

Charter: Explore how YouTube adjusts recommendations based on user actions

Mission: Explore how recommendations are adjusted based on the user's actions on the site, such as liking and following.

Scope: Focus on a user's experiences exploring YouTube with a freshly created account and how the platform tailors content suggestions for them.

Test Scenarios:

- Searching for a video topic
- Searching for and liking a video
- Searching and disliking a video
- Subscribing to a channel
- Commenting or accessing comment features – videos and shorts
- Saving to playlists or watch later
- Upload or Create prompts without uploading anything

Data collection and interests:

- Use a browser in incognito mode or with cookies cleared
- Capture examples of recommendations before and after action
- Note timing, visual prominence, and frequency
- Compare the main page feed and up-next sidebar
- Keep searched topics diverse to better visualize effects

Out of scope:

- Account Login
- Effects of creating own video content