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When choosing a software for watching videos over the internet, I choose YouTube over, for instance, Dailymotion. I do this partly because YouTube is the most familiar to me. I have been using it for as long as I can remember, and switching to another software would take some effort to get used to its features. I will not switch softwares when I can still use what is familiar. Also, YouTube, being by far the biggest software for posting and watching videos, has the largest selection of videos that I could watch. I will not switch to another software with fewer videos that I could watch. Furthermore, when I have tried to use Dailymotion, I have encountered unskippable ads that range from three to five minutes in length. I have never seen this happen on YouTube. All of its unskippable ads are less than 30 seconds long. Whenever ads go beyond that length, I can skip them after five seconds. I prefer the way that YouTube handles ads because it helps me get to what I actually want to watch. When writing assignments for school, when I have a choice of which word processor to use, I usually choose Google Docs over, for instance, Microsoft Word. As with YouTube, I do this partly because Google Docs is more familiar to me. I've been using Google Docs for writing assignments since middle school whereas I only started using Microsoft Word for some writing assignments in college. Again, switching over to Microsoft Word would require some time and effort to get used to its features, and I think that would be unnecessary when I can just use Google Docs.

My ideal next version of YouTube would have a dislike counter and a ratio of likes to dislikes listed on every video posted. This allows the thoughts of everyone who liked and disliked each video to be heard. Everyone should be allowed to let the world know whether they liked or disliked a video. My ideal YouTube would also have no double ads. Double ads on a video frustrate many users, and I'm less likely to pay attention to an ad if it is part of a series rather than if it is by itself. Therefore, for me and likely for people who think like me, double ads are counterproductive at best. Another change that I would make to YouTube if I had the technology would be accurate closed captions on every video. This would maximize accessibility for the hard of hearing while improving the experience for people who prefer watching videos with subtitles. Also, it would allow for better communication across accent and language barriers that would ordinarily lead to users only seeking out creators who speak their language in an accent

that they are familiar with. One more feature that I would add to YouTube would be making background play available to all users for free. Currently, YouTube only allows those who pay for it to play the audio of videos if the device's screen is turned off. I see no reason why this feature should be locked behind a paywall if the audio of ads can also be played; YouTube can still have ad space. Plus, this feature would be very convenient for people like me who want to play the audio of, say, a music video for a song that is only posted on YouTube. They could turn their phone screen off and still listen to the music.