

One more than obvious big data group that every provider on the internet does is collect user data, more specifically their interests. YouTube is one of the largest video sharing platforms out there and they are always collecting data from the users who frequent their site. YouTube is always tracking what videos you watch and uses that data to for ads personalized to the user. They do not harm users in anyway but use that data they collect to send personalized ads to users in hopes they click on the ads. These ads do in turn make profits for YouTube and the content creator who video got an ad. But that's not all, You Tubes recommended page is run by an algorithm that picks videos to recommend based on many different and diverse factors. Every recommended video you receive was run against your preferences they are actively collecting, your past watched videos, and the genre of video you like to watch. I'm not sure completely if YouTube harms their users or not, but in most cases I know of, there is always a good reason for something to happen. There are some websites that keep up to date on the technical standpoint of YouTube and post statistics related to the corporation. There is a link below for a good website and its citation.

Citation and link

- [YouTube by the Numbers \(2022\): Stats, Demographics & Fun Facts \(omnicoreagency.com\)](https://www.omnicoreagency.com/youtube-statistics/)

Aslam, S. (Ed.). (n.d.). *YouTube by the numbers: Stats, Demographics & Fun Facts*.

OMNICORE. Retrieved July 12, 2022, from <https://www.omnicoreagency.com/youtube-statistics/>