

## Survey Report: User Sentiments on YouTube Usage and Preferences

### 1. Executive Summary

This survey explored user attitudes toward YouTube, focusing on why users like the platform. Across three diverse personas—an IT engineer, a school teacher, and a retiree—YouTube is valued primarily as an accessible, practical, and engaging learning and entertainment tool. Key themes include educational value, ease of understanding, practical applicability, content variety, and user-friendly presentation. Users appreciate YouTube’s role in skill development, classroom support, hobby enrichment, and relaxed viewing experiences.

### 2. Quantitative Stats (Theme | Mentions | % of 10)

- Educational and Skill Development Value | 3 mentions | 100%
- Practical, Step-by-Step Content | 3 mentions | 100%
- Visual and Easy-to-Understand Format | 3 mentions | 100%
- Content Variety (Tech, Education, Hobbies) | 3 mentions | 100%
- Accessibility Anytime, Anywhere | 1 mention | 33%
- Engaging and Relaxed Presentation Style | 1 mention | 33%
- Support for Independent Learning and Review | 2 mentions | 67%

### 3. Key Qualitative Insights

#### Educational and Skill Development Value

- YouTube serves as a “technical library” for continuous learning and career growth (Sato Kenta).
- It supports classroom teaching by supplementing textbooks with visual aids that deepen student understanding (Tanaka Misaki).
- Hobbyists gain practical knowledge that improves their skills in cooking and gardening (Suzuki Ichiro).

#### Practical, Step-by-Step Content

- Users value tutorials that include detailed instructions, real-time coding, or cooking steps, which facilitate easy replication and problem-solving (Sato Kenta, Suzuki Ichiro).
- Content that highlights common pitfalls and tips enhances confidence and effectiveness in applying new skills.

#### Visual and Easy-to-Understand Format

- Visual demonstrations accelerate comprehension and make complex topics approachable (all personas).

- Seeing actual operations or processes helps users transfer knowledge to real-world tasks.

#### Content Variety

- YouTube caters to diverse interests: latest programming trends, educational videos for children, and hobby-related content like cooking and gardening.
- This variety ensures relevance across different age groups and professional backgrounds.

#### Accessibility Anytime, Anywhere

- The platform's availability allows users to learn or enjoy content flexibly, fitting into busy schedules (Sato Kenta).

#### Engaging and Relaxed Presentation Style

- A calm and friendly tone in videos encourages prolonged viewing and a relaxed learning environment (Suzuki Ichiro).

#### Support for Independent Learning and Review

- Systematic tutorial series help prevent knowledge gaps and support self-paced learning (Sato Kenta).
- Children can revisit educational videos at home, reinforcing classroom lessons (Tanaka Misaki).

### 4. Example Personas

- Sato Kenta, 28, Male, IT Engineer: Uses YouTube daily for technical tutorials and career development. Values up-to-date, practical content with clear demonstrations.
- Tanaka Misaki, 45, Female, Elementary School Teacher: Searches for educational and children's content to enhance teaching and student engagement. Appreciates videos that complement textbooks and encourage independent learning.
- Suzuki Ichiro, 65, Male, Retiree: Enjoys hobby-related videos on cooking and gardening. Prefers easy-to-follow, practical advice delivered in a friendly manner.

### 5. Recommended Next Actions

- Develop and promote more structured tutorial series to support systematic learning and skill progression.
- Enhance video content with clear, step-by-step demonstrations and highlight practical tips and common mistakes.

- Expand diverse content offerings to cater to various user interests and age groups.
- Encourage creators to adopt engaging, approachable presentation styles to improve viewer retention.
- Improve platform features that facilitate easy content discovery for educational and hobbyist users.
- Explore opportunities to integrate YouTube content into formal education and professional training programs.