

Post 4

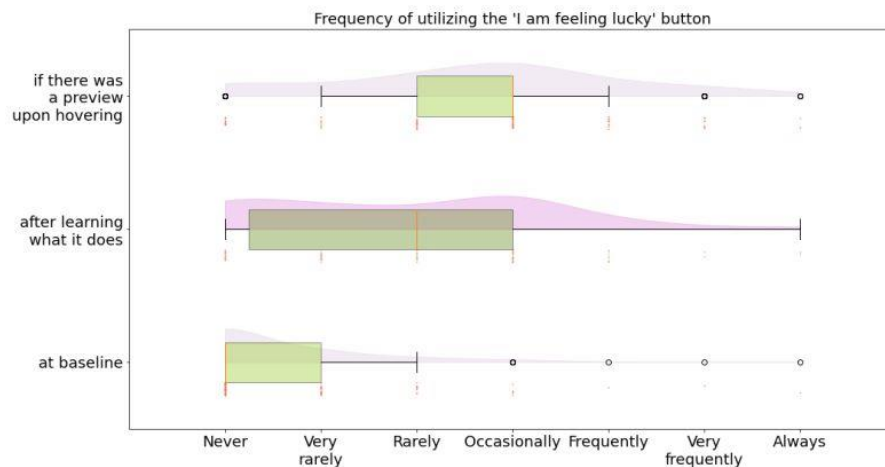
I had a hunch that people would know little to nothing about the 'I'm feeling lucky' button on Google search, and hence do not utilize it.

To confirm, I collected data from 102 Americans. As expected, most people almost never use that button and are only slightly knowledgeable about it.

So, I explained to them what the button does and their intention to utilize it improved significantly, but still averaged around 'rarely.'

I went a step further and divided the participants into two groups. In one group, participants were primed to be deterministic, and in the other group, they were primed to be probabilistic. All participants, then, read about the possibility of seeing a preview of where they would land if they clicked on the 'I'm feeling lucky' button. Overall, the intention to utilize the button went up again and participants suggested that they would 'occasionally' utilize it. Interestingly, this was true for the participants in the probabilistic group as well, even though one might expect them to appreciate the status quo, happily land on an unforeseen page, and reject the deterministic preview functionality.

Data and visualizations: https://lnkd.in/gM_J8QFh
[#data](#) [#analysis](#) [#uxr](#) [#uxresearch](#)



Post 3

US adults under 30 are turning to TikTok for news: <https://lnkd.in/dtfjSyRY>

Is TikTok more preferable over traditional news websites among the young generation because it requires less cognitive load to consume audio information or because of moving video images?

To try and answer this question, I ran an online experiment with 100 American TikTok users below the age of 30:

1. 27 participants saw the Google News homepage as it appears now and were informed that they were seeing Google News.
2. 25 participants saw the same page but were told that they were seeing an anonymous news website.
3. 24 participants saw the Google News homepage wherein all the images were replaced with dynamic video images (similar to The Daily Prophet in the Harry Potter movies) and were informed that they were viewing Google News.
4. 24 participants saw the page with dynamic videos instead of static images but were told they were watching an anonymous website.

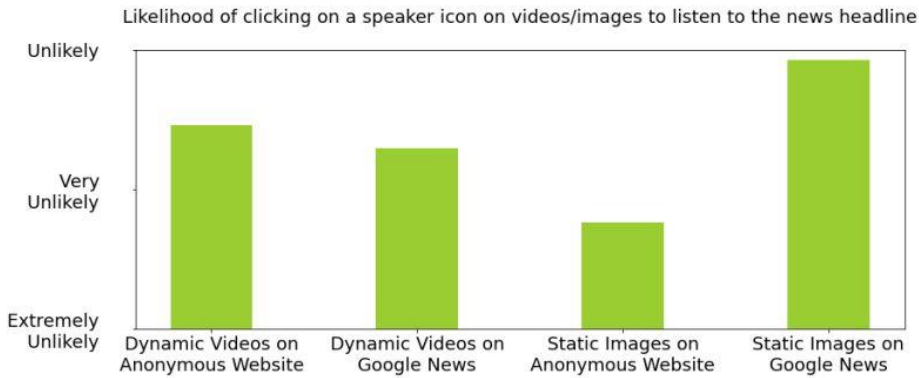
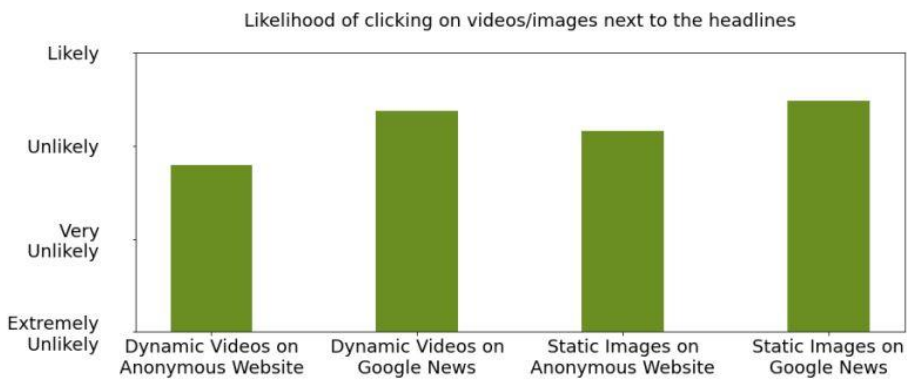
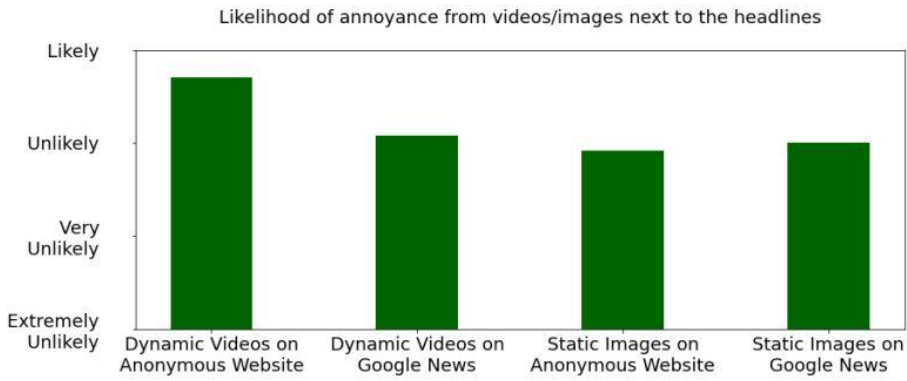
Overall, participants were more annoyed by dynamic video images than by static images. But drilling down further reveals an interesting insight: the dynamic video images believed to be from the anonymous website were considered more annoying than the similar images if presented on Google News. So, there was an effect of the brand name as well.

This brand name effect was seen in clicking intentions as well. Overall, participants were more likely to click on images on Google News than on an anonymous source. This difference in clicking intentions was more pronounced for dynamic videos than for static images.

Finally, participants expressed a higher intention to click on a speaker icon, in the top right corner of the image, to listen to the news headline if the icon was on Google News than on an anonymous source. This difference was more pronounced for static images than for dynamic images. But we do observe a higher intention of clicking on the speaker icon on dynamic videos than on static images when the content was presented as coming from an anonymous source. The dynamic video images, therefore, might have some appeal after all!

Data and visualizations: <https://lnkd.in/dABmZr56>

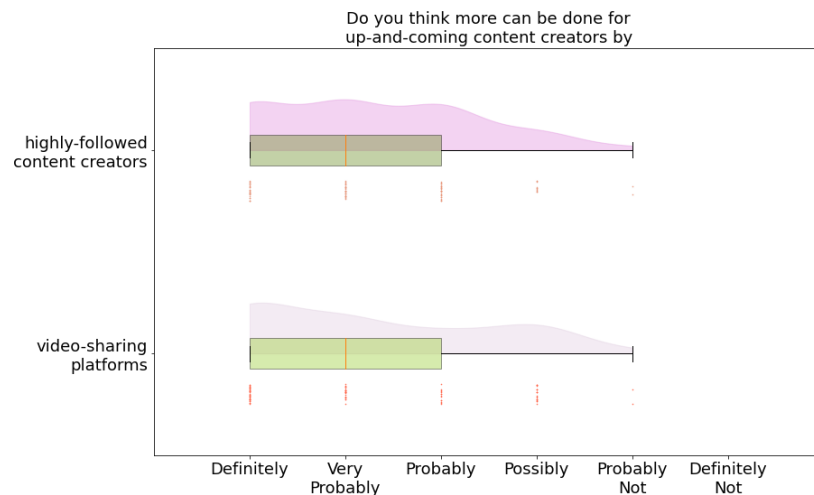
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Post 2

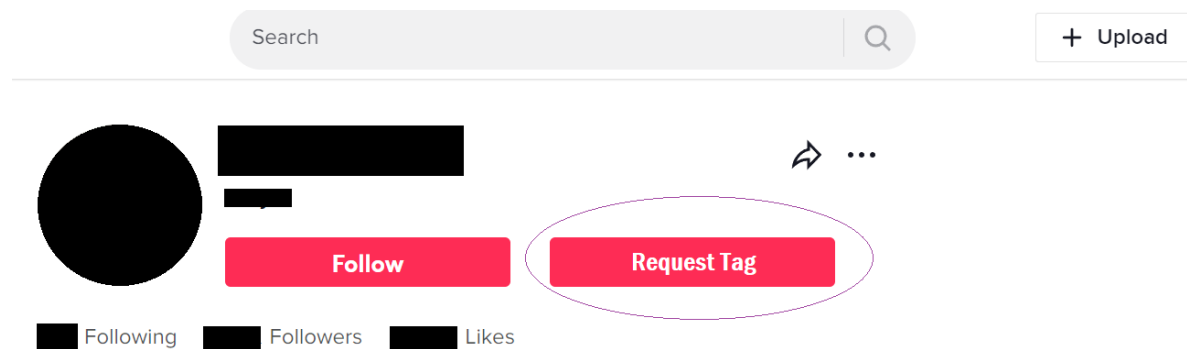
I asked 95 American TikTok users if they thought more could be done to help up-and-coming content creators trying to get more followers on their channel.

The majority of participants thought video-sharing platforms as well as highly-followed content creators could very probably do more to help.



Participants' thoughts on whether more could be done to help up-and-coming content creators

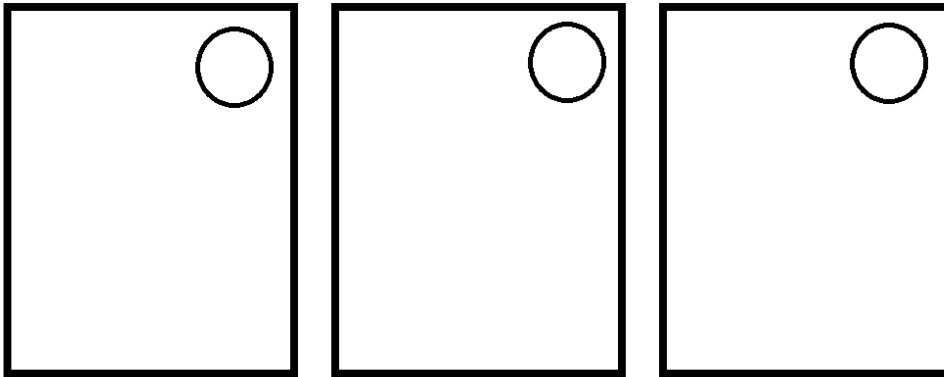
So, I suggested the possibility of a new 'Tag Request' feature to participants. What if up-and-coming content creators could utilize the following 'Request Tag' button on the profile page of a highly-followed content creator?



'Tag Request' feature

Clicking on the 'Request Tag' button could bring the up-and-coming content creators to a page where they have a list of videos they created, and they can select one video that they want to be tagged by the highly-followed content creator.

Videos



Selecting one video to be tagged

The highly-followed content creators, on the other hand, would see various up-and-coming content creators requesting their videos to be tagged. So, the highly-followed content creators, when posting a new video, can choose to tag one of the requested videos from the up-and-coming content creators, like so:

A screenshot of a video posting interface. At the top is a horizontal bar with eight colored segments: black, grey, red, grey, red, grey, red, and grey. Below this bar are several settings: 'Who can watch this video' with a 'Public' dropdown; 'Allow users to:' with checkboxes for 'Comment', 'Duet', and 'Stitch' (all checked); 'Schedule video' with an information icon and a toggle switch; and 'Run a copyright check' with a toggle switch. Below these is a text line: 'We'll check your video for potential copyright infringements on used sounds. If infringements are found, you can edit the video before posting. [Learn more](#)'. At the bottom are two buttons: 'Discard' and 'Post'. A purple oval highlights the 'Tag:' dropdown menu, which is currently empty.

Tagging another video when posting your own

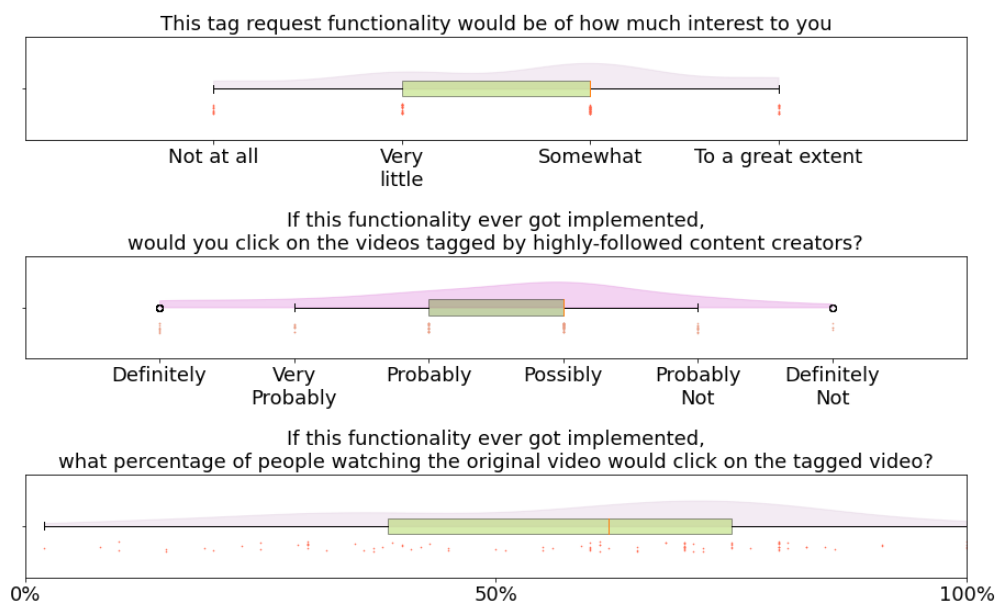
And the tagged video would appear as a thumbnail in the corner of the highly-followed content creators' video during or after the video is done playing, to indicate what viewers can watch next!

As expected, participants thought that up-and-coming content creators would be super interested in this functionality. They also thought there would be some interest from video-sharing platforms and highly-followed content creators in this feature.



Participants' thoughts on how much different entities would be interested in the 'Tag Request' feature

Even though participants themselves showed little to some interest in the feature, they suggested they would possibly click on the tagged videos if this functionality was ever implemented. More importantly, they thought an overwhelming 58% of people who watch an original video would click on a tagged video.



Participant's interest in the feature and thoughts on the consequences of its implementation

Data, Stimuli, and Visualizations: <https://github.com/pb6191/requestTag>

One operational difficulty I can think of is highly-followed content creators getting requests for thousands of videos to be tagged. What if an AI could score the compatibility between the to-be-uploaded video and the tag-requested videos to sort the latter videos and make this process easier? Comment below.

Post 1

I asked 100 American YouTube users how much they would focus on and how much they would get annoyed by

1. a skippable ad that shows up on YouTube temporally before the video of interest, vs.
2. an ad that shows up spatially on the right of a paused or muted video of interest

Here is what I found:

Participants would focus more on the ad if it was spatially on the right of the video than temporally before it, even though they would find the former more annoying!

Data and visualizations: <https://lnkd.in/gdXCt29g>
[#data](#) [#video](#) [#uxr](#) [#ux](#)

Skippable Ad:



Ad on the right:

