here?

**P:**So I am looking at.... men in Jordan watch Al-Jazeera's Youtube more than women there. It's like 20%.  That's a huge significant difference.

**R:**Okay.

**P:**Yeah. Views.

**R:**Alright. What are some other things you would want to know about this demographic?

Males, 18 to 24 from Jordan.

**P:**Like the timings. What time do they watch that and why is there a huge difference?

**R:** Okay.

**P:**I think I lost the country again because now I'm seeing other countries. Oh, there it is. Yeah. Can I use these?

**R:**You can use the system....

**P:**Oh there you go. This is the Watch Time. Minutes. It's not very specific in terms of timings.

**R:**What are you looking at?

**P:**I am trying to understand why there are like such peaks. So it says eight days and 14 hours. So eight days of continuous watching of our stuff. What I'm looking for... what I found out is that the number of males in Jordan watch Youtube more than women.

**R:**Okay.

**P:**Why is the rest of the [inaudible 07:06]. Yeah, what else do I have to do?

**R:**Well, I mean do you think you'd have enough to explain to your team about this demographic and what's important to them?

**P:**Okay. So the Watch Time is very low. Like the percentage of that. So most of the people don't really watch the entire thing, but then they just stop in between. Why is the number of males more in all the countries and less females? And we're looking at demographics.

**R:**Right. Alright. Well, if you think you have everything, you can .... well, you're done. Your time is up.

**P:**Oh okay. Well, I have never used this before.

**R:**No, that's fine. [inaudible 09:06] so here's your task.

**P:**Please write an email to be team in which you describe the most important characteristics.

**R:**Very polite. I like that.

**P:**Yeah.

**R:**That's wonderful. Politeness in the workplace is very important.

**P:**And [parts of aggressiveness]. As per my email...

**R:**I hope you are aware of... I've enjoyed working on this campaign with you. Although I've never used Youtube analytics, here is... that's wonderful.  after carefully analyzing as well... portraying a very professional [posture]. I have pored over this for 10 days. What do you... like recommended a title to your team. It could be a...

**P:**Oh right. Okay.

**R:**You are not using the persona system, right?

**R:**No, we're getting ready to use it right now.

**R:**Oh okay. So in that case, I will....

## PA

**R:**Okay. This is the second task.

**P:**Your team is preparing a Youtube market campaign to increase audience engagement.

**R:**Okay. So different market segment here. 18 to 24 from United States. Okay?

**P:**Okay. It's a kind of same task, just different demographic. Okay. Different system here. That's the persona system. Scroll up the top. Log in.

**P:**Okay.

**R:**And you're going to use dr.jim.jansen.@gmail.com. Password, T-123.

**P:**Is this your name?

**R:**Jim Jansen? Yeah. Okay. You are trying to learn about a demographic. Males, 18 to 24 from the United States. What are you doing?

**P:**This is more.... to me, it's very easy to see. He is someone who comes from Iraq and is the U.S but is very interested in news about Iraq and research and innovation because he works in sales field. He's not really interested in social media and social unrest in Syria.

**R:**Is he in your demographic?

**P:**Sorry. What's that?

**R:**Is he in your demographic?

**P:**Yes, he is.

**R:**18 to 24. United States.

**P:**Oh yeah. Seems he likes to read research.

**R:**What are you looking at?

**P:**I am looking at his description and what he's interested in and his average viewing time. It's a very detailed information about him. He's very interested in research, innovation, elections, and news. His most viewed content...  it seems like he is interested in politics more.

**R:**Okay.

**P:**And so.... American politics, a bit of sports as well.

**R:**Alright. What are looking at?

**P:**I'm looking for a specific age group because my demographic is United States from 18 to 24, which I cannot find. So I'm going to go and find much... oh no. How do I search persona? Do I type 18 to 24? United States. Why can I not find people of this group?

**R:**[Inaudible 16:55]

**P:**Oh, so just one? Just one person?

**R:**Yeah. Again, this persona, this person, represents the market segment.

**P:**Got it.

**R:**What are you looking at?

**P:**So I'm looking at the fact that he's using mobile more than his desktop. The timings. He likes to read and research.

**R:**Okay.

**P:**He's a bit anti-religion. He likes education.

**R:**Okay.

**P:**He is a college grad.

**R:**Okay.

**P:**Okay.

**R:**When you think you have enough, finish at the top.

**P:**Okay.

# P20

## PA

**R:** Yup.

**P:**Okay. Aged 18 to 24 from U.S.

**R:**Correct. [inaudible 00:35] follow the dot. [inaudible 00:42]. Yeah.

**P:**Okay.

**R:**So tell me.

**P:**What do I see?

**R:**Yeah.

**P:**A man.

**R:**Remember your task. You need to find a specific target group.

**P:**Target group

**R:**So these are the personas that describe your audience.

**P:**Alright. So like you're just [explained] here.

**R:**No, you need to learn about...

**P:**You need to study.

**R:**Yeah.

**P:**Okay.

**R:**But first you need to make sure you have the right persona because he needs to....

**P:**Yeah, I do have the right guy.

**R:**Okay. 18 to 25 from the U.S.

**R:**Okay.

**P:**Yeah.

**R:**It was 18 to 24 actually.

**P:**Oh oops. I thought I had the right guy.

**R:**It's okay.

**P:**But from the U.S. 25-year-old male living in the US and works in the sales field. He likes to read about research and innovation, Iraq news, GCC and refugees. Okay. That's good for us.

**R:**Okay.

**P:**His average video viewing time is about 10.9 minutes. That's also good for us.

**R:**Okay.

**P:**Topics that he is interested in; research, innovation, Iraq and news. Yes. Less interested in social media, social unrest in Syria. Interesting. So he's like half Interested in what we do and half not interested in what we do.

**R:**I see. Okay.

**P:**I must be reading the wrong books. [inaudible 02:55]. So these are his quotes. Okay. He seems like this type of person that would comment these types of things on our articles.

**R:**Okay.

**P:**Like one of those guys.

**R:**What does it mean? One of those guys.

**P:** Very opinionated.

**R:**Okay.

**P:**They're smart, but not necessarily... [I wouldn't call it] educated quotes sometimes. See this quote. I don't know what he means by satisfying an emptiness. I'm satisfied and I work to accomplish things. It feels kinda bad but really.... okay, you are 25. Don't use 'kinda'. That's just weird.

**R:**Okay.

**P:**Having struggled with finances. And I learn to adapt... So for someone who doesn't like social media, he uses the shorthand quite a bit, which is interesting. He tried his best. Okay. Interesting.  He is from the U.S but he is... Is he Philippino? Because he said something in Philippino. I don't know what the language...

**R:**Oh okay.

**P:**Most viewed content on social media. Turkish prosecutors find evidence. Okay. So he's interested in that because I suppose the journalist was based in the U.S.

**R:**Yeah.

**P:**Can I click on it?

**R:**Yeah, you can if you want. It will just lead you to the video.

**P:**Oh okay. Research and innovation. Okay. One of his interests. Missing journalist again. So he's very much interested in this journalist. Okay. So it's basically American news and obviously this Turkish thing.

**R:**Yeah.

**P:**Audience size. He likes social media marketing, research, politics and social issues [and] language. That makes sense for the age group, I think.

**R:**Okay.

**P:**That's what most people that age, like my age, sort of studies these days. What else? No favorites. No comments. No shares. That's good. Not married yet. College grad. Interesting. His job is sales. He's very interested in news and politics, kind of. Like politics and news. Okay. All right. I think I got him.

**R:**Great.

**P:**10.9 minutes.

**R:**[Click on] finish.

**P:**Finish. Okay. Please write an email to your team in which you describe the most important characteristics of the target group and explain why these characteristics are important. Mention at least three characteristics [inaudible 06:24] Okay. So he was not in that topic, but can I.... like I would assume 18 to 24 or at least like 23, 24 would be pretty much the same. College grad. Interested in politics and news. Probably studied economics and sales.

**R:**Yeah. You should write what  you think is relevant for your team?

**P:**Let's see. write an email to your team in which you describe the most important characteristics of the target group and explain why these characteristics are important. Mention at least three characteristics. Okay. Dear Team.... okay, I'm not very good at emails at shorthand.

**R:**No worries.

**P:**All our target group. Men aged 18 to 24 from the U.S. Oops. U.S. Caps. Yeah. Nope, what did I just do?

**R:**Yeah. Let me help. It's here.

**P:**That's very strange.

**R:**Yeah. Okay. I don't know.

**P:**Is that two?

**R:**Yeah, write two.

**P:**18 to 24 from the U.S.

**R:**Oh yeah, it's in Finnish keyboard layout. Okay. Sorry about that.

**P:**No, it's fine.

**R:**Because when we restarted, I forgot to change the layout.

**P:**Most graduates seem to have an interest in economics. I would say technology, like innovation. Politics. Language.

**R:**Yeah. But remember you need to use the information that you saw in the persona. So you cannot invent stuff.

**P:**He did sales. He's interested in economics and innovation. Okay... and interested in news related to Iraq. And their average watch time is 10.9 minutes.

**R:**Oh wow. Okay.

**P:**Right?

**R:**I guess so.

**P:**It was 10.9 minutes.

**R:**Okay.

**P:**10.9 minutes. Alright. So now I have to explain why it's important for us.

**R:**Yeah, explain.

**P:**Alright. Do I explain for each one of them?

**R:** You can just.... I guess you put it in the same [context].

**P:** Great. Okay. Keep in mind [inaudible 10:51]

**R:**I think you are already [corrected].

**P:**Okay. [inaudible 11:14] to keep in mind when commissioning [time] articles as more economic-related and latest technology and innovation pieces would be popular with this.... next. It is more important to pay attention to the layout on the desktop.

**R:**Great.

**P:**Okay. How confident are you that the most important characteristics... I am going to give it a seven.

**R:**Okay.

**P:**In the same email, please write a YouTube video title that you think would you think would resonate with the target group. Alright. So I am going to go with something with something to do with Iraq. [inaudible 13:58]. Alright. [inaudible 14:20]

**R:**Okay. Good.

## YT

**P:**Next. Your team is preparing a Youtube market campaign to increase audience engagement. In this campaign, it has been decided that you want to target men aged 18 to 24 from Jordan. Correct?

**R:**Yeah.

**P:**...Youtube analytics to learn more about this target group. Try to memorise as many of these as you can. Okay. So it's the same but it's from Jordan.

**R:**From Jordan. Yeah. Try in different system. Otherwise, it's the same.

**P:**Okay. Alright. 18 to 24. Jordan. Youtube analytics.

**R:**Correct.

**P:**Okay. 18 to 24. Jordan.

**R:**Thank you. Here we go. Again, try to locate that target group and learn some useful information about them.

**P:**Okay. Alright. So try and see like if this is the target group that they mentioned. 18 to 24 from Jordan.

**R:**Yeah. Actually, here you have all the data. You have everything.

**P:**Okay.

**R:**So you need to find a specific target group.

**P:**Okay. So male from U.S.

**R:**No. You want the Jordan.

**P:**I want the Jordan. But it's not [inaudible 16:51]. Male, yes. Jordan, no.  Suggested videos. Okay. Popular browsing. Youtube search. [Favorite] locations. Youtube Watch page. So I wouldn't say that this is the target group that they were mentioning. It's male. Yes. Okay. Let's check here. Yeah. There's nothing about Jordan here. Nothing that I would think someone who's from Jordan would be interested in. I don't see them being ineterested in that stuff.

**R:**Okay. Sure.

**P:**[inaudible 17:39]. I mean the walls of shame. United States, which explains that demographic.

**R:**Sure.

**P:**Views. Alright. Is this over time?

**R:**I suppose so.

**P:**Average view duration. Eight minutes. Okay. That makes sense. Watch time has [inaudible 18:13]. Okay. Alright. Okay. So yeah, I don't see Jordan as part of this.

**R:**Okay. Yeah, I mean there are more reports on the left. You can....

**P:**Oh this side. Okay.

**R:**Yeah, you can click under analytics.

**P:**Great. [inaudible 19:16] a lot of U.S news and Asia. Once again, the journalist... that's real time. That's what's happening now.

**R:**Yeah.

**P:**Okay. Interesting. Great. So it's gone up in the last few days or the last few days of October.

**R:**I guess so.

**P:**That's great. Journalist [inaudible 20:28]. Okay. So [live] wasn't [inaudible 21:12] as much by Watch Time. Very good. 10 minutes.

**R:**Interesting.

**P:**Of course. I would say that's an older guy.[inaudible 21:42] would rather do that. Okay. So most of these are [inaudible 21:47] 10.9-minute range which [inaudible 21:56]. Because they are like sitting in an Uber on their way out or something.

**R:**Okay.

**P:**They don't really sit and watch. So the next page. [inaudible 22:14] is normally 26 minutes [inaudible 22:22] on average. Yeah. They are all very short. [inaudible 22:31] and see that's 47 minutes. [inaudible 22:40]. Let's turn one more page. Okay. So Live definitely is the much longer one, but I don't think that demographic is very interested in watching that.

**R:**That one will probably not work so don't....

**P:**This one...oh...

**R:**Just take that.

**P:**Sorry.

**R:**It's some beta feature so that's the reason.

**P:**I am going to go away from that one. What is Youtube Premium?

**R:**It's a [late] question. I don't know actually know but....

**P:**Is it like a fancy account or something? Youtube Premium. I actually have no idea.

**R:**Okay.

**P:**Audience retention. Okay. So you can see roughly the percentage of the program was actually huge. People don't really watch more than halfway, give or take. Okay. 18 to 24. Watch Time. [14%]. Okay. Gender. More men than women. Good. That's to be expected.

**R:**Why is that?

**P:** We have a couple of like feel-good features that more women are interested in. But I think it's because it's mainly world news.

**R:**Okay.

**P:**It more attracts men. And I would probably say it attracts more people above 25, the highest being middle-aged, from 35 to 44 years, which makes sense. It's sort of like a generation just older than mine who are still interested in news.

**R:**I see.

**P:**So that would make sense to me. May I know how [inaudible 25:17]?

**R:**Out of time.

**P:**Oh no. Damn it. It was between eight and eleven minutes even when they are watching the longer videos. This is important to keep in mind as the longer programs have very low retention rates meaning much of longer videos goes unviewed.

**R:**Can I get you in five minutes? Where are you sitting? Okay. I will come and get you in five minutes.

**P:**[inaudible 28:14] from Jordan [inaudible 28:22] are currently very interested in the murder of journalist in Turkey. Those videos have the highest retention [rates]. Keep this in mind. [inaudible 29:02] in continuing to report on the matter. No, that's not going to work. I was just thinking about something and then my brain stopped.

**R:**Okay.

**P:**Just a second. It's coming back to me now. Okay. I can see that men in this age group are interested in watching videos from [world news] topics such as politics and Middle-East wars. This is important to remember [inaudible 30:42] of roughly less than 10 minutes are the most popular with this demographic.

**R:**Okay.

**P:**Okay. 202 [inaudible 31:32] discovered in Syria after [inaudible 31:43]. Good.

**R:**Great. So this is for the first system. Try to recall information from the persona.

**P:**On what topics? The persona was interested in innovation and research and Iraq [inaudible 32:04].... politics but I am 100% sure. [inaudible 32:21]. This is tough. I can see them in front of my eyes. It was something about Rodriguez, the Philippino president. Duterte. Let's see. How do I do on the [inaudible 32:44]?

**R:**Two.

**P:**Two. Okay. What are some videos the persona was interested in? Videos about the murder of [inaudible 33:18]. Here we go. He is in sales. He does not like social media.

**R:**Yeah, the same for the Youtube.

**P:**This is the Youtube.... I get it.

**R:**Yeah.

**P:** Specifically, actually, the one video about the [various wars] [inaudible 34:40]. For example, [inaudible 34:41] in the U.S.

**R:**Interesting.

**P:** What was one of the comments from the target group? I don't know. That was the topic. This was actually the specific video.

**R:**Correct.

**P:**What is something else you... okay. They are not interested in live broadcast.

**R:**Wow.

**P:**There we go.

**R:**Amazing.

**P:**[inaudible 36:15]. I think I am 27. [inaudible 36:18] remember. I am from South Africa. My experience with using persona. Moderately. My experience with Youtube analytics. [inaudible 36:31].

**R:** Amazing. So let me ask you something.

**P:**Sure.

**R:**How long have you been with Al Jazeera?

**P:**Two years.

**R:**Two years. And what do you do?

**P:**I am a [copy editor].

**R:**These two systems, how difficult do you find Youtube for finding information about this specific target group, like on a scale of one to five? Five is the maximum difficulty.

**P:** [inaudible 37:26] three and a half, but I think if you know what you're doing and you know what you are looking for and you are familiar with the exercise, then it becomes easier.

**R:**Of course.

**P:**But it was a bit more difficult.

**R:**Okay. And for personas?

**P:**Personas was easier for me. So I would say like two.

**R:**Two. Yeah. Great. Excellent. Thank you very much.

**P:**It's a huge pleasure. Thank you very much.

**R:**Thank you. [inaudible 37:52] send you an email.

**P:**That would be great. I will write down my email and my name for you guys. I didn't put it in the [inaudible 38:00].

**R:**Yeah. Thanks a lot.

**2018-11-06\_14'09'18 P23.mp3**

# P23

## YT

**R:** Talk loud and remember your audience that you're trying to get information on.

**P:** Okay.

**R:** What are you looking at?

**P:** I'm just scrolling down and looking at which time… average duration. I'm just trying to find out where I can locate... Okay, here we go. Geography... I need to look for Jordan. So, Jordanians tend to watch Al Jazeera live a lot. [laughter]

**R:** Now, you're specifically looking for Jordanian men 18 to 24.

**P:** Okay, 18 to 24. Is there a way to like go first by gender and then by geography, or do I have to enter through geography first?

**R:** Well, you can click on these right here and just stay within analytics and, yeah, the information you need is in here. It's just kind of part of the task to find it.

**P:** Okay. Here we go. So, demographics, 18 to 24.

**R:** We're trying to get some Jordanian males 18 to 24.

**P:** I've used like Google Analytics. And usually there's just like bars here where you can break things down, you can find... you can isolate it. Okay. Geography… There's no... “Find” doesn't work?

**R:** Are you looking for a search or something?

**P:** Yeah.

**R:** [inaudible @ 03:02]

**P:** Okay. I'll search for... Okay, there we go. So, I guess like a very small percentage of our audience is Jordanian males between 18 to 24. Basically, I'm looking at how this has gone over the past few months. That seems to be kind of the same. So, I'm looking at the videos that they have watched. And it seems like they like... they've watched stuff that's news related, so the stuff we've done on the flooding. They've been interested in Malaysia, Saudi, yeah, Saudi and Israel. Is there a reason why this doesn't up to 100%?

**R:** Oh, that...

**P:** Yeah, there's just basically not enough data.

**R:** Yeah. Or I think that percentage was actually the percentage of the population that watched that video based on the filter thread.

**P:** Okay, but, I mean, the filters are 18 to 24 male in Jordan. These are the top four that they have watched.

**R:** I know Jordan's applied there, but you certainly have a time limit to that. Like the last... what is the last...? October to whatever.

**P:** Oh, okay, so I've just moved it the wrong way. Okay. There we go. Okay. So, call it nine videos then. Okay. That's actually interesting. There's like a little bit of an uptick in 2017 in my traffic. There's like an uptick in 2015?

**R:** Okay.

**P:** I see that. What were they watching? Okay, they were watching one of the investigations with Boeing 787. Okay. And then there's another uptick in 2013, and that was about Syria. And then more recently... 2016 they've been interested in camels. Cairo. Egypt. Okay, so it seems like whenever we do something that's news related on Jordan, they would... oh, what happened?

**R:** Your 10 minutes is up.

**P:** Oh, okay.

## PA

**R:** Okay, so this is a different system.

**P:** Oh, okay.

**R:** This is Persona System, so log in, and it is doctor@jim.jansen. That's jansen.

**P:** Oh, sorry.

**R:** Oh, no, no, it's just... I just want you to... and then Test, capital T dash 123. So, same general scenario. You have a different demographic that you're trying to identify, but then you want to learn about that audience segment.

**P:** Okay, so this is like obviously different setup than the Analytics, so I have different people [inaudible @ 09:37]

**R:** You're looking for males 18 to 24 from the United States.

**P:** So, I can search... Oh, the search I think is easier to find.

**R:** You just click on the side of here maybe?

**P:** So, this is the only result that I get til?

**R:** Mm hmm.

**P:** Okay, so I'm writing the bio.

**R:** Good. Yeah, this is great. Talk aloud.

**P:** Okay, so basically I know the areas roughly that he's interested in. It's research and innovation, elections, news, Iraq, Korean relations, refugees, and he wants to be able to see that on his mobile. So, that's important information. And he doesn't like watching stuff that's a bit longer, so that's like 88 minutes. Sorry, that's eight minutes - 8.8 minutes. He has read stuff on the police, about the police investigation, stuff on Syria, cricket. Okay, that's weird. So, he has like consumed stuff that's not necessarily reflecting all his interests.

**R:** Okay.

**P:** So, taking the most views, more of the stuff he's read... Okay, he has read stuff on Iraq, politics. Okay. He's somewhat consistent with the research, innovation, Korean relations, social media. Yeah. Okay. What is this for?

**R:** This is a range of topics of interest, kind of relative to each other. You know, it doesn't really mean...

**P:** So, the one that's below is like less interesting to him?

**R:** That's less interesting to him, yeah, but it doesn't mean not interesting. It just means - less.

**P:** He is into technology, into research and innovation, elections, news, Iraq. Okay. [mumbling, reading some text quietly]. So, 7 million people who are part of our audience or 7 million people out there that are like him?

**R:** 7 million... the second one. 7 million, almost 8 million people that are like him.

**P:** Are like him? That we can potentially attract?

**R:** Exactly.

**P:** Okay, it's interesting to know. Okay, top headlines. Is this stuff that he read or...?

**R:** This is a different feature of the system. Probably not really related to the task, but basically you can take a headline and see what personas select that headline.

**P:** Okay, but this is basically the only persona I can see.

**R:** Yeah, that's the one that... you can see other personas, but this is the one that relates to your demographic. There are other features of the system. So, if you think you have enough information, you can click "finish" there.

**P:** Okay.

**R:** This was the first system used the Jordanian.

**P:** Oh, I wouldn't know 'cause I didn't get there. It was just...

**R:** That's fine… The second system... U.S.

**P:** I mean does it have to be verbatim?

**R:** Oh no, no, not verbatim. Just... it was about this or... you know, it was generally like this or... There would have been an exacting standard if it had been verbatim. Again, you don't have to do exact titles.

**P:** I mean videos on Korean relations?

**R:** Oh, yeah, that's fine.

**2018-11-06\_14'36'09' P24.mp3**

# P24

## YT

**R:** Yeah, but don't worry. You can use everything.

**P:** About... like the group you told me... 18-24 or my comments? [inaudible mumbling, reading something silently]

**R:** Yeah. That's cool. Yes, I mean, you can write down a new title, something you think that this target group would be interested in.

**P:** You mean the target group or a...?

**R:** Yeah, the target group. The Jordanian young males.

**P:** Yeah, should I push next? It's the United States. Okay.

## PA

**R:** Okay, sure [laughter] Okay, so this will be the same task, okay? But two differences... okay so…

[mumbling]

**R:** Correct. And the system will be different. So, those are the differences. Otherwise, everything is the target.

**P:** Because I didn't know this that there is a chart, etc. I never use them.

**R:** Yeah, that's fine. [laughter] Okay, that's fine… Remember your target group?

**P:** Yes. Oh, I have to find it here, right?

**R:** Yeah, correct. So, what are you looking at?

**P:** At the audiences, showing only the individual. Where is the audiences?

**R:** Oh, oh, no, no, yeah, look at this screen. So, these are personas. They describe your audience. It's not a real person. It's a fake person.

**P:** I don't have all 18-24 age group, right? I have to describe, for example, here?

**R:** For example, him, yeah, if he is belonging to that target group, but is he belonging to that target group?

**P:** No, no, I have to find it. Thank you. [mumbling, reading something to herself] This is the only one?

**R:** Yes, correct.

**P:** So, I can go to another...?

**R:** No, no, you need to learn about him. He's the guy, he's the guy.

**P:** So, I understood about him. He is 22 years old, living in Europe. He is interested in elections, Iraq, Korea, foreign relations. And he likes to watch about eight or nine minute clips. [inaudible @ 20:33] He doesn't care about Syria.

[mumbling]

**R:** Okay, when you're ready, just can just click finish. Same question.

[mumbling]

**R:** It's okay. You don't need to [laughing]. It's enough to describe the person. Yeah, you don't need to invent the stories there.

**P:** Okay.

**R:** Try to write YouTube video idols that you think would interest those people.

**P:** Ah, okay.

**R:** Okay, so this is for the first system. Try to recall this information from the YouTube, the first one you used.

**P:** For Jordan?

**R:** Yeah, if you don't recall, just strike there that I don't remember.

**P:** That's for U.S.?

**R:** This is Jordan. They are the same. If you want to, yeah, you can... Sure, press Control C and then... Oh, hold on, hold on.

[mumbling]

**R:** Yeah. What is something else? You remember something else about...? Then for the persona, the same questions.

[mumbling]

**R:** He is the guy who gets your e-mails all the time about... [laughing]. Oh, you're from Azerbaijan. Cool. I never met anyone from there.

**P:** I thought you're from Russia.

**R:** No. I'm Finnish. Neighbor of Russia.

**P:** Yeah, yeah. Also, you look like... [inaudible]

**R:** Estonians and Finns they are a little bit similar… Okay, so how long have you been with Al Jazeera?

**P:** With internship it's one year.

**R:** And what do you do?

**P:** I'm assistant [inaudible @ 34:22]

**R:** And in terms of difficulty, like, from one to five, five is maximum difficulty, how difficult was it to use the YouTube system to find information?

**P:** Like hard is the highest? Well, I think it was one.

**R:** YouTube was one. YouTube system, the first one you used you would say it was...?

**P:** I mean, because I'm not familiar, it was a bit difficult for me, but if I'm...

**R:** No, no, you did a lot...

**P:** As I told you, like, I think it's, okay, 2.

**R:** And what about the persona system? Which one you call Persona System?

**P:** Ah, the other one. I think it is even better. I like that one. I think it is a more easy. I think 2… Yes, actually, the first one is 3; this one maybe 2.

**R:** Oh, okay, 3 and 2… The same?

**P:** Persona is yours? Ah, okay. Because it saves 7 million people bla, bla, bla, but I don't know if it can show the whole numbers, you know?

**R:** What do you mean?

**P:** Because I get that it can show you the whole numbers, like everywhere, right?

**R:** Yeah?

**P:** But Persona I think just saying that 7 million people...

**R:** I like this, yeah… No, yeah, that there was a feature there that shows kind of the rich. If you want I can send you the logins for the system. You can check that later. There are different features. You just didn't kind of find them, so... [laughing]

**P:** Thank you so much. Sorry, what's your name?

**R:** Joni. What's your name?

**P:** Aisa.

[chatter]

**2018-11-06\_15'04'17 P25.mp3**

# P25

## PA

**R:** Remember your task - males 18 to 24 of United States. And by the way, this is a persona. What are you looking at? I'm sorry? What are you looking at?

**P:** I have to read this now?

**R:** Well, yeah, you just have to tell me what you're looking at. Just however you want to use the system.

**P:** So, I should talk aloud?

**R:** Yes, talk aloud. I'm looking at this...

**P:** This is a 19 to 25-year-old male living in the United States.

**R:** And your demographic is?

**P:** Male, 18 to 24, United States. Yes.

**R:** Yeah. Male 18 to 24.

**P:** Okay. So, he doesn't qualify.

**R:** Yeah. So, he would not be your demographic.

**P:** Okay. Yeah, right. You're right. So?

**R:** Well, again, your... your task is to learn about your demographic, which is male 18 to 24 United States. So, what are you looking at?

**P:** So, he's not good for... he's not the target.

**R:** Yes. He's not the target. [laughing] Yeah. So again, you have to use the system to find your target and find the information that you're looking for.

**P:** Okay, so this further person...

**R:** So, let's just start... try to get to the right demographic.

**P:** Okay, so what do I do next now?

**R:** Well, you need to find your... you know, you have this task to learn about a demographic, male 18 to 24 from United States, so the first thing would be try to, okay, well, how do I get a persona that represents that demographic? Again, what are you looking at?

**P:** At these quotes.

**R:** Okay. But again - this is not your demographic

**P:** This is a college grad.

**R:** But again - this is not your demographic. You're looking for males, 18 to 24, United States.

**R:** Yeah, so he's not so very good. You go to next...

**R:** You need to go, yes... you need to find somebody. Yes.

**P:** He's the one then...

**R:** Yes, exactly. Yeah.

**P:** Okay. So, now I have to select...

**R:** But now you need to learn about this demographic, 'cause you'll have to describe to your teammates whose demographic it is.

**P:** Korean relations...

**R:** What are you looking at? That's it. He's the only one. The persona... Demographics...

**P:** First be the only one, yes.

**R:** Okay. What are you looking at? What are you looking at?

**P:** I was looking at his [inaudible @ 04:10, file name?]. What do I do next?

**R:** Well, again... you need to describe this demographic to your teammates, so you need to get some information about this demographic so you can describe it to them.

**P:** His average video viewing time is about 8.8 minutes.

**R:** Okay.

**P:** He likes to read about research and innovation, election, news, Iraq, Korean relations and refugees on his mobile.

**R:** Okay.

**P:** So, mobile is browsed [inaudible @ 4:53, per twenty?] users.

**R:** Alright.

**P:** That's all about him.

**R:** Well, there's the whole page and you can use the whole system as you see fit. Yeah. Again, you're gonna have to describe this persona to your teammates, and to design a YouTube campaign that he would be interested in.

**P:** So, he spends a good time on YouTube, which is close to nine minutes.

**R:** Okay.

**P:** So, he can be target ten, he's a... he's a college grad and he's into sales, so...

**R:** The other parts of the screen don't interest you?

**P:** He reads a lot about Iraq, Korean relations and refugees. We cover a lot on the refugees, Iraq also.

**P:** Do I need to continue?

**R:** Well, yeah, I mean, you've only looked at this one little section. I'm just interested that you've not looked at any of the other parts of the screen and it's just... I mean, it's your task but you know... there's a... It's just, yeah...

**P:** Okay.

**R:** So, what are you looking at?

**P:** It's a...

**R:** Still under the profile?

**P:** Research and innovation, so... What kind of reading he likes related to research and innovation? It could be mobile, it could be gadgets.

**R:** Well, yeah, he has to have content about what videos...

**P:** Yes.

**R:** So, you could look at that.

**R:** He likes to read about research and innovation. He's interested in news related to Iraq, Korean relations. There was a lot happening about North Korea and its relation... Kim Jong Un relations with the US, and refugees all across the Middle East and the eastern part of Iraq. He could be trying to make it [inaudible @ 08:12].

**R:** That sounds like a lot of background information that you've already know rather than looking at the system here. Do you understand what I'm saying in terms of…?

**P:** So, I have to keep looking at it?

**R:** Well, if you think you're done, then you're finished, yes.

**P:** The main has to be about the creation of this YouTube video?

**R:** No, it's three characteristics about this particular market segment. In other words, that persona you just looked at.

**R:** Maybe start with like three characteristics you remember about that persona, like what topics he was interested and how much we can devise, link the video.

**P:** So, it has to be the guy, the person?

**R:** Yes, that demographic you looked at. Men, 18 to 24, United States. Why do you think they're important?

## YT

**R:** Remember to focus on your market segment and speak loud. What are you looking at?

**P:** I'm gonna pick Jordan, the data related to Jordan, youth in Jordan.

**R:** Okay.

**P:** The segment has to be 18 to 24 years...

**R:** What are you thinking?

**P:** I'm looking for Jordan youth, how is it doing in Jordan.

**R:** Okay. You can just keep talking aloud.

**R:** Can you just kind of stay here in Analytics?

**P:** Okay, I'm looking for Jordan youth again, but I can't find youth, so I'm going in that tool...

**P:** No device this time. Hardly anyone wants to be doing Jordan, so... The biggest segment that paused the video was 25 to 34 years, which does not fall in the category of 18 to 24.

**R:** Okay.

**P:** That was the end of demographic, so the next highest segment is 35 to 44 years. Mostly men, male, 18 to 24 years.

**R:** But this is not Jordan, right?

**P:** Yeah, but there is no Jordan here.

**R:** Guaranteed - Jordan is there. It's just that you can't get into it.

**R:** You're sure you're in Jordan?

**P:** Sorry?

**R:** Are you sure you're in Jordan? Yeah, this is your location where you're at... that's why it was the target for... But, yeah, this down here, that's got the most of you, this is your location... to your location. That just sets the time on stuff, so and then we change it back to the target. It's not gonna hurt. Maybe a place to start is trying to get the demographics, you know, to narrow it down?

**P:** So, then the segment that we need to target? Jordan males, between 18 to 24 years, which is only 78% of the segment. 81,593 people in the demographic viewed this Al Jazeera image. The [inaudible @ 21:03] was around a 81,500.

**R:** Those are videos. It's how many videos AJ has.

**P:** Jordan, the segment of 18 to 24 years watched the videos [inaudible @ 21:38, maxim?] was school children, "Jordan [inaudible @ 21:41, "twelves"?], we like to call them "Jordan [inaudible @ 21:43, "twelves"?]"

**R:** Okay. Your time is up.

**2018-11-06\_16'21'29' P26.mp3**

# P26

## PA

**R:** Good… so… yeah, so, you will have this task. It's kind of imaginary task. When the dot appears, just follow it with your eyes. Hold on… so, let me log you in. So, this is the first system. There you go. Okay, so go ahead. What do you see? Just tell me.

**P:** Okay. [mumbling silently] What I should be interested in? [mumbling]

**R:** Sorry?

**P:** Looking right wing.

**R:** Looks right wing? Okay. And is this persona representative of the target group you are trying to reach?

**P:** So, it fits the age group and country. But I just don’t remember [inaudible] his interests. What he should be interested in?

**R:** No, no, that's what you are learning from here. Right? You just know that you want to target male, United States.

**P:** Yeah. Okay. He fits everything. Well, he’s slightly over 18 to 24, so maybe not so much [inaudible].

**R:** Oh, okay.

**P:** He’s from the U.S. He’s a male. [mumbling].

**R:** Okay. Interesting. Why do you think that?

**R:** He’s interested in [inaudible @ 5:33]. He reads about refugees. He also spends 8 times on a video which is quite a lot.

**R:** Okay. Yeah.

**P:** He’s on social media, but he’s not interested in social media. Is there a way to select… [inaudible]?

**R:** What do you want to select?

**P:** To like… save him?

**R:** Oh, good point. Yes, there is. Can you find that? I mean, yeah, we created such a feature.

**P:** [inaudible].

**R:** That’s okay.

**P:** [mumbling].

**R:** Okay, interesting.

**R:** It's not a scroll sign. It’s just a highlighter.

**P:** It’s just a highlighter?

**R:** Yeah. So, there is only those 5 personas.

**P:** There is only those five people?

**R:** Yeah.

**P:** [inaudible]

**R:** If you think you’ve learned enough about the target group, you can finish.

**P:** [mumbling]

**R:** What are you thinking now?

**P:** So, I'm looking at similarities between Phil and Natt. Both of them are interested in research news. And I think both of them are interested in Iraq as well. Even though it's not on the topics of Interest. This is higher. They also seem to have quite high average video viewing time from 8 to 10. That’s another similarity.

**R:** Okay.

**P:** There is also like an overlapping of some of the stuff they like, what they’ve viewed. [inaudible]

**R:** Okay.

**P:** It’s lacking in substance for someone who thinks to be interested in news, Iraq, North Korea, and then at close up is quite shallow [inaudible]. His quotes imply his [inaudible] attitude. Difficult to like at an initial impression. [mumbling]

**R:** Okay, you think we can finish? Yeah.

**P:** [mumbling]

**R:** Okay. Yeah, okay. And can you also explain why do you think they're like... these characteristics are in order for your campaign?

**P:** [inaudible]

**R:** It's a good explanation, but maybe like why… like what would you do with that information in the campaign? Like how would you translate it into action?

**P:** [inaudible] I was trying to think if there are more imposing characteristics or something. [inaudible]

**R:** Okay.

**P:** So, my take was that this is facts… Something in [symmetry?] probably resonates with them.

## YT

**R:** Okay. There will be another task. It's the same except for two differences first. Target will be slightly different. So it's the same except now for Jordan. Okay, and the system different, so you'll be using YouTube?

**R:** So, yeah, here this basically shows all your analytics information from all the audiences. So, now try to locate the Jordanian young men somehow from... you can use all the reports from the left under analytics section. Yeah, not there. Under here. Just a second…

**P:** [mumbling]

**R:** So, what are you trying to do?

**P:** I’m trying to find out [inaudible]... 18 to 24 [mumbling], school children, Asian [mumbling]. Here’s the leisures they’re interested in. [mumbling]... Don’t feel like this information is necessary.

**R:** Why?

**P:** It’s the way they’re displayed. [inaudible…] It think it would be easier if the metrics could be broken down.

**R:** Broken down how?

**P:** Why? The demographics… how I want it instead of [inaudible]... What the point of a more option if you can’t select a new one? [inaudible]

**P:** Looks like they are working from their mobiles phones. [inaudible] subscribe…[mumbling]

**R:** It’s probably leading you away from the system…

**P:** I want to log into other options, but I don’t know how one would normally do it. [inaudible]

**P:** I feel like all I know about them is they use mobile phones and care about chosen news… I still have no idea why they care about the Malaysia. [mumbling]

**P:** I don’t know how is it possible to get this information out of YouTube. I’m just curious.

**R:** Yeah, that’s fine. I mean, you don’t want to invent anything that’s not there.

**P:** Is this the first one?

**R:** Yeah, exactly. First one.

**P:** [mumbling]

**R:** Are you done? Wow. Amazing. Amazing. So, how long have you been with Al Jazeera?

**P:** I did a month in London and a month in [inaudible].

**R:** Only two months?

**P:** Yes.

**R:** Wow! And what do you do?

**P:** So, don’t judge me too much by social media.

**R4.** No, it’s amazing. Why would I judge you?

**P:** Because I feel like I should have done better in the YouTube, etc.

**R:** Oh, no, no... So, are you a community manager or editor?

**P:** So, I’m the Twitter team, so we push content on the Twitter media. And sometimes we manage Facebook, prepare social cards and social content.

**R:** So, is to closer to like producer and social media manager?

**P:** Yes, it’s closer to social media manager.

**R:** In terms of difficulty, how difficult do you find YouTube or finding information about that specific target group on a scale of 1 to 5, five being maximum?

**P:** In all honesty I would give 5 on the scale on Google Analytics, YouTube Analytics is so hard.

**R:** Yeah, YouTube Analytics, how difficult…?

**P:** Yeah, so that’s what I’m saying in comparison to Google Analytics. What was the high?

**R:** Five is the highest.

**P:** I’d say four ‘cause I’d like to put Google up one.

**R:** Oh, so you use Google Analytics a lot?

**P:** Yes, I’ve used Google Analytics in the past, and it’s a lot easier, which is strange because it’s similar… it’s the same company, but it’s just easier to navigate.

**R:** Okay, that’s good feedback, so… What about personas... ? How difficult?

**P:** No, it was very easy… like it was very simple. It was very like basic. I mean the design is a bit too blocky, but the user’s face is fine. I think I got a bit frustrated when I couldn’t like find a way to save a profile.

**R:** Yeah, yeah, there was like a small heart there at the top.

**P:** Oh, I clicked the heart.

**R:** No, no. We load up. The one saying like… it was called likes and comments.. So, there it was, but it was a good feedback.

**P:** I couldn’t find it. That was frustrating. So, I was like, “How do I save this information?” And then I think that scroll bar as well gave me the impression that I can scroll down.

**R:** I agree with that. I will tell the [inaudible] to arrange that because it’s annoying.

**P:** Yes, because I spent too much time trying to scroll down.

**R:** At first I thought it was a scroll bar because it looks a scroll bar.

**P:** It’s just the colour that look like that. I think it would be better if when you select it highlights it and then you’d know what options you have.

**R:** So, how difficult was that on a scale from 1 to 5?

**P:** No, it wasn’t difficult at all.

**R:** Number?

**P:** One.

**R:** Wow! Okay. That’s perfect! So, let me give you the [inaudible] card.

**P:** When do we find out the results?

**R:** I think it will take us a couple of months to analyze.

**P:** I was very frustrated about the scroll.

**R:** But you were very efficient with YouTube. I mean, you found a lot… That’s exactly the point. We’re using the same information, but we try to make it more user friendly. You know, otherwise the information is kind of exactly the same, but the Persona is completely different. We want to make it easier to access that kind of information.

**P:** I think you need that time to find a way to navigate to find that information ‘cause it’s a lot of information.

**R:** And you cannot combine the YouTube. It’s kind of scattered… you know, to break down by metrics. You cannot break them down by age and gender.

**P:** And that’s what I normally can do on Google Analytics. On Google I can go… if I’m tackling the source of where they came from, I can then break down the metrics of what part they came from, [inaudible], gender.

**R:** Yes, you can create segments, but over there you cannot, so that’s why…

**P:** It’s very strange.

**R:** Okay. Just pick one and hopefully you’ll get a good one. [laughing].

**P:** Okay. [laughing]. I’ll check them all [laughing]. What’s the difference?

**R:** The nomination. I mean, the minimum will be 100.

**P:** Okay, So, why is it like so random? What’s the thought process behind it?

**R:** To create some excitement. If you think it’s all the same, it’s not exciting, right?

**P:** Yes, yes, but you guys should have a mechanism [inaudible] and then you give them to people, nice people.

**R:** Oh, my God. [laughing]

**P:** That’s what I do in scouts.

**R:** Thank you.

**R:** Oh man. Yeah, she was very independent and smart. A smart person. So, that will be 27, but in reality 26 or 24. So, nine more...

**2018-11-07\_09'03'47' P27.mp3**

# P27

## YT

**R:** Have you ever used personas before?

**P:** No.

**R:** Okay. So, let's get started. Take a comfortable position.... Yeah, that's basically the same thing... So, this is an imaginary task. Are you clear?

**P:** Yes.

**R:** Allright... There will be a dot. Just follow the dot when it appears... And there you go.

**P:** So, I will find information about 18 to 24 year old Jordanian men,

**R:** Correct.

**P:** Right?

**R:** Exactly.

**P:** Okay, the first thing I try to do is I'll look at demographics. So, it is the 18 to 24 year old segment. I just need to see how to filter this. [mumbling]. Okay... geography... Jordan... I'm not an expert on YouTube Analytics.

**R:** That's okay... What are you thinking?

**P:** [inaudible @ 05:08] This is... people live in Jordan, but there might Jordanian who live abroad. [inaudible @ 05:15] Okay, so it seems that in Jordan in the between 18 to 24 year old category almost everyone's a male - 76% are male.... What I try to do then...? Is there any way that I could maybe save this group, so I can see, for example, all the things that they do? Let me see if there is any way I can save this segment. [mumbling]. Okay, so it seems like one thing that was the 18 to 24 year olds... they don't watch as long videos as some of the older segments. So, they're essentially into shorter form content, I guess. The complete videos is far less as well compared again to all the seven groups. So, I guess they are potentially only into shorter form content. So, I see this... if I goes to devices... okay, this is for Jordan... so they watch the majority of their content on phones, which I guess make sense.

**R:** Okay.

**P:** [mumbling... tactics... share content... audience potentially...] Is there a way for me to [inaudible @ 10:06] by 18 to 24 year old... Jordan... [inaudible @ 10:12]? It seems that the majority of the kind of videos that they watch come from suggestive videos.

**R:** Okay, why?

**P:** Why? It seems like they... in the views... the watch time of these... they watch longer if it's a suggestive video.

**R:** Okay... interesting.

**P:** Okay, they search for footage they don't watch that much of, but if it says [inaudible @ 11:04] on YouTube, they tend to watch more.

**R:** Hmmm. Interesting.

**P:** [mumbling] It seems like they're really into the live stream. They don't look at much more further content. [mumbling].

**R:** Oh, time out.

**P:** Time out? Okay, cool.

**R:** Thank you very much. So, then...

**P:** Please write an email to your team, which... [mumbling] Okay... [mumbling]. What was that...? Remember the information I got from the Analytics? So, they watch on phones, prefer shorts of phone content... okay... there's a lot of characteristics. So, why this is important?

**R:** Yeah.

**P:** This is their main source of watching content. They prefer all sorts of short content. That's important. Are likely so stay engaged for long periods of time... are interested in live stream [mumbling]. They say that if you are a YouTube video titler do you think his name was [inaudible @ 16:54]? Well, I think I was AJ Live Stream. [laughing] Are you glad?

**R:** Yeah, I mean, it's pretty good.

**P:** Yeah?

**R:** Yeah, really short and sweet.

**P:** Yeah.

## PA

**R:** Okay. So, there will be the same task...

**P:** Yeah?

**R:** But only two differences - the target group is slightly different and the system will be different. Otherwise it's the same.

**P:** Okay, fine.

**R:** Great, so go.

**P:** So, find search personas from 18 to 24 year olds, correct?

**R:** Correct.

**P:** [mumbling... interest.. news.. especially media on Syria... social unrest...] Okay, based on the same interests it seems there are quite a few people similar to him. Most viewed contents... okay, so it's the most viewed videos by him. So, here's really interested into live stream compared to like some other things. So, what's interesting here is it tells you like what are some of his interests.

**P:** Average duration eight minutes. Longer than I think the Jordan... Jordanian was. [mumbling]... It seems very similar in terms of what their interests are... [inaudible @ 21:19] she's more the live stream... [mumbling] similar to a few more people. Audience size is more like a persona or is it target range for age group? [mumbling] All these guys work in the sales field. [laughing] This is interesting. It seems that somebody watches more on their desktop. [mumbling] Okay, so the India persona seems to be watching far less content or watch shorter content... This is interesting [inaudible @ 22:18] commented in Hindi although he is from America. So, this is from his Facebook?

**R:** Yeah.

**P:** Audience selection two... [mumbling] audience size... [mumbling]... Archer six... on his phone... college... educated... He's into intelligent content, I guess.... Okay, what else? Eight minutes... Wow, they watch more programs than live stream, so they're interested in news, but like [inaudible]

**P:** [mumbling… are there other things between the same video title that resonate resonate with the target group? ... Five things… [mumbling]..

**R:** Great.

**R:** So yeah, this is for the first system. Try to recall some information.

**P:** All the topics which they're into?

**R:** Yeah.

**P:** No idea. Maybe I can check that out specifically.

**R:** Yeah, that's fine.

**P:** What about the comments for the title? Have you go information? Live streaming... [mumbling]. This is that second system?

**R:** Yes, exactly.

**P:** News... elections... Sorry about the savage... What's on the videos that the persona was interested in? Check on with this. [mumbling]

**R:** Okay, perfect. So how long have you been with AJ?

**P:** Four years now.

**R:** Oh, that's nice. And what do you do?

**P:** So, I work on the mobile apps and websites.

**R:** Oh, you're a programmer?

**P:** Yeah... no programmer... find and fail... [inaudible @ 32:48]

**R:** Oh, okay. That's cool. Okay, so and in terms of difficulty, like, how difficult was to find that specific target using YouTube Analytics? Like on a scale of one to five, where five is the maximum?

**P:** I think it wasn't suitable for finding it. But then saving was... keeping just a male was difficult, so I'd says it's like four just to like target specifically the male.

**R:** Yeah, because they don't enable that saved segment.

**P:** Yeah.

**R:** What about the persona?

**P:** Persona was easy, so I'd say it was like a one, but then there weren't that many personas, I guess so.

**R:** Yeah, yeah, yeah, a good point.

**P:** Yeah.

**R:** Do you think that Persona system be useful for your job? I mean, do you see some kind of potential value?

**P:** Yeah, for sure, definitely. I think one thing that might also be interesting is what the other interests as well, outside of YouTube and stuff like that, so I could find other stuff, so I could figure out not just what they do on YouTube, but their general interest, behaviors and patterns. That would be useful.

**R:** Yeah.

**P:** I could tell that in the Persona system you we able to see stuff clearly like right... without having to do too much digging 'cause usually you have to do a lot of like, you know, clicks and stuff to try to get this information out, but the Persona system was easy.

**R:** Wow, okay, great. That's awesome feedback.

**P:** Cool.

**R:** Thanks so much. All right, cool… And the gift card...

**P:** Great. Thanks.

**R:** Thanks so much. Have a good day!

**2018-11-07\_10'22'20 P28.mp3**

# P28

## PA

**R:** What you're looking at and why? What's going on? And remember your task - to find a market segment, your audience segment.

**P:** Alright.

**R:** What are you looking at?

**P:** Right now I'm looking at Hallett and reading his profile. He's a 19 years old male, living in Egypt, works in arts and entertainment, sports and media. He likes to read about social issues, world news on his mobile. It's the source where he gets his information from. His average video viewing time is 4.4 minutes.

**P:** Job, art, entertainment, works in media, he's a college grad, he's not married. Now, I'll look at the interests, topic interests, social issues, world news, social media, news, politics. Okay, here's some of his favorite coats.

**R:** Just remember your Market segment.. male 18 to 24 in Jordan. Be sure to explain what you're doing.

**P:** Okay. I'm just reading Osama’s profile as I was just done with Hallett.

**R:** Okay.

**P:** And checking his... he's within our own audience targeting group - 18 to 24. Probably not her. I would look, but I would concentrate more on him because he's within our target audience... Content... economy... general news...

**R:** Remember to talk loud. [laughter]

**P:** Okay. [inaudible @ 02:51] thinking about our audience size. [Sure] 778(?) people offered this persona. Okay.

**R:** Speak up just a little.

**P:** So, I think your YouTube hybrid has reached or done reaching Osama, but not as much as it has reached Hallett, so we need to increase the reach here for Osama’s persona, since we're having a campaign to target him. And Osama... one thing is that comparing personas to each other and I have a male, 24 Jordan, okay, but then here it tells me that the audience size the audience size of the people on his persona is not as big as the [inaudible @ 4:04] com. Okay. In terms of content he was interested in this topic, in this video of the general news, and over here world news again. It’s mostly on this show. What else? I can find him here as well. I think he is more interested in this show, which is more about news.

**R:** Okay, why do you think that?

**P:** ‘Cause he's like... I haven't seen him watching the other two shows.

**R:** Oh, okay

**P:** And he's... I think he's even following them.

**P:** He's watching the episodes on a regular basis. Like he’s a [inaudible @ 5:01] skips so he's a regular all over of this one. Yeah. Okay. This is good to know but then I would like to go back here because it says other interests are... Well, yeah, the show that he's been following is world news and general news, so and news, politics, contemporary issues are least of his… okay, yeah, makes sense. What else? Sorting… Sort by …[inaudible @ 5:44] Current issues… Okay, I don’t see numbers over here. It’s just giving me that… I don’t know why is this on top of it in terms of… ‘cause there are no numbers written, so is it…? It doesn't give me insights on current reach in terms of... Would it be this video, for instance? Is it the top? Is it ascending? Is it descending?

**R:** Okay.

**R:** Let's try something else. He published, title, review. Okay. Again looking for Osama. He is my persona. As need to know what he as a persona is interested in. It matters to me to study his interest for the campaign. By the topic... I can see him here. He's also interested in community issues, which is… okay.

**P:** I think this one over here is more interesting than the other ones since I just want to focus on him and it give me all the topics over shows that he's interested in… He’s interested, yeah, again, just show and….yeah... He's following 8, 9, 10... All right. That’s it.

**R:** All right, then if you think you have enough information to describe this audience segment, click finish at the top right-hand corner… Once you leave the screen can't go back, so… [laughing]

**P:** Should I just write the whole…?

**R:** Whatever… however you would like to do this. And very polite [inaudible @ 9:07].

## YT

**P:** Okay, I’m looking here at geography and where people are from ‘cause we're looking for... we're targeting US, and I can't find anything here on the map. I can't find the US. And we're targeting males.

**P:** This is kind of... I don't know why are we looking at Hybrid? Maybe we can look at another channel?

**R:** You can... you can... this is… generally if you stay in analytics here, that will give you all the... your answer’s in there somewhere. [Laughing]

**P:** Okay, okay. I'm trying to look at somewhere where I can find our audience from the US but probably like this is the Hybrid channel and there are no audience from there.

**P:** Let me see which shows were watched. Let me review a bit earlier than the last 28 days. It's got a larger range this year. There are not subscribers. Last year… Are you sure we should be on Asia plus English? There wouldn’t be any subscribers on Hybrid desirable.

**R:** I'm sorry?

**P:** I'm saying if we're looking for audience in the U.S. on Kibrit, we wouldn't... I wouldn't find people there in the U.S. Like who would view the show? Everyone is like... I tried looking here and there was nothing.

**R:** What's your strategy you’re looking for?

**P:** I’m trying to look for people in the US within our audience range to see like what videos have been highly viewed for instance in the category and the topics of them, but I can't find the… I can't find any subscribers or viewers from the U.S. within my target audience.

**P:** Right, there we go. Wow. Amazing. This is my first time I used YouTube analytics that’s why I was just browsing trying to discover what’s happening here. I was pretty sure that it’s in there.

**R:** It is in there. Yeah. [laughing] You’re definitely in the United States. Now, we just need to get males 18 to 24.

**P:** This is what I was looking for. Looks like they’re from California. 93%. Most of them are males. Okay. And it looks like California is the highest. [inaudible @ 16:15]

**P:** Watch time... They have put these in the top 5.

**P:**So 2.9% is the watch time minutes, okay… I’ll click here and see what happens.

**P:** 25 - 34. This is what we're looking for.

**P:** So 85% of our males, our male audiences between 18 to 24… and this is the age group we've been looking for.

**P:** I'm just trying to discover... some of them are [inaudible @ 18:19].

**R:** Sure.

**P:** I’m confused...

**R:** Now, what's this all seasons Salta?

**P:** Salit is a show and I think it kind of congregates all the seasons of the show over here and tells us like some insights for instance here 25 to 34 is the most viewed for this show… of age group of 25 to 34.

**R:** And so you're looking for just that and so why do you select just that show?

**P:** Earlier I just selected that show because I was looking for the demographics, but I didn't find it. So I was just browsing through. I didn't know where to find them.

**R:** And… and... and... and... you select California as to...

**P:** Yeah, because it was top. Like I can see that California was the top state like… Oh...

**R:** Okay, you're out of time, so...

**P:** I don’t have time?

**R:** Yeah, well, that’s fine. So, now it’s the same task.

**P:** But I don't know anything. [laughing]

**P:** So, there is no way I can go back to anything.

**R:** No. That's a little bit of [artifactuality] we kind of programmed in here. So yeah, you know you did the best you can and, you know, if… you know... either qualify it.. if you don't know just say this is all I found out or… you know... you have to go with what you have.

**R:** This is not a test, like it's not... okay.

**R:** [laughing] No, truly nothing personally attributable to your... This email will not really go to your team. You’re good.

**P:** Was it written on the consent thing about time or something?

**R:** Oh, yeah, it was on the things about ten minutes. Yeah. It was on the task thing. And seriously... it's not... there's no right or wrong answer… It's absolutely fine.

**2018-11-07\_11'07'15' P29**

# P29

## PA

**R:** Just take a comfortable position so you can remain relatively still. That's like imaginary task for you. There will be adult, so just look at the adult when it appears. Perfect. Please click log in. And then the... Okay, so remember to explain what you are doing.

**P:** I'm looking for a persona [inaudible @ 2:50] U.S. male.

**R:** Yes.

**P:** So, here's the point to just to look for the research to find out what they're interested in.

**R:** Exactly, so that you can write an email to your team explaining kind of this person.

**P:** Okay. [mumbling]

**P:** Just comparing in terms of sizes, 'cause it mentions in terms of what each size is as well.

**R:** Yes, very good, very good.

**P:** [mumbling]... smaller size... same interests... [mumbling]... and this is the next block… [mumbling]

**R:** What are you looking at?

**P:** I was looking at some of the quotes that they were giving. Stuff that they’re viewing. So, current reach is basically how many of these people are similar?

**R:** Yeah. Basically. How many are currently in your YouTube audience, and audience size would be the relative persona, those personas in Facebook, like using Facebook audience.

**P:** Okay. So, compared to our older age-group we're not doing as well.

**R:** Aha.

**P:** Which is... which isn't so... that's something we wouldn’t target. I know it was zero. It’s very [inaudible @ 05:27] about the younger group as well anyway.

**R:** Yeah.

**P:** That's interesting... I like for you to actually... [inaudible @ 05:30]. This is a comparison.

**R:** Okay. Does that seem clearer?

**P:** Yeah, kind of. So, how much do these compare to [inaudible @ 06:02] picture yourself outside moving things around?

**R:** Oh yeah, I guess, that's a good one.

**P:** Everyone's... Everyone's more interested in research, research and innovation, general trend of this group, of all these groups. Contents… So, this is basically missing the videos we published that we wish user group was actually looking at it. Yes… So, this is the livestream that Phil who’s interesting in research and innovation is not doing as well as it seems. So, on this recent contents… instagram… TITH, whatever that stands for… [mumbling] Yeah. This kind of view I’m not getting it. It tells just understanding... understanding how big the market is essentially, how well we’re doing. This works well for [inaudible @ 8:12] we already have a persona set. We know what kind of people we are targeting. This tells me, okay, we're not doing as well in that particular segment in both Facebook… ‘cause this says it is Facebook.

**R:** Yes.

**P:** So, this is Facebook and this is youtube.

**P:** Oh, oh, actually, yeah, that's the…

**P:** Youtube, right?

**R:** yeah, left is youtube and right is… but the right is the overall number of those people in Facebook. It's not your Facebook audience. It’s just everyone in the room.

**P:** All right. So this is the generally?

**R:** Yeah.

**P:** Oh, interesting. That wasn’t clear. [mumbling] All right, it says generally I can see, but the text says it’s just youtube, right? So...

**R:** Yeah.

**P:** But it's interesting just to see how… we already got these. It would be interesting to see if he had more people to search for personas, etc. how this would test it if this becomes super low.

**R:** But I guess we will add it because you have filtering options.

**P:** Okay. So, we've got our guy and we know that this matches our persona, generally what they’re interested in. They’re very small compared to other personas coming into… compared to… [inaudible @ 9:47] We actually look slightly better than general, which is interesting. This is the general… This isn’t the reach. This is size, right?

**R:** Yeah.

**P:** Okay. So, generally, we’re not doing so bad in a sense. Okay, so....

**R:** Once you’re done just click finish.

**P:** Okay.

**R:** Another task.

**P:** Okay. Based on… There’s one thing there in comments as well, which is interesting. It says that these are more opinionated…

**R:** People.

**P:** Yeah… So, this have come from actual real data. Is this correct?

**R:** Yes.

**P:** Interesting. In terms of what they’re interested in, it was interesting that throughout pretty much all different personas their interests were pretty similar.

**R:** Yeah.

**P:** That was… Is that normally the case or not?

**R:** No, it's not the case. It’s because we use a very limited number of topics at the moment. We are rolling over to a new topic classification that we'll have like 20 times more topics. So that will happen in the coming few weeks.

**P:** So, you have six then based on that.

**R:** Yeah.

**P:** So, that was what that second screen, which I kind of ignore it and thought it's not that useful for me in terms of which… so basically there was that second screen which lists the videos [inaudible @ 15:36] yeah, but I think it would have been better to say.. sort of… actually list for this persona… for these types is what… for this kind of videos is what… for this persona, these types of videos is what…

**R:** Okay…

**P:** I thought that was better.

**R:** Yeah, I mean… yeah, no, you just kind of invent at a [inaudible @ 15:57] based on what you… you mean kind of video title… kind of… What do you think he would be interested in?

## YT

**P:** More opinionated… [mumbling] Same...

**R:** Yeah, same, except now a little bit different target group and different system.

**P:** Okay… Personas.. Asians 24. Male is 10%. [mumbling]

**R:** What are you looking at?

**P:** Okay, just seeing how much they watch right now from Jordan in terms of… So, we’re seeing Jordan are basically watching 0.1% of our videos right now. They are generally males. [inaudible @ 19:32] percent male. The fifth of our demographics in terms of male. So, you’re not doing to well in terms of that percentage. [mumbling]

**R:** Oh, yeah. Just click back. There is one part of the feature that is not working.

**P:** So, people from Jordan are really commenting in terms of the number of comments that are there. [mumbling] I’m not really getting much from this… I want to know generally what’s being viewed in terms of to understand what that market wants… This doesn’t really help me… So if I can say [mumbling]. So, this... assuming basically it is in terms of Jordan, of what they watched... They watched terrorism this much. Other view duration - about 5 and a half minutes. So, we can do 5.5 - 5 minute videos. They’re good for those… that orients… They’re not into commenting, they’re not into sharing. Very low. They’re very much into the livestream. And probably because genders right now is 78/22, so this fits with what they’re interested in. So, again - Middle Eastern stuff. So, Cairo, Egypt... [inaudible @ 24:24] always features high everywhere, so sex sells, aye? I mean, that’s generally... you see that everywhere.

**R:** Yeah, I’ve actually seen that video, like [inaudible @ 23:40, pumping up in the animated?]

**P:** Yeah, exactly, exactly. It’s the top… some of these. For me, increase this. Top 10. But interesting... So... so they, so they... okay. That’s one thing - we need to make sure that our videos come up on the suggested source ‘cause that's what metrics are coming through.

**R:** Okay.

**P:** Browse… and they’re watching also... these are people who are coming to the YouTube site. They're searching for content, and that’s the browse feature. So, they're looking at what YouTube is presenting.

**R:** Yes.

**P:** Definitely coming on and viewing the livestream. That's the main thing people are coming on to view. So, but interesting… even though they're viewing the livestream, they’re only viewing the outreach of five and a half minutes. So they kind of don’t have much time to view each video. Interesting. And so even if it comes to the suggestive videos, they're probably flicking through videos. And in terms of the actual size it’s really not that big. that shorts size. They only make about three, four, five, six percent, seven percent of our livestream views, and the last 90 days not making much money out of them. So, the main thing is to push the livestream and then push content, which is more relevant to the Middle East. Obviously [inaudible] topical content, [inaudible] so news things generally.

**R:** So, yeah, once you’re done, click finish.

**P:** So… we can say definitely livestream… youtube site... They’re not going to the other sites to view the content. They’re going straight to YouTube to view the content. So, we need to push more there in different places. I’ve got more insights from here than I’ve gotten from other places.

**R:** That’s interesting.

**P:** [mumbling] I’m more confident about this one because it was YouTube.

**R:** Now, try to recall information from the personas.

**P:** From the Jordanian one?

**R:** No, from the U.S. From the first one.

**P:** From the first one?

**R:** Yes.

**P:** [mumbling] Can I put that?

**R:** Yeah, that’s good… And now the same for user groups.

**P:** [mumbling] livestream… [inaudible] was down [laughing] they put six men as well... Comments...

**R:** Okay, great. So, how long have you been with Al Jazeera?

**P:** Two years.

**R:** What do you do?

**P:** I’m the product manager for Al Jazeera English.

**R:** Oh, that’s really cool. So, in terms of finding details about the target on YouTube, how difficult was YouTube on the scale of from one to five?

**P:** I was doing a lot more searching, clicking a lot more buttons to find the information that I needed, whereas in the other one it was straight in front of me. Here's the persona. In the other one, it gave me some information. As I said regarding that list of videos, to be honest I just go confused with it, with what it was, so I didn’t follow it. It was kind of like more of showing [inaudible] with a little icon, very straight… [mumbling]. So, that for me was a bit confusing. So, if I could just say, this persona, here's all the videos they like, here’s the titles that work, you know, here’s how much they watched those videos. Well, one of the things which youtube showed straight away was like how much, how often they come here and watch, where they're watching from, and how much of the video they're watching. So, for me it's important because ,for example, for me to do, we focus on like, for example, embedding content into our website, when we focus on just marketing to YouTube directly. Do you know what I mean? So, Youtube gave me more of those insights in terms of how do we... in terms of the business… how do we focus.

**R:** Yeah.

**P:** Whereas the Persona itself was nice, but it didn't give me a lot… The overall, which is what I'm more interested in, the YouTube gave me that..., whereas if you're creating a video then I think there's a bit in both in terms of just generally... generally knowing how long a video should be or what people are watching and things like that. YouTube gave that permission. But the Persona doesn’t let you see, okay, these are the things they're interested in. These are what kind of comments they are making. Same thing with the YouTube. I couldn't find the comments… I could just see the number of comments that are made.

**R:** Yeah, exactly.

**P:** Whereas in the other system it showed me the actual comments. It's interesting because you get insight.

**R:** Yeah, so you’re basically saying that both systems have their strengths and…

**P:** And weaknesses as well. If you can combine the two together, then that would be great.

**R:** Interesting. So, in terms of the number and how difficult was YouTube on the scale of five?

**P:** Five being most difficult?

**R:** Yeah.

**P:** I'll say I'll give it a three, three and a half. Just trying to find.. once... once you've gotten in to the screen, then it was fairly okay. Yeah, but it's just finding that information that was difficult.

**R:** And Persona?

**P:** Persona was very easy. I'll give it a two, but again so… [inaudible].

**R:** That’s great. Like I actually created a persona out of you. You were very efficient so I would rank you not moderately at YouTube, but actually at the high end.

**P:** Oh, okay.

**R:** Because you were very like… I created a checklist now of things you did. So, basically I called you efficient analytics user. You found the correct information very fast. So, you had low time success… as we have success. You found like in one second… one second in Persona system. And similarly, I mean, like you said, YouTube is harder to find the target group, but you found it actually very well. I mean really fast. Then you were looking at many reports and functionalities. Some users… they don’t even realize the comparison feature. Actually most don't find it in the Persona system. We need to somehow make it more dominant. But you found the chronology and all the other features. And you were the first one to actually realize that you could use the system to generate also the Facebook persona. Nobody else has done it. Everyone sticks to the existing personas. But that's one of the advantage also to bring in that you can change the number of personas, the data source, etc.

**P:** But it wasn't… it wasn't that obvious. It's just because I was clicking around and I saw it.

**R:** Yes, I know. It's really hard because there are kind of like many functionalities so it's really hard to kind of make a user interface that would somehow be easy for the average user but still hold all those options.

**P:** Yeah, I know those difficulties myself.

**R:** Yes, and you also switched between [Methfits?] and you provided a speedy report of the target group and you infer actionable insights. That makes you an efficient analytics user, so perfect! [laughing]. Thank you very much.

**P:** Thank you. Thank you.

**R:** Let me give you a card, so you choose the details, the nominations…

**P:** Thank you very much. Good luck with this.

**R:** Cool. I appreciate… [chatter]

**P:** Thank you very much.

**2018-11-07\_12'17'02' P30.mp3**

# P30

## PA

**R:** Yeah, so you have this kind of imaginary task. Okay, so imagine you're doing social media campaign to make this specific target group more interested in your content, you will use this persona analytic system to learn about this specific target group. So you need to find that target group in the system, and then just try to learn about him or... actually... him, [laughing], so you've got 10 minutes for that. There will be a dot here, so just follow the dot. And remember to tell me what you're looking at.

**P:** I don't know what to do here.

**R:** You need to find the target group, remember?

**P:** Okay. Nars is it. A Turkish guy living in the United States.

**R:** No, no, you remember your target group? Your target group was male, 18 to 24, United States.

**P:** Okay, so he's a bit too old.

**R:** Yeah, I guess so.

**P:** Then what do I do?

**R:** Try to find another persona.

**P:** Oh, I go through these!

**R:** Yeah, yeah, yeah. Those personas describe your target group. I mean, your overall audience in YouTube.

**P:** Okay, still is in our target group?

**R:** Correct. Now you just need to read this information. Remember, you need to describe him for your team, so you can create that campaign. What area are you looking at?

**P:** So, I guess his interest is complaining about us not reporting on the working conditions in Qatar. That's bad. He likes to see more about refugees I guess [indistinct @ 03:03]. That's something of interest for you.

**R:** Okay.

**P:** On top of the Middle East he's interested in relations with North Korea, Korean-U.S. relations. And he works in sales in large Eastern chain in innovation. So, maybe we can also target him with some technologies.

**R:** Okay. Anything else?

**P:** He has a distrust of media organizations because that would be quite common in that age group in America at the moment.

**R:** Oh, really? So, why do you think that?

**P:** It is common. It is one of the thoughts that are coming from a news media channel.

**R:** Okay.

**P:** I don't think we hear about it. It's quite common. Most of these groups they don't really trust mainstream news media. Some of them - some of them do; some of them don't.

**R:** Okay, interesting. What else?

**P:** Nothing much else.

**R:** Yeah. Okay, great. So, big finish.

**P:** [mumbling, reading something quietly to herself]

**P:** Other than the characteristics, I don't know what else.

**R:** I mean, they are. I think they're quite good. So, why do you think they are important for the campaign?

**P:** [sighs and mumbles reading something quietly to herself].

**R:** Hmm. Nice. I like that. So, how confident are you that what you just described is correct information?

**P:** I'm pretty sure about not trusting the media bit, but do they really care about refugees and politics?

**P:** [mumbles reading something quietly to herself]

## YT

**R:** OK, so now you have the same task, except the target group is slightly different. It's from Jordan. Otherwise it's the same and the system will be different.

**P:** Okay. [mumbles reading something quietly to herself]

**R:** Right. So, yeah, this is your YouTube Analytics. So, it has all the information or data about your audience behavior. So you need to find now the target group - the Jordanians, 18-24, male.

**P:** [mumbles reading something quietly to herself] No idea... 18 to 24, right?

**R:** Yeah, yeah, you're right.

**P:** They seem to be mostly interested in politics from their own region. Turkey crisis [inaudible @ 12:09], Georgian floods. [inaudible @ 12:08 "Next Thems?"] is their local news. Kitchen vessels and cat furrows... It's not about where they're from... it's their age group. Most young people kind of like those videos, I reckon. [inaudible @ 12:38, Nathaniel Whizid Soman?] is also another regional political story against the government. These are the kinds of stories they wouldn't... they would want a second opinion from national vice president looking into their home media organizations. So that makes sense that they [inaudible @ 12:57] an English language regional news organization.

**P:** Well, they spent the longest time in my spiritual journals I guess... music... then comes pigeon vessels... but the political stories... left the video early...

**P:** Okay, that's about it I guess.

**R:** Perfect. Quick finish.

**R:** Great. Okay. So, now try to recall some information. This is for the first system, the personas.

**P:** [inaudible @ 15:33 But first I magnify?]

**R:** Yeah.

**P:** [mumbling]

**P:** Okay. [mumbling, reading something to herself]

**R:** I do not remember.

**R:** That's fine. You can just try with the [inaudible @ 16:55, item?], remember?

**R:** For the second system the same question.

**P:** Oh, this is for the Jordanian?

**R:** Yeah, exactly.

**P:** Okay... [mumbling]... news... Jordan... reach... saw the videos uploaded via system.

**R:** Perfect. So, how long have you been with Al Jazeera?

**P:** Three years.

**R:** And what do you do?

**P:** Edit opinion pieces.

**R:** And in terms of difficulty how difficult did you find the YouTube system for finding information?

**P:** Oh, it was easy, you know. It was the first time I tried it and it looks almost ...[inaudible @ 19:21].

**R:** Yeah. On a scale of one to five where five is the most difficult...?

**P:** I'll take two.

**R:** And what about for persona system?

**P:** I’d say kinda two. That's the easiest to understand.

**R:** Yeah, perfect. Thank you very much.

**P:** That's all?

**R:** Yeah... Come here and take your gift card.

**P:** Oh, I live in London, so I'm probably am not going to get to use it. But I'll give it to someone.

**R:** Your e-mail?

**R:** So, now we have 30. Excellent. Yeah. Can go home. [laughing and chatter towards the end...]

**P:** laurab@aljazeera.net.

**2018-11-07\_13'04'50' P31.mp3**

# P31

## YT

**R:** Yeah, so basically... This calibration is good. Try to remain a little bit still, so... cast. Yeah, so this is your task.

**P:** Oh, that's great 'cause I'm actually from the [inaudible @ 0:42, Egypt?]

**R:** Oh, that's great. Yeah, exactly. So, you'll be looking at real data. So, this campaign is fake, but data is real.

**R:** Okay. Access the YouTube analytics system, analyze for how long is given permission while thinking aloud.

**P:** Yeah.

**P:** Okay.

**P:** So, I'll be looking with your permission and thinking aloud.

**R:**Yes, but especially, you need to find information about that group, from Jordan, 18-24.

**P:** Do I like this type it or do I...? I don't know.

**R:** You will type it in.

**P:** Okay.

**P:** [mumbling] Oh, this is really like a person.

**R:** Yes, yeah... It's a little bit like this. Correct.

**P:** And I'm thinking aloud so that you can get the audio recording?

**R:** Yes.

**P:** Oh, ok.

**P:** Calibration of eye-tracking device... please identify the target group and learn as much as possible. It's independent world. From Jordan. The maximum viewing time is ten minutes.

**P:** Oh. [laughing]

**P:** Okay, and so there will be a dot. Just follow that once it appears.

**P:** Mr. Tony...

**P:** This is when I start thinking aloud?

**R:** Yeah, correct. So, yeah, go ahead.

**P:** Okay, so this is the page I see every day, when I'm going to do some things.

**P:** Okay, so you can see that AJ is predominantly male targeting, or at least our consumers are male. But I'm supposed to look for Jordan, which is something I've never done before. Oh, okay. Here's a list of countries. I'm going to... [inaudible]. Seems to not be here. Can we go to the next part to search?... [inaudible] I'm going to search Jordan. So, for the past 90 days for Jordan, we can see that the watch time is 537 350 minutes. That's one year in seven days. But I need to get age and gender. Maybe I should go into demographics? I think that would help. Okay, so this shows age and gender... So, this is really helpful... Oh, I can still go to Jordan, so I don't think we need to look at past 90 days specifically. So, I'm just going to the lifetime. Because 90 days is a very arbitrary number.

**R:** Okay, sure, yeah, yeah.

**P:** Jordan lifetime... I'm getting... Oh, I'm getting the three details I'm getting... I needed to see which is nationality, the gender and the age, and I need 18 to 24, but this is 25 to 34. It's not exactly what I'm looking for. It doesn't seem to give me an option to change this or maybe [inaudible @ 06:38] gender. Is there a passage? Searchable content... Not really helpful.

**P:** So, I'm supposed to memorize this place? Between 18 and 24 - 16% are male. 5% are female [inaudible]... Oh, they're also the most active group in terms of age. So, sorry... let put it back to before. They're not the most active group. They're the second most active age demographic who watches the... who consumes content from AJ Asia channel, so more males who watch... watch the... I mean go through AJ channel than female, and 18 to 24 is second highest, but we seem to be more popular for 25 to 34.

**R:** Okay.

**R:** Second most active - 16% male. What else? Oh, at this place has the year. I wonder if that means that no one is watching our stuff between 18 and 24. [inaudible] from 2016 [inaudible] the page was created. In between 2012 and 2016 these people were watching our stuff. It's confusing. Maybe it was just popular part this year. [mumbling]. How many minutes are left?

**P:** Not too many I would say. I am not sure but...

**P:** This is self-regulated time or does it like turn off?

**R:** It will turn off.

**P:** Okay... I want to know like what kind of content is most popular to this demographic, but I don't know if that is the option.

**P:** I'm going to traffic sources to see if they're using their phone or their laptop, but I have a strong feeling I cannot see this data using the demographic... yeah, I'll try it. So, I'm going to just go back. One thing that I can't optimize the search for Jordanian men from 18 to 24. Okay, so I'll just go back. It's hard to get a lot of detail...

**P:** There's a video section. Maybe it'll show the top videos that are good?

**P:** They seem to consume Al Jazeera English live stream most... And then the video for the entire Jordan, not specifically for that age group, is a video about Egypt sports on pigeon battles, and I'm interested because I would assume that because they're Jordanians the top video from that country would be something about Jordan, but it's about... it's some random topic about some sports in Egypt. Pigeon battles. Okay. But this is just this year. Oh, but this shows that the second most viewed video was a video of Jordan floods and then some politics. So, pigeon battles from Egypt was number one. Top two is Jordan floods that killed twenty-two school children, and then politics... More floods. So, they seem to care about... Oh, time's up.

**R:** Time's up. Yeah, great.

**P:** [mumbling]

**P:** Do I start to think aloud?

**R:** You can if you want. Yeah.

**P:** Okay, so Jordanian men from age 18 to 24 are the second most active demographic compared to other age groups. Jordan is first one. Jordan... Jordanian men from age 18 to 24 more active subscribers or viewers from all age groups are more active subscribers or viewers compared to their counterparts... to the women... second. The most popular video for them was AJ E live, and the second most viewed was about Egypt's pigeon battling video, and top three was about Jordan floods. Explain why they're important.

**P:** Popularity based on age is important because we can tell that those who are 25 to 31, I think, are more interested in our content compared to the 18 to 24 'cause it can help us create content targeting the younger age and gender. The gender aspect is important because we know how to do that, but we're not doing a great job of it, providing content that are interesting to women.

**R:** Okay, interesting.

**P:** And thirdly, now that we know, we know that AJE live is the most popular, or almost the most popular. This tell us in short this also spells the important of making sure that there is no technical glitch for our audience in Jordan. But sometimes selection just stops working.

**R:** Oh, interesting.

**P:** On Internet connection.

**R:** I see.

**P:** Another thing we know that all of them are watching Doc the most. We need to always ensure that there is no Internet issue.

**P:** And since we can see that Jordanians are interested in stories about Egypt, we should include... This helps us to push Egyptian content that may appeal to Jordanians.

**P:** [mumbling.. how confident are you that the data that you mentioned actually corresponds to the target group?]

**P:** Pretty confident, but not too much because the last one about the most popular video was not specific to age, I think. No, he wasn't. So, I'm just going to put and ask button.

**P:** [mumbling] resonate with the target group. Usually when I'm writing a video title I get a script and I get to watch the video that I'm writing.

**P:** So, they're interested in pigeon battles. Okay. They're also interested in Jordan floods. So, maybe there could be a very good interesting duet analyzing waterfall [inaudible @ 18:46]. Because they can fathom what happened, but they don't know what happened.

**R:** Maybe.

**P:** Maybe. Maybe... Can I click next?

## PA

**R:** Yes. Okay. So, there will be the exact same task but two differences - one is that target group is different, and also the system will be a different system.

**P:** Access the persona... system... Analyze... [inaudible]. We're not going through each window?

**R:** Yeah, right. This is the system soon made. Click on log-in. But give your honest feedback anyway, even though it's soon, so yeah, yeah, we get this [inaudible] please. So, okay, go.

**P:** Look for American men.

**R:** Yes.

**P:** Search persona's name. Okay. Oh, male. 18 to 24. Now expecting a nationality now that we've got those. I've got a name. I don't understand. Are they looking like a specific subscriber?

**R:** No, these are personas. They're just fictive people that describe the target group.

**P:** Oh, okay, okay.

**R:** It just looks like a person, but it's just made out of data from a lot of people.

**P:** Okay. They click by much, as well as story.

**P:** Okay, so... Is this...? They're not coming from these? I hope so.

**R:** It's coming from YouTube. This is basically from your YouTube channel.

**P:** No, I mean like it's the top headlines coming from this demographic that I...?

**R:** No, they are just in general from different channels.

**P:** Okay, that's a bit confusing.

**P:** I out the three demographics, but I'm not sure if this entire page is reflected based on what I edit. Maybe I can remove all of them to see if anything changes? I'm just going to refresh this entire page.

**P:** Okay, currently I see this content... A Turkish prosecutor finds... Oh, the Kashuti... Sorry. It's all about Kashuti. The search persona and put those back. I want to click like OK button, like search. I don't get any of those. So, I'm trying to search based on the three criteria I put, but I'm not sure... Oh, there you go. Is Phil the person? Okay, okay. That took me some time.

**R:** Yeah, that's okay.

**P:** Phil, male, 22, United States... He's a 22 year old male living in United States. And it's the interesting thing that we are getting like an individual that is supposed to be the representative of the entire age group. That would include like white people and the Asians, and Latinos and everything. So, he's [inaudible] like a black guy as a representative of the entire population. I think calling this entire group as Phil and showing his image is kind of confusing to me because this makes me feel like I'm looking at his own data or I'm looking at like a young black population, which I know it's not, but... And he also says he's college grad and he's not married. That's also pretty specific.

**P:** Okay. So, I get that he is or they are... Oh, the audience size is 7.8 million... I'm just looking at this...

**R:** Yeah

**P:** Okay. They are interested in political parties, social media marketing, research politics, and social issues in English language.

**P:** The audience size is 7.8 with five zeros. And they're interested in political parties, social media, research, politics, and social issues. That does sound like this. It does sound true.

**R:** Okay. Why?

**P:** 'Cause I'm 22, so... [laughing]. And I'm not American, but like when I'm on Facebook or something, Facebook or Twitter this seems to be the topics I see a lot where people from my age group sort of comment to Laura... politics, social media, research, politics, social issues. The most views content is about police brutality in Baltimore, Monica Harris... oh, this is the very embarrassing video of her kneeling down... yeah, making a fool of herself. But this is about police brutality, social issues. There is Syria / U.N., politics, and there is about cricket.

**P:** So, I'm getting 5. I wonder if there are ordered like top 12345 or are they just all...? Why is this all based on a date? October... June...? Oh, it seems like it's about his date... Okay.

**R:** Okay.

**P:** Politics, social media, Syria... I would prefer if this was wrong, based on the views and not date.

**R:** Okay, I see.

**P:** Or if I could change...

**R:** Yeah, exact information...

**P:** Okay, it sorted published date, so I can do current reach 'because it is about date, you know? I don't care about dating Solomon. [laughing] That's personal... So, I change to current reach, but this part doesn't change, so I guess I'm supposed to just see it from here?

**R:** Yeah.

**P:** I would really like if there was like OK button and then when I click here then this gets redundant. I think that will be [inaudible].

**R:** Okay, interesting.

**P:** Okay, the most popular to download is the Bangladesh biggest brothel, Monovan East, and then the live, and in China... oh, they're really interested... they really like the one about East documentary series about Asia, Bangladesh, China. They also like Asian shorts. This is a short. Like I think less than a ten minute view. About refugees... Okay. So, they like controversial topics about prostitution in Bangladesh, rich person, China, it's probably.... okay... so they're not really into news, they're not even really into... like their interest is politics, but the top view, the videos that have to... what is reach for men is not news. It's not breaking news, it's not politics. It's all like human interest story. That is a professional made with like a really good cinematography.

**P:** Top sixth video is about refugees and that's, of course, is the politics. The fifth one is social media. The seventh is Britain's most [inaudible @ 28:46].

**R:** Yeah, that's a good analyzation, I think.

**P:** Thank you. I'm surprised to not see a lot of U.S. content. Oh, actually this one is U.S. content. "Finding my family after 44 years in prison." I believe this is about U.S. Bangladesh, China, U.S., Al Jazeera social media. They're interested in the world, not just their own country.

**P:** First was Bangladesh, second was Al Jazeera live, third was China, fourth was jail, prison, the fifth was social media, so U.S. counts had only one out of the top 5. But I'm guessing that the view was based on lifetime.

**P:** They are interested in politics, social media, research, and social issues. The top three videos for them were Bangladesh, AJE live and China's rich girls, which showed that they are interested in controversial social issues in Asia, and surprisingly not a lot on their local issues, economies.

**P:** They're more interested in long form documentaries than short news coverages. We post so many of these mini packages, but documentaries are always very important. Topics of interest... American, I don't know... 18 to 24. It helps to narrow down what kind of... what forms of views...[inaudible @ 32:27] strict views to deliver content from those topics. For example, they are not really concerned with content... news content. [inaudible @ 32:46] Knowing that they're into social issues in Asia [inaudible] it gives them communication that is doing well for that group.

**P:** Documentaries... [inaudible @ 33:54] Their characteristic implied that we should focus more on documentaries than [inaudible @ 34:12] if we are targeting that target group. Oh, just 1 to 9.

**R:** Yeah, one to nine.

**P:** All the eight?... "Video title that you think would resonate with the target group." Maybe make up some... maybe factory in China and put a show they're gonna be interested in.

**R:** Okay, so now try to recall some information from the YouTube system.

**P:** "What topics were supported with most interest?" Natural disaster? Their own country. "What were the comments from that target group?" Have no idea.

**P:** "What are some videos [that they would be most interested in?]" Live stream... [mumbling] oh, no, no Egypt... Their own country [inaudible]. The watch time was one year and something. It was roughly a year, but I don't know... I need relative information to know if that is [true] parallel. What happens with personas interested in politics, social media, social issues, research, education, prostitution, police brutality [inaudible]. What are some videos personas are interested in? Bangladesh... [mumbling].

**P:** Oh, look at this. Maybe this means that people from that demographic are most likely college educated? Maybe that's... maybe that's why I [inaudible @ 38:01, stopped?]

**P:** Oh, wait, persona on your platform or generally?

**R:** Generally.

**P:** Not at all, but YouTube, yeah.

**R:** Thank you. So how long have you been with AJE?

**P:** Two months.

**R:** Wow, and what do you do?

**R:** Yeah, let's count that.

**P:** Okay, so Al Jazeera since February. February to May. Those four months, so six months, yeah.

**R:** So, what do you do?

**R:** I am head of the YouTube team, so I upload news packages and videos on the channel.

**R:** Is that producer or editor?

**P:** Oh, I'm an assistant producer. I thought you were asking specific [inaudible]. You looked really confused.

**P:** Yeah, so you explained a little bit of what you do.

**R:** In terms of difficulty in the scale of one to five where five is maximum difficulty, how difficult was it to use the YouTube system to find information about this specific target group?

**P:** Two.

**R:** What about the Persona system?

**P:** Four.

**R:** Anything else? Thank you so much! I can you use a gift card?

**P:** Oh, that's so sweet of you.

**R:** So, what did you think about the personas? Did you think that it was useful?

**P:** Oh, yeah, it was useful. It's easier than YouTube

**P:** And I like how I could see the topics of interest. What else? And it's relatively easy to navigate, but you're missing some buttons that I'll expect in other platform, like a confirmation or refresh...

**R:** Yes, you mentioned several times. And what about the data? How can you use this system? Is there any practical use case?

**P:** Yes, I do, for what I do I have to kind of optimize videos based on one of the videos I think these people... one of the videos I think the target group watches. So, if I know that, for example, [inaudible] at this age a lot of topics about China, then I would optimize the videos in a way that the target audience are likely to find by any keywords that they would search more.

**R:** Yes, I can also see the value, especially if you increase the number of personas. Right now there are only fire, but in the future we intend to have more, like 500, so then you can use the search more efficiently to target your group.

**P:** Yeah.

**R:** Most people here are actually not target driven. They are news driven. [mumbled chatter towards the end]

**2018-11-07\_14'00'48' P32.mp3**

# P32

## YT

**R:** Yeah... when you're done click next one... If you have any questions...

**P:** I don't need to [inaudible]?

**R:** No, you have to memorize... yeah....

**P:** [mumbling]

**R:** Follow the dot with your eyes... Right... Go ahead, man. Let me know what you're doing.

**P:** What I'm doing?

**R:** Yes.

**P:** Ages 18 to 24 from United States. So, we can here then click location the United States. Last 28 days and make it last 20 days.

**R:** Yeah, very good.

**P:** Okay. As there is a consume from United States for our content, so target is between 24... so, the selection of our target... male. We have 82% males that consume our content. So, here we have our videos consumed by the audience from USA [inaudible], and most of those are males. Okay, so in Kabrit we have three kind of shows. We have one for scientific shows; one for politics and there is one for [inaudible @ 05:44]. So, we looked here and we saw that the most percentage consumes the scientific shows.

**R:** Okay.

**P:** We have a good percentage that consumes the political shows. So, here is some data [mumbling]. And here's the geographic from the United States. So, we have viewers from California, New York, Texas, New Jersey. Now we know some demographics. What video attracted these views. So, we'll go to traffic research to know from where this audience reached our content. So, 35% coming from growth features. It's like YouTube compared to stuff like this. [inaudible @ 06:56] coming from YouTube search. So, we have [inaudible @ 07:12] at YouTube search compared to these videos. We can use it for ad placement. And we know what devices they are using. So, views is... 58% is coming from mobile. 20% coming from computer. The rest come from TV.

**P:** So, let's check retention of our content. It's 76%. Top 10 scientific videos. That's great... Source... device... I will check if they have subscribed to our channel or no. So, last 90 days we got thousand subscribers. Subscribed users are almost 50%. [mumbling]. So, I'm going to run a campaign to target these users? Okay.... I will check this screen... Where am I getting this number from? [mumbling] This number is not accurate. This is wrong.

**R:** Oh,why is that?

**P:** Why? Because it's here saying it's 3% from watched time - men. Go back to here. And there the men are 78%. We chose men because it didn't want to give you specific numbers. So, YouTube doesn't give you any specific numbers about the reality.

**R:** Oh, wow. Really? That's interesting.

**P:** We didn't like. But the older is right. So, this order... yeah... so here more men consume this content than this, but here it's like [mumbling] I just remember the [inaudible @ 11:16], but what is second pane for? It's for to... to market this?

**R:** Yes, to make them more interested in your content.

**P:** Yeah, okay... So, I have to go to retension, and I need to check which option is consumed more from this target audience from here. It's like a profile for Hitler. Yeah, it's profile. So, this... more views from this audience. Sometimes I want to know... I want to look for how many people living in California. I need some market research for these cities, so I can... we I come to run a campaign for this audience, I can... I can split it by cities or...? It's more work... 61% of this [inaudible]. This is a scientific entertainment show. And [Effad Hee?] made something different, an [inaudible @ 13:04] file from Hitler, and did not attract a lot of users. I don't know what to mean...

**R:** It's okay. Time ran out. You have 10 minutes. That's okay. That's fine. Yeah, you used a lot, so, okay... so, yeah, now you...

**P10**

[mumbling] Sir, I can write in any way here?

**R:** Yes.

## PA

**R:** Great, okay, so second task... it will be the same task; two differences: one - the target group is slightly different, so this time it's from Jordan, and second difference - the system will be different.

**P:** [mumbling]

**R:** Okay, good.

**P:** [mumbling]

**R:** Oh, something happened?

**P:** I was clicking something...

**R:** Oh, okay, let's try back. Yeah, sorry, I wasn't... I was making notes...

**R:** What do you think?

**P:** I am thinking about [inaudible @ 25:58] ... institution, media to [inaudible @ 26:07] entertainment and sports. Actually we brought him... Nicolas Sarkozy to Jordania [inaudible @ 26:22]... he's done runnings... He's a presenter of Salid. And he's... so, he's the main cantor of the star show... Those are [inaudible @ 26:45] by this person or these persons or...?

**R:** They are from the videos that that persona wants.

**P:** This persona.

**R:** Yeah, this persona watched the videos the quotes are from.

**P:** It seems this audience... they are from Jordan, but they are still interested in the Egyptian politics. There are some comments related to Egypt. So, this kind of persona is interested in news, but not real news. They need news with something like what you're doing, like satire news, like comedies, stuff like that, life and musics, more entertainment and comedy than the news stuff...

**P:** So, in order to target this audience you have to approach them from these angles. You have to provide... you have to create the campaign, portray a political issue with sarcasm or trying to make a fun of something popular happening in Jordan... it's many in Jordan like him because he is from Jordan. Like in Egypt he will be still interested in these... to know because they are close to Egypt even in the media consumed. There is a big overlap between Jordan and Egypt because they are consumed as an Egyptian content... news about Egypt... yeah. Jordan is not big, just 4 million people. And this persona is [inaudible - 7 740 700?].

**R:** Yes.

**R:** You think it's big?

**P:** It's big, yeah. I don't know because in Kabrit we don't reach this number. so we have a big target audience in Jordan [inaudible @ 29:41] in Jordan and we didn't reach all of this number. This number is accurate or just...?

**R:** It's from Facebook, so you know [inaudible @ 29:52] using the same kind of targeting criteria, Facebook API.

**P:** Yeah, yeah, yeah. Perfect.

**R:** If you have a good understanding,you can click finish.

**P:** Yeah.

**R:** Very good.

**P:** I'm looking for a word.

**R:** Where?

**P:** Someone trying to fill themselves?

**R:** Convincing?

**P:** Someone trying to kill themselves?

**R:** Suicide?

**P:** Yeah.

**R:** Suicide? Oh, wow. It really happened?

**P:** It was a funny.

**R:** A joke?

**P:** It's not a joke. He's trying to jump from here to here and then remembers - [inaudible @ 38:46, no dentages?]

**R:** They prevent him?

**P:** They prevent him, but if he jumps from here to here nothing happened. It's like a joke.

**R:** Okay, so recall... what can you remember from the YouTube Analytics?

**P:** [mumbling]

**R:** Yeah, the first one.

**P:** For the United States? [mumbling]

**R:** You can just try - I didn't check or something.

**P:** [mumbling] I'm more familiar with YouTube Analytics, but not Persona.

**R:** Yeah. But no, but it's good... It's good comment.

**R:** I mean, you're saying that it has more information?

**R:** Thank you.

**R:** So, how long have you been with Al Jazeera?

**P:** Two years.

**R:** Oh, okay, two years... What do you do?

**P:** I'm responsible for audience retention strategies. [inaudible @ 46:51] for YouTube channel, for [inaudible @ 46:53, AJ +?], so I'm managing that.

**R:** Yeah, you work a lot with Analytics.

**P:** Yeah.

**R:** So, how difficult was it for you to use YouTube for finding information about your target group?

**P:** [inaudible @ 47:07]

**R:** But how difficult was it on a scale of one to five if five is the most difficult?

**P:** Five is the most difficult?

**R:** Yeah. How difficult?

**P:** How difficult to work on YouTube Analytics? No so difficult. For me - no.

**R:** So, it's one - yeah [laughing]. I was thinking that. And what about Persona?

**P:** Personas like... three.

**R:** Three? Okay. Great. Anything else?

**P:** No.

**R:** Do you have some feedback about personas. I mean you thought it didn't have a lot of information.

**P:** Yes.

**R:** I mean, as you're working as a strategist how would you see personas useful 'cause we kind of tried to make them data driven? So, I mean, if you have some suggestions, how to improve?

**P:** I rely more on YouTube Analytics. For me it ideally works. So, I'm sifting through YouTube date everyday... how this audience from Egypt consumes our content, what are their comments. It's now... why are good views from Egypt, where the [48:21] from Jordan, for these videos, at this day... just like this... I just picked the personas for the first time I came here and it's to me what is the target audience what we are using to produce content for. Yes. So, these are personas.

**R:** Yeah.

**P:** And implement this version in our analytics.

**R:** Okay.

**P:** So, when you are comparing our YouTube Analytics to Personas, just to prove that we on the correct place.

**R:** Ah, to confirm the assumptions.

**P:** Yeah, we're doing the work targeting this persona and it is the same for you.

**R:** Exactly. Yeah, yeah. Okay. So, that's how you would use it?

**P:** Yeah, that's how I am using Persona.

**R:** But you are using personas already or that's how you would use them? You would use?

**P:** Yeah, yeah, yeah. Yes.

**R:** Okay. Corroboration.

**P:** Yeah, yeah.

**R:** Okay, great. Thank you, man, so much.

**R:** He was probably the most experienced YouTube Analytics user that we've got so far, and he's starting with it every day. And he said that he would use Persona to corroborate with what he's already doing.

**2018-11-07\_15'08'16 P33.mp3**

# P33

## PA

**R:** Okay, so I can... I can see from here the audience. Hallett is [19?] years old. Man. Living in Egypt. [inaudible @ 00:16]. But we have to focus on Jordanian. [Sammer?] is 24 years. It's a male living in Jordan. Art, entertainment, sports… mediaphobe. He likes to read about general news, about news on his mobile. Okay. Average video viewing time is 4.1. [mumbling]

**R:** Okay,, what are you doing?

**P:** I moved from [Ismaal?] to the other one.

**R:** Okay.

**P:** We have something here?

**R:** What are you looking at?

**P:** I'm looking at the other things I have, at the other columns I have.

**R:** Okay.

**P:** Trying to catch any information about this guy... Okay. I will move to another one - Noora... Jordan actually.

**R:** And why are you looking at this?

**P:** I'm trying also... Noora is from Jordan. I think we... it's close to [Ossman?] even when our target audience is men, but she is shared with Ossman... the location... that she's living in Jordan, so it could be interested in what we are producing through a small [inaudible @ 02:34].

**R:** Okay. Alright. That makes sense.

**P:** Education... general news... okay. Using her mobile phone... okay. Okay... she is like... she most views content... looks like Ossman. It seems like they like the same things or the common things. Okay... so we have also Hallett. He is from Egypt. I think he's at the target age... the same target age. Maybe he could be interested, so I will see Hallett is living in Egypt... arts and entertainment... The same interest of Ossman. So, I think the... the... what we say it...? The production could be... yeah... he could be interested to the same things...

**R:** Okay.

**P:** News.... okay... but he's interested in a different type of content here at the most viewed. Sammy I think he's out of the target. He's out of the target. He is 33 and he's from Saudi Arabia. I think the... the interest is going to be different... [Inaudible @ 04:31, Sales?] okay... social issues, world news... okay, yes. He's out of the target... Okay. Selma... Egyptian... She's out of the target, and her interest also out of the target. Okay.

**R:** Okay?

**P:** Yes.

**R:** So, you think you have all the information about her? Okay? Finish.

**P:** Finish.

**R:** I know it's confusing. Now, it confuses me, too. Okay.

**P:** Which [inaudible @ 05;09] description that's most important particularly... the target group. Can we explain why those categories are important? Okay. Mention at least three categories. Okay... Hmmm. I have to [wrote]?

**R:** Yeah. So, picture yourself the scenario that you're writing this email to your team, and you want to describe to them what you found about this audience segment.

**P:** Okay.

**P:** I'm not sure about the spelling.

**R:** That's fine. Don't worry about the spelling. I'm not sure about the spelling.

**R:** Okay.... Explain why the categories are important.

**P:** Yeah, three characteristics about these men, 18 to 24 from Jordan. Three characteristics you remember about them, and why you think those are the important ones.

**P:** Okay... what's important...? Hmmmm... Okay...

**R:** What's taking so long?

**P:** Why... the explanation why...

**R:** Well, again.. you design a YouTube engagement campaign. That would be kind of that criteria to justify it.

**P:** [laughing] Oh, my God... spelling is gonna be messy...

**R:** No... don't worry about it... [laughing]. Don't let that bother you in the least.

**P:** Okay... [mumbling, writing on keyboard... asks how to spell ppe in happening]

**R:** ...ppe

**P:** ...ppe?

**R:** Yeah... happen. But really. Don't worry about spelling.

**P:** Okay, just to understand after that...

**R:** Okay.

## YT

**R:** And you're looking for your demographic males 18 to 24 United States to try to learn about some attributes about this segment. Remember to talk aloud.

**P:** So, I have to...?

**R:** What are you looking at?

**P:** I'm trying to see how I can find the another analysis... analysis... analytics.

**R:** Yes, analytics, yeah.

**P:** So, okay... hmmm... [mumbling]... top... geographic... United States... okay... I have no idea... Yes, I'm here...

**R:** What are you trying to do?

**P:** I'm trying to figure out how I can find the data about the target audience, but I cannot... I'm not used to this... to do this.

**R:** That's fine. Just, you know, do the best you can, so just try and find... try and find a way to get... to give your audience... United States 18 to 24 males.

**P:** [sighs], so back to the United States... maybe...

**R:** What are you doing?

**P:** I opened more metrics, but I'm trying to figure out.

**R:** That's fine. Just keep talking aloud explaining what you're doing, what you're trying to find.

**P:** Looks like it's not here. Where can I find the target audience? It's supposed to be here? Okay. I'm trying to go more... I clicked on New York. It gives me average view duration of the time... no... hmmm... Changed... the same... what next? I have to stay here?

**R:** You've got to... well, so you you've got United States, so now we need to try to find the, you know... get down to age group. So... Yeah, I mean, so you've got United States here.

**P:** Yeah, but I don't have age and I don't have...

**R:** You can stay anywhere on this analytics section over here. There's all sorts of somethings here.

**P:** Audience reaction, retention... watch time... view.... no.... comment... maybe here...? Overview... No, we're back to the... United States... My time is over?

**R:** Your time is over. And that's fine, listen. It's absolutely fine. So, you've got to grab this e-mail. So, say whatever you would normally say to them... like, you know... And, you know, if you didn't find anything, then it would probably be honest to say that, but whatever you would think you would say.