

INFO-608 – 001 Human-Computer Interaction

IND-02: User Research Report 2

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Analysis: YouTube

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Introduction

In the age of information and communication YouTube.com has become one of the most popular websites on the internet since its beginning in 2005. It is a widely used video streaming and sharing platform with 2 billion monthly users as of March 2019. The website allows users to upload videos and search for videos based on keywords using the Google search engine. Since its inception YouTube has advanced its functionalities to allow users to subscribe to other users, interact with their content by liking, sharing or commenting on videos, maintain their own library of videos and find videos that match the user's taste by providing recommendations based on the user's interaction on the website. YouTube claims that their "mission is to give everyone a voice and show them the world". This makes YouTube a platform open to anybody with access to internet regardless of age, nationality, race or gender.

The purpose of this report is to discover trends and analyze how users from different ages, genders and professions use the YouTube website based on data collected through an online survey. The survey was designed to collect answers from users regarding their interaction and experience with the website. The goal is to identify key patterns and discuss possible meaning and reasoning behind the existence of the patterns. It is important to note that this report only focuses on the user-experience of YouTube through a web-browser on a desktop computer and other interactions through tablet or mobile are considered out of scope. It will also only focus on the original YouTube website meant for free video streaming and leave out other platforms such as YouTube Premium, YouTube Music, YouTube TV or YouTube kids. Throughout the report, the author will be referred to as the researcher and the participants who took the survey will be referred to as users.

Methodology

Before creating the questions for the survey, the experience of the survey itself was analyzed. While interviews provide the freedom to understand a user in detail, not just based on their answers but also their body language and expressions, surveys are limited to static data. Surveys also do not provide the ability to explain the question to the users which makes the design of the questions critical because it has to make sure that the user understands exactly what the question is asking and remove any sort of ambiguity or interpretation. It is also a common assumption that people usually prefer to answer multiple choice questions as opposed to writing detailed answers. This limits the user from explaining their answers or choosing an answer beyond the options provided. According to SurveyMonkey, 60% of people say that they do not like taking surveys that take longer than 20 minutes (SurveyMonkey [APA], n.d.) and most people do not prefer to provide information such as their name or contact information. Based on that data and in order to remove any biases during the analysis derived from the researcher's personal relationships with the users, it was decided that the users must remain anonymous.

SurveyMonkey, an online survey tool was chosen as the medium for this survey. The website has a 10-question limitation for a free user and so only 10 questions were designed to collect information to fulfil the goal of this report. The questions were designed to collect as much details as possible without exceeding 10 minutes on average to complete the entire survey. The survey was designed in a way where the first half of the questionnaire gets to know

the user and the last half gathers information about how well these users are able to interact with the website. The first 3 questions gather information about the user's age, gender and occupation. The next two questions inquire what the users use YouTube for. Questions 6 and 7 then intends to investigate how well the user is able to discover and understand YouTube's interface and functionalities. The last 3 questions are designed to analyze the user-satisfaction. The survey contains 3 types of questions –

- Single choice questions that allow the user to choose only one answer (such as question 1)
- Matrix questions where the user either agrees, disagrees or chooses from a range of frequency such as never/hardly/sometimes/often/a lot in correlation to the statement on the first column. These questions were taken advantage of and made lengthier than usual to compensate for the 10-question limit. (an example is question 8)
- Ranking question where the user is asked to rank the options in an order that best represents their importance. There is only of these questions (question 7) that inquire about how a user chooses a video.

The questions were carefully created by the researcher with the expectation that the answers will differ from user to user based on age, gender, occupation and their need for YouTube. Once the survey was created, they were shared with 15 people from different age groups and occupations in the researcher's network. Once the survey was completed by them, the basic data visualization tool provided by surveymonkey was used to analyze trends and insights. Filters were applied to compare the results between different answers and the 3 most visually different groups were chosen for further analysis. Unfortunately, the free membership created some constraints and limited the analysis to some extent. However, it was a learning experience that surveys require good analytical skills to identify patterns in order to tell a story.

Survey Data & Findings

All of the 15 people the survey was distributed to fell into one of the five age categories.

- 2 of them were under 18
- 6 of them were between the age of 19 and 30
- 2 of them were between 31 and 40
- 3 of them were between 41 and 50
- 2 of them were above 40

The age ranges were grouped based on the expectation that people within each of the groups use YouTube in a similar way. Majority of the users fell in the 19-30 age group and were mostly male. Their occupation was asked to discover if people from different occupations use YouTube differently. The options chosen for occupation were Student, Professional, Business, Artist, Homemaker and other. There was at least one user that fell into one of those categories. Most of them were students which makes sense considering the age group most participants fell under. The occupation information was gathered to get a glimpse of the user's background which can be important to identify user groups.

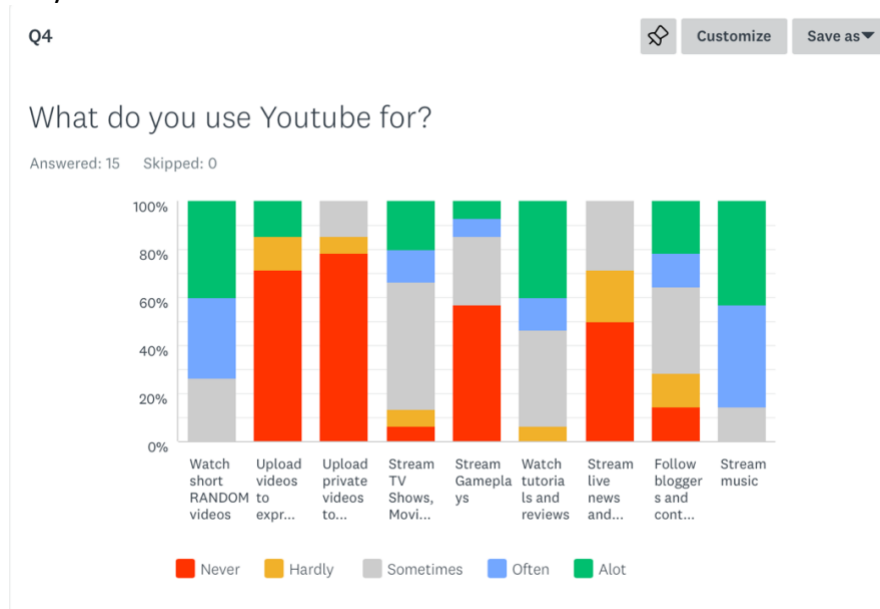
The participants were then asked to choose how often they use YouTube to accomplish 9 different goals –

- Watch short random videos

- Upload videos to express creativity
- Upload private videos to share with friends, family or co-workers
- Stream TV shows, movies and documentaries
- Stream gameplays
- Watch tutorials and reviews
- Stream live news and sports
- Follow bloggers and content creators
- Stream music

The goals were chosen based on the most common uses of the website to determine what the users use YouTube for the most. Some of the key findings from the responses are:

- All the users use YouTube to watch short random videos
- Most of the users have never uploaded a video to express their creativity
- Most of the users have never uploaded a private video either.
- Most users use YouTube to stream TV shows, movies and documentaries. Although majority of the users use YouTube to do this only sometimes
- More than half of the users have never streamed gameplays on YouTube.
- Almost everybody uses YouTube to watch tutorials and reviews.
- Half the users have never streamed live news and sports on YouTube. The other half only uses YouTube for this occasionally
- More than half of the people use YouTube to follow bloggers and content creators
- Everybody uses the website to stream music



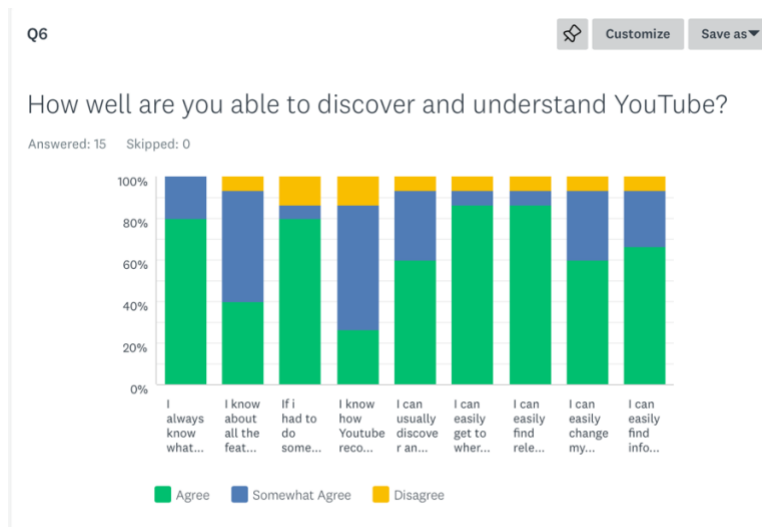
When asked about when the participants use YouTube, half the users said they used the website when they were bored and the other half said they use it when they needed information. The assumption that users redirect to YouTube when someone shares a video on a different website (eg. Facebook/twitter) was proven wrong as it was not selected by any of the users.

Question 6 was an important part of the survey as it sought to analyze how well users are able to discover features and interact with the website. They were asked to agree, disagree or somewhat agree on the following statements:

- I always know what button does what on YouTube
- I know about all the features YouTube has to offer
- If I had to do something I haven't done before on YouTube, I'm confident that I can figure it out quickly
- I know how YouTube recommendations work
- I can usually discover and adopt new YouTube features quickly
- I can easily get to where I need to on the website (navigation)
- I can easily find relevant videos that satisfy my needs (content)
- I can easily change my preferences the way I want (settings)
- I can easily find information about a functionality I don't understand (information)

From the answers it was derived that:

- Most users know what buttons do what on YouTube
- Not everybody knows about all the features
- Most users feel comfortable doing something they haven't done on YouTube before
- Most users have somewhat of an idea about how the recommendations work
- Most users are able to discover new features YouTube introduces
- Almost everyone is able to navigate well, easily find videos their looking for, change settings and retrieve information about the use of a functionality.



The next question was to understand what displayed information helps users choose the right video for them. This was a ranking question and most users ranked:

1. Title of the video
2. The thumbnail picture
3. Length of the video
4. Number of views/Channel of the video
5. When the video was published
6. Position of the video on the list

They were then given a list of 26 YouTube attributes and asked to like, dislike or claim that they do not know about the feature. Below are the key findings:

- As expected, everybody dislikes YouTube ads
- Majority do not like the auto-play feature and notifications
- Most people do not know what YouTube studio or YouTube analytics is
- The visual appearance, recommendations, loading speed, quality of videos, search relevance, simplicity to use and playlist feature are the most liked features.
- A significant number of people also do not know about the casting option and the “stat for nerds” feature

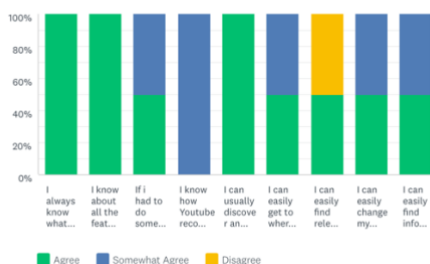
Finally, from question 9 and 10 it was derived that most people would rather watch YouTube over live TV, Netflix and Twitch. Nobody chose Vimeo and Dailymotion. Most participants also agreed that YouTube plays a very important role in their lives, they’ve always had a great experience on the website and that YouTube has made their lives better. Everyone disagreed that the world would be a better place without YouTube and most disagreed that YouTube is a distraction which was unexpected.

Analysis of Findings

Artists vs Homemakers

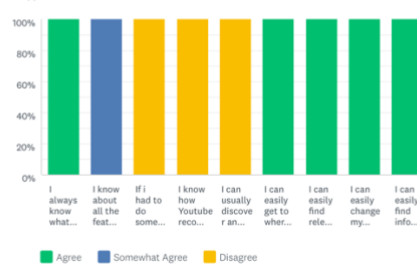
While the survey provided a good overview of how all the participants use YouTube in general, certain patterns were also noticed among the answers of the different users. The most visible was the difference between an artist’s experience and a homemaker experience. Artists fell in the 19-30 age range while homemakers fell in the 31-40 range. Homemakers have never upload a video, streamed gameplay, news or sports. But they do use YouTube mostly for streaming music and sometimes watching short videos, streaming movies, watching tutorials and following loggers. On the other hand artists have uploaded a video at least once and use YouTube to accomplish all of the 9 goals at least sometimes. Artists are also able to discover, navigate and understand their way through YouTube more than the home makers.

Q6
How well are you able to discover and understand YouTube?
Answered: 2 Skipped: 0



Artist

Q6
How well are you able to discover and understand YouTube?
Answered: 1 Skipped: 0



Homemakers

As depicted above, homemakers do not feel confident if they had to do something on YouTube that they haven’t before, neither do they discover new features easily. They’re also only aware of the basic YouTube feature and do not know what YouTube studio, monetization,

copyright, analytics or casting features are compared to artists who are aware of most of these. The homemakers prefer watching live TV and the artists would rather spend time watching Netflix and YouTube. From these differences it is clear that artists have multiple goals that they accomplish on YouTube and take advantage of most of YouTube features. This makes them spend more time on YouTube than homemakers which is possibly why they are able to interact with the website better than homemakers. The homemaker's goals do not require the knowledge of features such as YouTube studio and so it is not a bad thing that they do not know what those features are.

Male vs Female

The next most visible differences were between males and females. Most females never watch gameplay videos, news, sports or upload videos. Males follow bloggers less than females but they both watch videos, tv shows, stream music and tutorials equally often. Females are able to discover and understand YouTube less than males and they choose videos based on the thumbnail picture verses males who choose videos based on titles. Females are also less aware of advanced YouTube features compared to males and they disagree with YouTube's simplicity of use more than males.



According to research, women are more interested in people and men are more interested in thing (Eagly, 2017). This is possibly why males are able to understand and use YouTube features more than females. This also explains why females follow content creators and bloggers more than males. Females surprisingly do not like the auto-play feature on YouTube way more than males. There is not enough evidence to prove the actual reasoning behind this but an assumption maybe because based on the goals they achieve most (watch tutorials, follow bloggers and stream music), the auto-play feature does not support a good experience.

Game Streamers vs Content Creators

The final most significant difference between users was found between users who stream games and users who upload videos to express creativity. Game streamers and other kinds of video viewers do not have much uncommon experiences but participants who upload videos seemed to have a much better understanding the website. Content creators also find videos differently than gamers. They choose videos based on number of views and title of video versus gamers who choose videos based on title and thumbnail. Gamers are also somewhat less aware of all of YouTube's features than content creators. This makes sense because content creators have more use of the features. Content creators all seemed to dislike recommendation and disagree that they can easily find the right content they are looking for. This is maybe because they are pickier when it comes to content. Gamers would prefer to spend time on Netflix and twitch whereas content creators would prefer YouTube over any of the others. This proves that content creators are pro-users of YouTube while gamers have traits that are similar to other streamers because their main goal is to consume rather than create.

Q9



Customize

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Q9

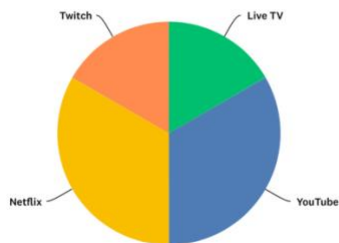


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I'd rather spend my time watching

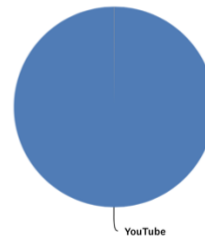
Answered: 6 Skipped: 0



Game Streamer

I'd rather spend my time watching

Answered: 2 Skipped: 0



Video Uploader

Conclusion

The data gathered for the analysis above was not sufficient to come to exact conclusions and reasonings about the trends. The demographics and background of people interviewed were not diverse enough for an unbiased analysis. But the overall survey indicated that people use YouTube for 3 main reasons – to watch short videos, tutorials and stream music. This justifies YouTube's purpose as a website to provide freedom of information. They are also doing a fantastic job of keeping enough information on the website that allows users of any type to navigate easily and figure out how to accomplish a task. Their visual appearance, subscribe, loading speed, quality of video, search relevance, simplicity of use and playlist features are the most liked among users while YouTube ads, auto-play and notifications are the most disliked. The disliked features have the option to be stopped by the user except YouTube ads which requires a subscription. Therefore, a recommendation should be to reduce the number of YouTube ads.

In terms of user group identification, content creators are definitely distinct from rest of the users in the way they interact with the platform. From this survey it was discovered that pass-time viewers and gamers do not have much in difference except the fact that gamers just view more game play videos. But the new user groups discovered during this analysis was males and females. It was unexpected that males and females would use and understand YouTube differently. Overall everybody agreed that they have always had a great experience on YouTube and that YouTube has made their lives better.

References

- Eliminate survey fatigue: Fix 3 things your respondents hate! (n.d.). Retrieved from <https://www.surveymonkey.com/curiosity/eliminate-survey-fatigue-fix-3-things-respondents-hate/>
- Eagly, A. H., & Faculty Fellow Institute for Policy Research. (2019, November 11). Does biology explain why men outnumber women in tech? Retrieved from <http://theconversation.com/does-biology-explain-why-men-outnumber-women-in-tech-82479>

YouTube User Experience Survey

The following questions are based on your DESKTOP EXPERIENCE of www.youtube.com. Please select the answer that you can most closely relate to.

1. How old are you?

- ☐ Under 18
- ☐ 19-30
- ☐ 31-40
- ☐ 41-50
- ☐ Above 50

2. What is your gender?

- ☐ Male
- ☐ Female

3. What do you do?

- ☐ Student
- ☐ Professional
- ☐ Business
- ☒ Artist
- ☐ Homemaker
- ☐ Unemployed
- ☐ Other

4. What do you use Youtube for?

	Never	Hardly	Sometimes	Often	Alot
Watch short RANDOM videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upload videos to express my creativity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upload private videos to share with friends, family or co- workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stream TV Shows, Movies and Documentaries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stream Gameplays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Watch
tutorials and
reviews

☐☐☐☐☐

Stream live
news and
sports

☐☐☐☐☐

Follow
bloggers and
content
creators

☐☐☐☐☐

Stream music

☐☐☐☐☐

Other (please specify)

5. When do you use YouTube the most?

- ☐ When I'm bored
- ☐ When I need information
- ☐ When I get a notification
- ☐ When someone shares a video on a different website
- ☐ When i need to share my videos or interact with my subscribers

6. How well are you able to discover and understand YouTube?

	Agree	Somewhat Agree	Disagree
I always know what button does what on YouTube.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know about all the features YouTube has to offer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If i had to do something i haven't done before on YouTube, I'm confident i can figure it out quickly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know how Youtube recommendations work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I can usually
discover and
adopt new
YouTube features
quickly

☐☐☐

I can easily get to
where I need to
on the website
(navigation)

☐☐☐

I can easily find
relevant videos
that satisfy my
needs (content)

☐☐☐

I can easily
change my
preferences the
way I want
(settings)

☐☐☐

I can easily find
information about
a functionality I
don't understand
(information)

☐☐☐

7. What elements help you choose which video to watch? Rank with the most helpful on top.

		The thumbnail picture
		The title of the video
		Number of views
		Channel of the video
		Length of the video
		When the video was published
		Position on the list

8. Which of the following do you like or dislike?

	Like	Dislike	What's that?
YouTube ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Auto-play feature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommendations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Notifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Subscribe feature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watch later feature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Like feature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share feature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Subscribe feature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube Studio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loading speed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Quality of video and sound	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Search relevance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Simplicity of use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content moderation (censorship)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Closed captioning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Copyright protection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube monetization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube analytics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Casting option	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The player	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The loop function	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stats for nerds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Queueing videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Playlist feature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Queueing videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Playlist feature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. I'd rather spend my time watching

☐ Live TV

☐ YouTube

☒ Netflix

☐ Dailymotion

☐ Twitch

☐ Vimeo

10. what is your overall impression of YouTube?

	Agree	Disagree
YouTube plays a very important role in my life	<input type="radio"/>	<input type="radio"/>
YouTube is a distraction I don't like	<input type="radio"/>	<input type="radio"/>
I've always had a great experience on YouTube	<input type="radio"/>	<input type="radio"/>
The world would be better without YouTube	<input type="radio"/>	<input type="radio"/>
YouTube has made my life better	<input type="radio"/>	<input type="radio"/>

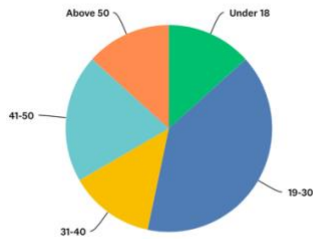
Survey Summary

Q1

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How old are you?

Answered: 15 Skipped: 0

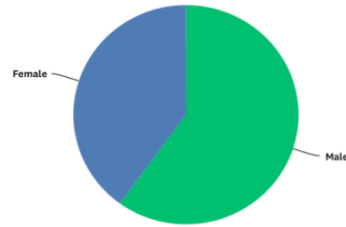


Q2

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What is your gender?

Answered: 15 Skipped: 0

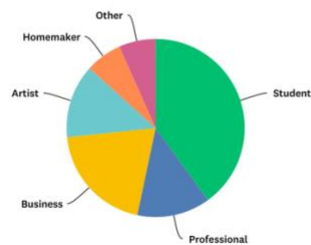


Q3

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What do you do?

Answered: 15 Skipped: 0

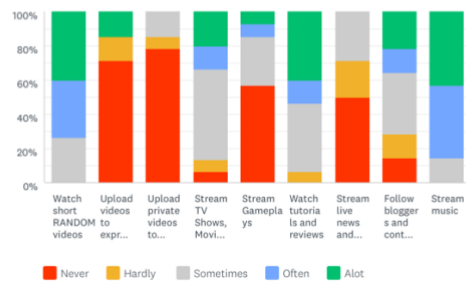


Q4

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What do you use Youtube for?

Answered: 15 Skipped: 0

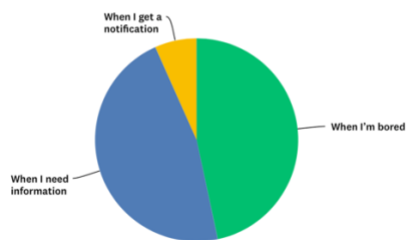


Q5

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When do you use YouTube the most?

Answered: 15 Skipped: 0

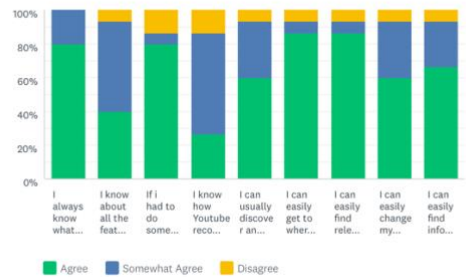


Q6

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How well are you able to discover and understand YouTube?

Answered: 15 Skipped: 0



Q7

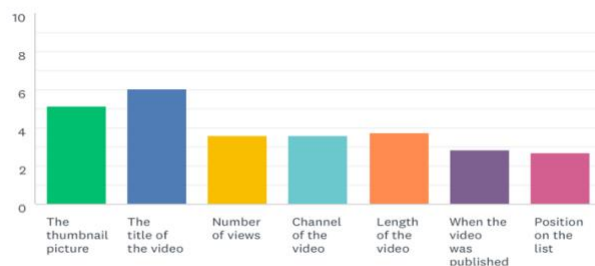


Customize

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What elements help you choose which video to watch? Rank with the most helpful on top.

Answered: 15 Skipped: 0



Q8

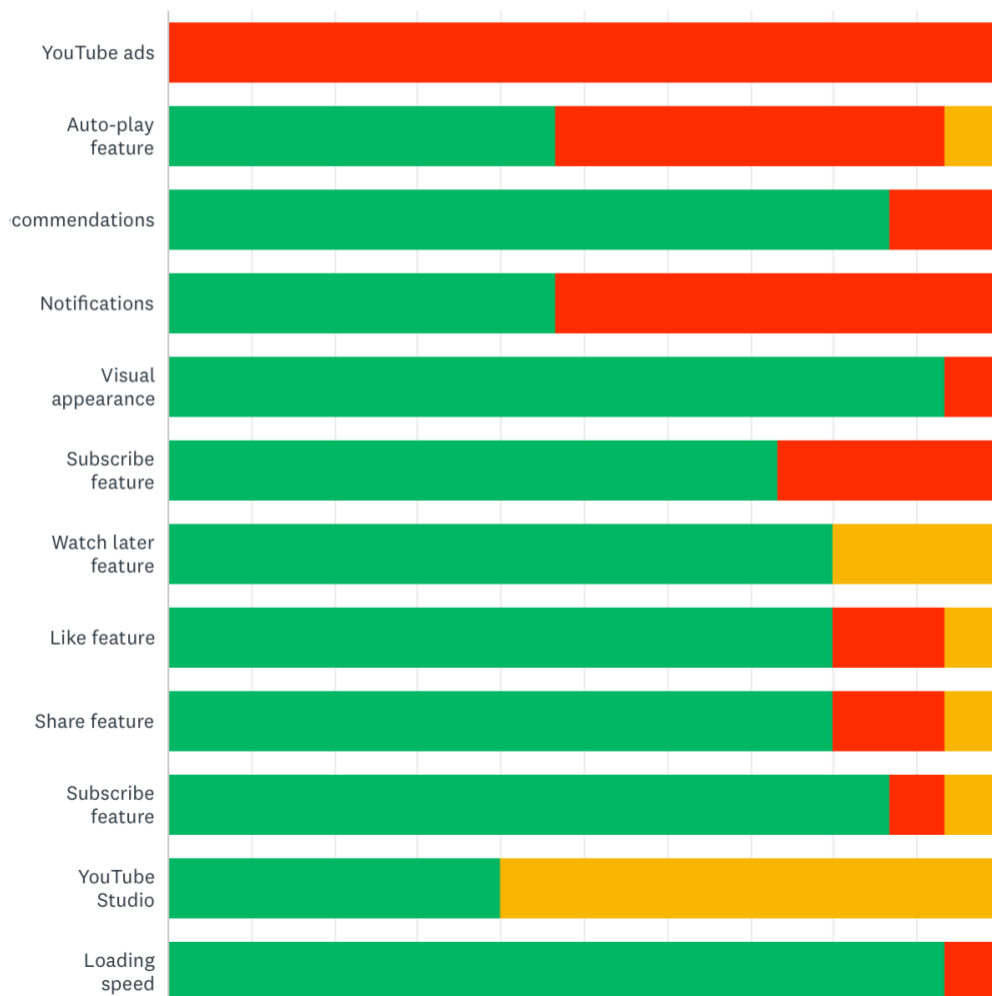


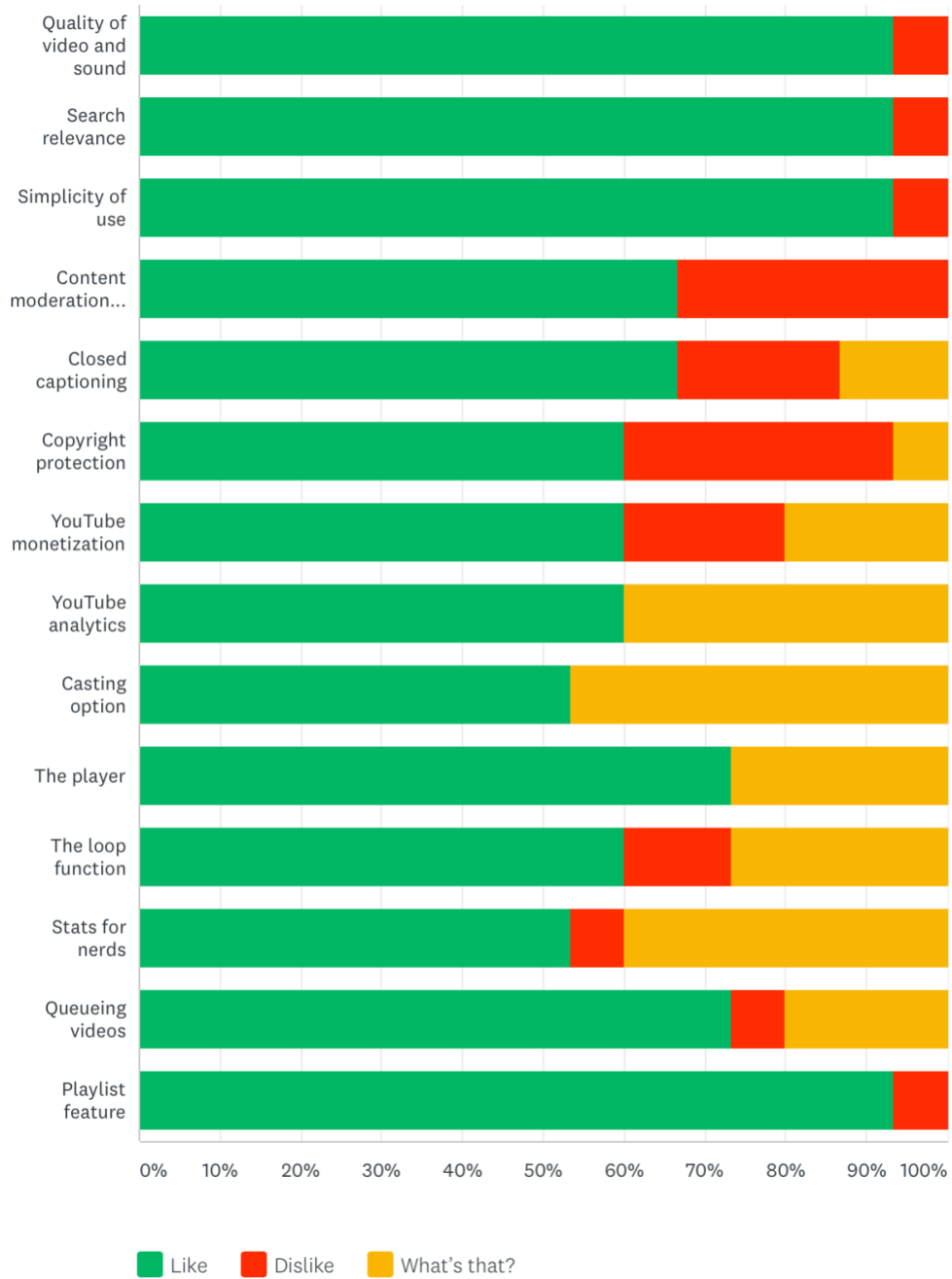
Customize

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Which of the following do you like or dislike?

Answered: 15 Skipped: 0





Q9

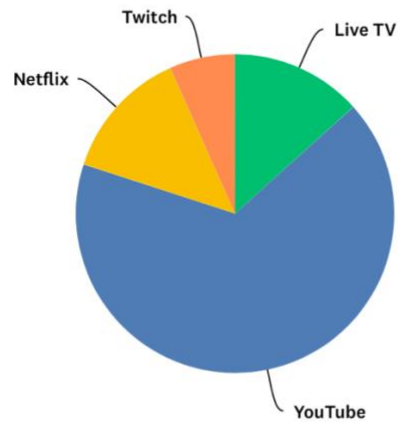


Customize

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I'd rather spend my time watching

Answered: 15 Skipped: 0



Q10

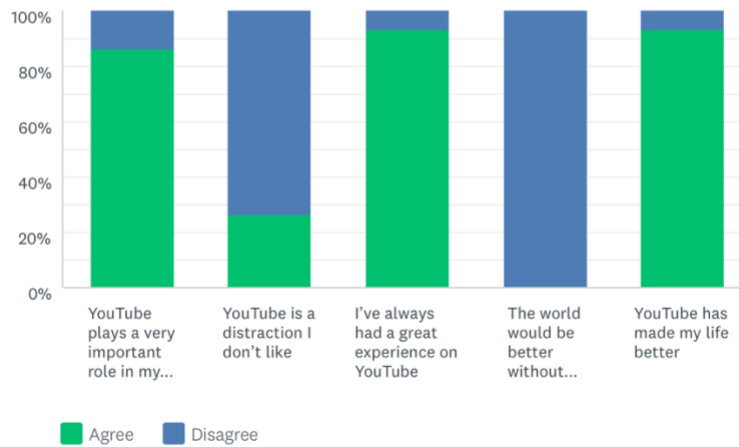


Customize

Save as ▼

what is your overall impression of YouTube?

Answered: 15 Skipped: 0



Individual Surveys

Survey 1

Q1

How old are you?

- 19-30

Q2

What is your gender?

- Female

Q3

What do you do?

- Professional

Q4

What do you use YouTube for?

- Watch short RANDOM videos

Often

- Upload videos to express my creativity

Never

- Upload private videos to share with friends, family or co-workers

Never

- Stream TV Shows, Movies and Documentaries

Alot

- Stream Gameplays

Never

- Watch tutorials and reviews

Alot

- Stream live news and sports

Hardly

- Follow bloggers and content creators

Alot

- Stream music

Alot

Q5

When do you use YouTube the most?

- When I need information

Q6

How well are you able to discover and understand YouTube?

- I always know what button does what on YouTube.

Agree

- I know about all the features YouTube has to offer.

Agree

- If i had to do something i haven't done before on YouTube, I'm confident i can figure it out quickly.

Agree

- I know how YouTube recommendations work.

Agree

- I can usually discover and adopt new YouTube features quickly

Agree

- I can easily get to where I need to on the website (navigation)

Agree

- I can easily find relevant videos that satisfy my needs (content)

Agree

- I can easily change my preferences the way I want (settings)

Agree

- I can easily find information about a functionality I don't understand (information)

Agree

Q7

What elements help you choose which video to watch? Rank with the most helpful on top.

- The thumbnail picture

1

- The title of the video

2

- Number of views

4

- Channel of the video

6

- Length of the video

5

- When the video was published

3

- Position on the list

7

Q8

Which of the following do you like or dislike?

- YouTube ads

Dislike

- Auto-play feature

Dislike

- Recommendations

Like

- Notifications

Dislike

- Visual appearance

Like

- Subscribe feature

Dislike

- Watch later feature

What's that?

- Like feature

Dislike

- Share feature

Dislike

- Subscribe feature

Like

- YouTube Studio

What's that?

- Loading speed

Like

- Quality of video and sound

Like

- Search relevance

Like

- Simplicity of use

Like

- Content moderation (censorship)

Like

- Closed captioning

What's that?

- Copyright protection

What's that?

- YouTube monetization

Like

- YouTube analytics

What's that?

- Casting option

Like

- The player

Like

- The loop function

Like

- Stats for nerds

Like

- Queueing videos

Like

- Playlist feature

Like

Q9

I'd rather spend my time watching

- YouTube

Q10

what is your overall impression of YouTube?

- YouTube plays a very important role in my life

Agree

- YouTube is a distraction I don't like

Disagree

- I've always had a great experience on YouTube

Agree

- The world would be better without YouTube

Disagree

- YouTube has made my life better

Agree

Survey 2

Q1

How old are you?

- Above 50

Q2

What is your gender?

- Female

Q3

What do you do?

- Other

Q4

What do you use YouTube for?

- Watch short RANDOM videos

Sometimes

- Stream TV Shows, Movies and Documentaries

Often

- Watch tutorials and reviews

Sometimes

Q5

When do you use YouTube the most?

- When I need information

Q6

How well are you able to discover and understand YouTube?

- I always know what button does what on YouTube.

Agree

- I know about all the features YouTube has to offer.

Somewhat Agree

- If i had to do something i haven't done before on YouTube, I'm confident i can figure it out quickly.

Agree

- I know how YouTube recommendations work.

Somewhat Agree

- I can usually discover and adopt new YouTube features quickly

Somewhat Agree

- I can easily get to where I need to on the website (navigation)

Agree

- I can easily find relevant videos that satisfy my needs (content)

Agree

- I can easily change my preferences the way I want (settings)

Somewhat Agree

- I can easily find information about a functionality I don't understand (information)

Agree

Q7

What elements help you choose which video to watch? Rank with the most helpful on top.

- The thumbnail picture

2

- The title of the video

1

- Number of views

6

- Channel of the video

3

- Length of the video

5

- When the video was published

7

- Position on the list

4

Q8

Which of the following do you like or dislike?

- YouTube ads

Dislike

- Auto-play feature

Dislike

- Recommendations

Like

- Notifications

Dislike

- Visual appearance

Like

- Subscribe feature

Dislike

- Watch later feature

What's that?

- Like feature

Like

- Share feature

Like

- Subscribe feature

Dislike

- YouTube Studio

What's that?

- Loading speed

Like

- Quality of video and sound

Like

- Search relevance

Like

- Simplicity of use

Like

- Content moderation (censorship)

Like

- Closed captioning

Like

- Copyright protection

What's that?

- YouTube monetization

What's that?

- YouTube analytics

What's that?

- Casting option

What's that?

- The player

Like

- The loop function

What's that?

- Stats for nerds

What's that?

- Queueing videos

What's that?

- Playlist feature

Like

Q9

I'd rather spend my time watching

- YouTube

Q10

what is your overall impression of YouTube?

- YouTube plays a very important role in my life

Agree

- YouTube is a distraction I don't like

Disagree

- I've always had a great experience on YouTube

Agree

- The world would be better without YouTube

Disagree

- YouTube has made my life better

Agree

Survey 3

Q1

How old are you?

- Above 50

Q2

What is your gender?

- Male

Q3

What do you do?

- Professional

Q4

What do you use YouTube for?

- Watch short RANDOM videos

Alot

- Upload videos to express my creativity

Never

- Upload private videos to share with friends, family or co-workers

Never

- Stream TV Shows, Movies and Documentaries

Alot

- Stream Gameplays

Never

- Watch tutorials and reviews

Alot

- Stream live news and sports

Hardly

- Follow bloggers and content creators

Never

- Stream music

Often

Q5

When do you use YouTube the most?

- When I'm bored

Q6

How well are you able to discover and understand YouTube?

- I always know what button does what on YouTube.

Agree

- I know about all the features YouTube has to offer.

Somewhat Agree

- If i had to do something i haven't done before on YouTube, I'm confident i can figure it out quickly.

Agree

- I know how YouTube recommendations work.

Somewhat Agree

- I can usually discover and adopt new YouTube features quickly

Agree

- I can easily get to where I need to on the website (navigation)

Agree

- I can easily find relevant videos that satisfy my needs (content)

Agree

- I can easily change my preferences the way I want (settings)

Agree

- I can easily find information about a functionality I don't understand (information)

Agree

Q7

What elements help you choose which video to watch? Rank with the most helpful on top.

- The thumbnail picture

1

- The title of the video

2

- Number of views

7

- Channel of the video

3

- Length of the video

4

- When the video was published

6

- Position on the list

5

Q8

Which of the following do you like or dislike?

- YouTube ads

Dislike

- Auto-play feature

Dislike

- Recommendations

Like

- Notifications

Dislike

- Visual appearance

Like

- Subscribe feature

Dislike

- Watch later feature

Like

- Like feature

Like

- Share feature

Dislike

- Subscribe feature

Like

- YouTube Studio

What's that?

- Loading speed

Like

- Quality of video and sound

Like

- Search relevance

Like

- Simplicity of use

Like

- Content moderation (censorship)

Like

- Closed captioning

Dislike

- Copyright protection

What's that?

- YouTube monetization

Dislike

- YouTube analytics

What's that?

- Casting option

What's that?

- The player

Like

- The loop function

What's that?

- Stats for nerds

What's that?

- Queueing videos

What's that?

- Playlist feature

Like

Q9

I'd rather spend my time watching

- YouTube

Q10

what is your overall impression of YouTube?

- YouTube plays a very important role in my life

Agree

- YouTube is a distraction I don't like

Disagree

- I've always had a great experience on YouTube

Agree

- The world would be better without YouTube

Disagree

- YouTube has made my life better

Agree

Survey 4

Q1

How old are you?

- 19-30

Q2

What is your gender?

- Male

Q3

What do you do?

- Student

Q4

What do you use YouTube for?

- Watch short RANDOM videos

Often

- Upload videos to express my creativity

Never

- Upload private videos to share with friends, family or co-workers

Never

- Stream TV Shows, Movies and Documentaries

Sometimes

- Stream Gameplays

Alot

- Watch tutorials and reviews

Sometimes

- Stream live news and sports

Never

- Follow bloggers and content creators

Sometimes

- Stream music

Often

Q5

When do you use YouTube the most?

- When I need information

Q6

How well are you able to discover and understand YouTube?

- I always know what button does what on YouTube.

Somewhat Agree

- I know about all the features YouTube has to offer.

Somewhat Agree

- If i had to do something i haven't done before on YouTube, I'm confident i can figure it out quickly.

Agree

- I know how YouTube recommendations work.

Somewhat Agree

- I can usually discover and adopt new YouTube features quickly

Somewhat Agree

- I can easily get to where I need to on the website (navigation)

Agree

- I can easily find relevant videos that satisfy my needs (content)

Agree

- I can easily change my preferences the way I want (settings)

Agree

- I can easily find information about a functionality I don't understand (information)

Somewhat Agree

Q7

What elements help you choose which video to watch? Rank with the most helpful on top.

- The thumbnail picture

2

- The title of the video

3

- Number of views

5

- Channel of the video

1

- Length of the video

4

- When the video was published

6

- Position on the list

7

Q8

Which of the following do you like or dislike?

- YouTube ads

Dislike

- Auto-play feature

Dislike

- Recommendations

Like

- Notifications

Like

- Visual appearance

Like

- Subscribe feature

Like

- Watch later feature

Like

- Like feature

Like

- Share feature

Like

- Subscribe feature

Like

- YouTube Studio

What's that?

- Loading speed

Like

- Quality of video and sound

Like

- Search relevance

Like

- Simplicity of use

Like

- Content moderation (censorship)

Dislike

- Closed captioning

Like

- Copyright protection

Like

- YouTube monetization

Like

- YouTube analytics

What's that?

- Casting option

Like

- The player

Like

- The loop function

What's that?

- Stats for nerds

Like

- Queueing videos

Like

- Playlist feature

Like

Q9

I'd rather spend my time watching

- Twitch

Q10

what is your overall impression of YouTube?

- YouTube plays a very important role in my life

Agree

- YouTube is a distraction I don't like

Disagree

- I've always had a great experience on YouTube

Agree

- The world would be better without YouTube

Disagree

- YouTube has made my life better

Agree

Survey 5

Q1

How old are you?

- 41-50

Q2

What is your gender?

- Female

Q3

What do you do?

- Business

Q4

What do you use YouTube for?

- Watch short RANDOM videos

Alot

- Upload videos to express my creativity

Never

- Upload private videos to share with friends, family or co-workers

Never

- Stream TV Shows, Movies and Documentaries

Sometimes

- Stream Gameplays

Never

- Watch tutorials and reviews

Alot

- Stream live news and sports

Sometimes

- Follow bloggers and content creators

Hardly

- Stream music

Alot

Q5

When do you use YouTube the most?

- When I'm bored

Q6

How well are you able to discover and understand YouTube?

- I always know what button does what on YouTube.

Agree

- I know about all the features YouTube has to offer.

Somewhat Agree

- If i had to do something i haven't done before on YouTube, I'm confident i can figure it out quickly.

Agree

- I know how YouTube recommendations work.

Agree

- I can usually discover and adopt new YouTube features quickly

Agree

- I can easily get to where I need to on the website (navigation)

Agree

- I can easily find relevant videos that satisfy my needs (content)

Agree

- I can easily change my preferences the way I want (settings)

Somewhat Agree

- I can easily find information about a functionality I don't understand (information)

Agree

Q7

What elements help you choose which video to watch? Rank with the most helpful on top.

- The thumbnail picture

1

- The title of the video

2

- Number of views

3

- Channel of the video

4

- Length of the video

7

- When the video was published

5

- Position on the list

6

Q8

Which of the following do you like or dislike?

- YouTube ads

Dislike

- Auto-play feature

Like

- Recommendations

Like

- Notifications

Dislike

- Visual appearance

Like

- Subscribe feature

Like

- Watch later feature

Like

- Like feature

Dislike

- Share feature

Like

- Subscribe feature

Like

- YouTube Studio

What's that?

- Loading speed

Like

- Quality of video and sound

Like

- Search relevance

Like

- Simplicity of use

Like

- Content moderation (censorship)

Like

- Closed captioning

What's that?

- Copyright protection

Like

- YouTube monetization

Like

- YouTube analytics

What's that?

- Casting option

What's that?

- The player

Like

- The loop function

Like

- Stats for nerds

What's that?

- Queueing videos

Like

- Playlist feature

Like

Q9

I'd rather spend my time watching

- YouTube

Q10

what is your overall impression of YouTube?

- YouTube plays a very important role in my life

Agree

- YouTube is a distraction I don't like

Disagree

- I've always had a great experience on YouTube

Agree

- The world would be better without YouTube

Disagree

- YouTube has made my life better

Agree

Survey 6

Q1

How old are you?

- 31-40

Q2

What is your gender?

- Female

Q3

What do you do?

- Student

Q4

What do you use YouTube for?

- Watch short RANDOM videos

Often

- Upload videos to express my creativity

Never

- Upload private videos to share with friends, family or co-workers

Hardly

- Stream TV Shows, Movies and Documentaries

Sometimes

- Stream Gameplays

Never

- Watch tutorials and reviews

Often

- Stream live news and sports

Sometimes

- Follow bloggers and content creators

Often

- Stream music

Sometimes

Q5

When do you use YouTube the most?

- When I need information

Q6

How well are you able to discover and understand YouTube?

- I always know what button does what on YouTube.

Somewhat Agree

- I know about all the features YouTube has to offer.

Disagree

- If i had to do something i haven't done before on YouTube, I'm confident i can figure it out quickly.

Disagree

- I know how YouTube recommendations work.

Disagree

- I can usually discover and adopt new YouTube features quickly

Somewhat Agree

- I can easily get to where I need to on the website (navigation)

Disagree

- I can easily find relevant videos that satisfy my needs (content)

Somewhat Agree

- I can easily change my preferences the way I want (settings)

Disagree

- I can easily find information about a functionality I don't understand (information)

Disagree

Q7

What elements help you choose which video to watch? Rank with the most helpful on top.

- The thumbnail picture

2

- The title of the video
- 3
- Number of views
- 7
- Channel of the video
- 4
- Length of the video
- 5
- When the video was published
- 6
- Position on the list

1

Q8

Which of the following do you like or dislike?

- YouTube ads

Dislike

- Auto-play feature

Dislike

- Recommendations

Like

- Notifications

Like

- Visual appearance

Dislike

- Subscribe feature

Dislike

- Watch later feature

What's that?

- Like feature

What's that?

- Share feature

What's that?

- Subscribe feature

What's that?

- YouTube Studio

What's that?

- Loading speed

Dislike

- Quality of video and sound

Dislike

- Search relevance

Dislike

- Simplicity of use

Dislike

- Content moderation (censorship)

Dislike

- Closed captioning

Dislike

- Copyright protection

Dislike

- YouTube monetization

What's that?

- YouTube analytics

What's that?

- Casting option

What's that?

- The player

What's that?

- The loop function

Dislike

- Stats for nerds

What's that?

- Queueing videos

Dislike

- Playlist feature

Dislike

Q9

I'd rather spend my time watching

- Live TV

Q10

what is your overall impression of YouTube?

- YouTube plays a very important role in my life

Agree

- YouTube is a distraction I don't like

Agree

- I've always had a great experience on YouTube

Disagree

- The world would be better without YouTube

Disagree

- YouTube has made my life better

Disagree

Survey 7

Q1

How old are you?

- 41-50

Q2

What is your gender?

- Male

Q3

What do you do?

- Business

Q4

What do you use YouTube for?

- Watch short RANDOM videos

Often

- Upload videos to express my creativity

Never

- Upload private videos to share with friends, family or co-workers

Never

- Stream TV Shows, Movies and Documentaries

Sometimes

- Stream Gameplays

Sometimes

- Watch tutorials and reviews

Sometimes

- Stream live news and sports

Sometimes

- Follow bloggers and content creators

Hardly

- Stream music

Sometimes

Q5

When do you use YouTube the most?

- When I need information

Q6

How well are you able to discover and understand YouTube?

- I always know what button does what on YouTube.

Agree

- I know about all the features YouTube has to offer.

Somewhat Agree

- If i had to do something i haven't done before on YouTube, I'm confident i can figure it out quickly.

Agree

- I know how YouTube recommendations work.

Agree

- I can usually discover and adopt new YouTube features quickly

Agree

- I can easily get to where I need to on the website (navigation)

Agree

- I can easily find relevant videos that satisfy my needs (content)

Agree

- I can easily change my preferences the way I want (settings)

Somewhat Agree

- I can easily find information about a functionality I don't understand (information)

Agree

Q7

What elements help you choose which video to watch? Rank with the most helpful on top.

- The thumbnail picture

7

- The title of the video

1

- Number of views

3

- Channel of the video

6

- Length of the video

5

- When the video was published

4

- Position on the list

2

Q8

Which of the following do you like or dislike?

- YouTube ads

Dislike

- Auto-play feature

Like

- Recommendations

Like

- Notifications

Like

- Visual appearance

Like

- Subscribe feature

Like

- Watch later feature

Like

- Like feature

Like

- Share feature

Like

- Subscribe feature

Like

- YouTube Studio

Like

- Loading speed

Like

- Quality of video and sound

Like

- Search relevance

Like

- Simplicity of use

Like

- Content moderation (censorship)

Like

- Closed captioning

Like

- Copyright protection

Like

- YouTube monetization

Like

- YouTube analytics

Like

- Casting option

Like

- The player

Like

- The loop function

Dislike

- Stats for nerds

What's that?

- Queueing videos

Like

- Playlist feature

Like

Q9

I'd rather spend my time watching

- YouTube

Q10

what is your overall impression of YouTube?

- YouTube plays a very important role in my life

Disagree

- YouTube is a distraction I don't like

Disagree

- I've always had a great experience on YouTube

Agree

- The world would be better without YouTube

Disagree

- YouTube has made my life better

Agree

Survey 8

Q1

How old are you?

- 19-30

Q2

What is your gender?

- Male

Q3

What do you do?

- Student

Q4

What do you use YouTube for?

- Watch short RANDOM videos

Alot

- Upload videos to express my creativity

Alot

- Upload private videos to share with friends, family or co-workers

Sometimes

- Stream TV Shows, Movies and Documentaries

Often

- Stream Gameplays

Never

- Watch tutorials and reviews

Alot

- Stream live news and sports

Never

- Follow bloggers and content creators

Never

- Stream music

Often

Q5

When do you use YouTube the most?

- When I need information

Q6

How well are you able to discover and understand YouTube?

- I always know what button does what on YouTube.

Agree

- I know about all the features YouTube has to offer.

Agree

- If i had to do something i haven't done before on YouTube, I'm confident i can figure it out quickly.

Agree

- I know how YouTube recommendations work.

Somewhat Agree

- I can usually discover and adopt new YouTube features quickly

Agree

- I can easily get to where I need to on the website (navigation)

Agree

- I can easily find relevant videos that satisfy my needs (content)

Agree

- I can easily change my preferences the way I want (settings)

Agree

- I can easily find information about a functionality I don't understand (information)

Somewhat Agree

Q7

What elements help you choose which video to watch? Rank with the most helpful on top.

- The thumbnail picture

4

- The title of the video

2

- Number of views

1

- Channel of the video

7

- Length of the video

5

- When the video was published

3

- Position on the list

6

Q8

Which of the following do you like or dislike?

- YouTube ads

Dislike

- Auto-play feature

Dislike

- Recommendations

Dislike

- Notifications

Dislike

- Visual appearance

Like

- Subscribe feature

Like

- Watch later feature

Like

- Like feature

Like

- Share feature

Like

- Subscribe feature

Like

- YouTube Studio

Like

- Loading speed

Like

- Quality of video and sound

Like

- Search relevance

Like

- Simplicity of use

Like

- Content moderation (censorship)

Dislike

- Closed captioning

Like

- Copyright protection

Like

- YouTube monetization

Like

- YouTube analytics

Like

- Casting option

Like

- The player

Like

- The loop function

Like

- Stats for nerds

Like

- Queueing videos

Like

- Playlist feature

Like

Q9

I'd rather spend my time watching

- YouTube

Q10

what is your overall impression of YouTube?

- YouTube plays a very important role in my life

Agree

- YouTube is a distraction I don't like

Agree

- I've always had a great experience on YouTube

Agree

- The world would be better without YouTube

Disagree

- YouTube has made my life better

Agree

Survey 9

Q1

How old are you?

- 41-50

Q2

What is your gender?

- Male

Q3

What do you do?

- Business

Q4

What do you use YouTube for?

- Watch short RANDOM videos

Sometimes

- Upload videos to express my creativity

Never

- Upload private videos to share with friends, family or co-workers

Never

- Stream TV Shows, Movies and Documentaries

Alot

- Stream Gameplays

Sometimes

- Watch tutorials and reviews

Sometimes

- Stream live news and sports

Sometimes

- Follow bloggers and content creators

Sometimes

- Stream music

Alot

Q5

When do you use YouTube the most?

- When I need information

Q6

How well are you able to discover and understand YouTube?

- I always know what button does what on YouTube.

Agree

- I know about all the features YouTube has to offer.

Somewhat Agree

- If i had to do something i haven't done before on YouTube, I'm confident i can figure it out quickly.

Agree

- I know how YouTube recommendations work.

Somewhat Agree

- I can usually discover and adopt new YouTube features quickly

Somewhat Agree

- I can easily get to where I need to on the website (navigation)

Agree

- I can easily find relevant videos that satisfy my needs (content)

Agree

- I can easily change my preferences the way I want (settings)

Agree

- I can easily find information about a functionality I don't understand (information)

Agree

Q7

What elements help you choose which video to watch? Rank with the most helpful on top.

- The thumbnail picture

2

- The title of the video

1

- Number of views

3

- Channel of the video

6

- Length of the video

7

- When the video was published

5

- Position on the list

4

Q8

Which of the following do you like or dislike?

- YouTube ads

Dislike

- Auto-play feature
- Like
- Recommendations
- Like
- Notifications
- Dislike
- Visual appearance
- Like
- Subscribe feature
- Like
- Watch later feature
- Like
- Like feature
- Like
- Share feature
- Like
- Subscribe feature
- Like
- YouTube Studio
- Like
- Loading speed
- Like
- Quality of video and sound
- Like
- Search relevance
- Like
- Simplicity of use
- Like
- Content moderation (censorship)
- Dislike
- Closed captioning
- Like
- Copyright protection
- Like
- YouTube monetization
- Like
- YouTube analytics
- Like
- Casting option
- Like
- The player
- Like
- The loop function
- Like

- Stats for nerds

Like

- Queueing videos

Like

- Playlist feature

Like

Q9

I'd rather spend my time watching

- Live TV

Q10

what is your overall impression of YouTube?

- YouTube plays a very important role in my life

Agree

- YouTube is a distraction I don't like

Disagree

- I've always had a great experience on YouTube

Agree

- The world would be better without YouTube

Disagree

- YouTube has made my life better

Agree

Survey 9

Q1

How old are you?

- 19-30

Q2

What is your gender?

- Male

Q3

What do you do?

- Artist

Q4

What do you use YouTube for?

- Watch short RANDOM videos

Alot

- Upload videos to express my creativity

Alot

- Upload private videos to share with friends, family or co-workers

Never

- Stream TV Shows, Movies and Documentaries

Sometimes

- Stream Gameplays

Never

- Watch tutorials and reviews

Sometimes

- Stream live news and sports

Never

- Follow bloggers and content creators

Often

- Stream music

Alot

Q5

When do you use YouTube the most?

- When I'm bored

Q6

How well are you able to discover and understand YouTube?

- I always know what button does what on YouTube.

Agree

- I know about all the features YouTube has to offer.

Agree

- If i had to do something i haven't done before on YouTube, I'm confident i can figure it out quickly.

Agree

- I know how YouTube recommendations work.

Somewhat Agree

- I can usually discover and adopt new YouTube features quickly

Agree

- I can easily get to where I need to on the website (navigation)

Agree

- I can easily find relevant videos that satisfy my needs (content)

Disagree

- I can easily change my preferences the way I want (settings)

Agree

- I can easily find information about a functionality I don't understand (information)

Agree

Q7

What elements help you choose which video to watch? Rank with the most helpful on top.

- The thumbnail picture

7

- The title of the video

2

- Number of views

3

- Channel of the video

4

- Length of the video

5

- When the video was published

6

Q8

Which of the following do you like or dislike?

- YouTube ads

Dislike

- Auto-play feature

Like

- Recommendations

Dislike

- Notifications

Like

- Visual appearance

Like

- Subscribe feature

Like

- Watch later feature

Like

- Like feature

Like

- Share feature

Like

- Subscribe feature

Like

- YouTube Studio

Like

- Loading speed

Like

- Quality of video and sound

Like

- Search relevance

Like

- Simplicity of use

Like

- Content moderation (censorship)

Like

- Closed captioning

Like

- Copyright protection

Like

- YouTube monetization

Like

- YouTube analytics

Like

- Casting option

Like

- The player

Like

- The loop function

Like

- Stats for nerds

Like

- Queueing videos

Like

- Playlist feature

Like

Q9

I'd rather spend my time watching

- YouTube

Q10

what is your overall impression of YouTube?

- YouTube plays a very important role in my life

Agree

- YouTube is a distraction I don't like

Disagree

- I've always had a great experience on YouTube

Agree

- The world would be better without YouTube

Disagree

- YouTube has made my life better

Agree

Survey 10

Q1

How old are you?

- Under 18

Q2

What is your gender?

- Male

Q3

What do you do?

- Student

Q4

What do you use YouTube for?

- Watch short RANDOM videos

Alot

- Upload videos to express my creativity

Hardly

- Upload private videos to share with friends, family or co-workers

Never

- Stream TV Shows, Movies and Documentaries

Sometimes

- Stream Gameplays

Often

- Watch tutorials and reviews

Hardly

- Stream live news and sports

Never

- Follow bloggers and content creators

Sometimes

- Stream music

Often

Q5

When do you use YouTube the most?

- When I'm bored

Q6

How well are you able to discover and understand YouTube?

- I always know what button does what on YouTube.

Somewhat Agree

- I know about all the features YouTube has to offer.

Somewhat Agree

- If i had to do something i haven't done before on YouTube, I'm confident i can figure it out quickly.

Agree

- I know how YouTube recommendations work.

Agree

- I can usually discover and adopt new YouTube features quickly

Somewhat Agree

- I can easily get to where I need to on the website (navigation)

Agree

- I can easily find relevant videos that satisfy my needs (content)

Agree

- I can easily change my preferences the way I want (settings)

Agree

- I can easily find information about a functionality I don't understand (information)

Somewhat Agree

Q7

What elements help you choose which video to watch? Rank with the most helpful on top.

- The thumbnail picture

4

- The title of the video

3

- Number of views

5

- Channel of the video

1

- Length of the video

2

- When the video was published

7

- Position on the list

6

Q8

Which of the following do you like or dislike?

- YouTube ads

Dislike

- Auto-play feature

Like

- Recommendations

Like

- Notifications

Like

- Visual appearance

Like

- Subscribe feature

Like

- Watch later feature

Like

- Like feature

Like

- Share feature

Like

- Subscribe feature

Like

- YouTube Studio

What's that?

- Loading speed

Like

- Quality of video and sound

Like

- Search relevance

Like

- Simplicity of use

Like

- Content moderation (censorship)

Like

- Closed captioning

Like

- Copyright protection

Like

- YouTube monetization

Like

- YouTube analytics

What's that?

- Casting option

What's that?

- The player

What's that?

- The loop function

Like

- Stats for nerds

Like

- Queueing videos

Like

- Playlist feature

Like

Q9

I'd rather spend my time watching

- YouTube

Q10

what is your overall impression of YouTube?

- YouTube plays a very important role in my life

Agree

- YouTube is a distraction I don't like

Disagree

- I've always had a great experience on YouTube

Agree

- The world would be better without YouTube

Disagree

- YouTube has made my life better

Agree

Survey 11

Q1

How old are you?

- 19-30

Q2

What is your gender?

- Male

Q3

What do you do?

- Student

Q4

What do you use YouTube for?

- Watch short RANDOM videos

Alot

- Upload videos to express my creativity

Never

- Upload private videos to share with friends, family or co-workers

Never

- Stream TV Shows, Movies and Documentaries

Sometimes

- Stream Gameplays

Never

- Watch tutorials and reviews

Alot

- Stream live news and sports

Never

- Follow bloggers and content creators

Alot

- Stream music

Alot

Q5

When do you use YouTube the most?

- When I'm bored

Q6

How well are you able to discover and understand YouTube?

- I always know what button does what on YouTube.

Agree

- I know about all the features YouTube has to offer.

Agree

- If i had to do something i haven't done before on YouTube, I'm confident i can figure it out quickly.

Agree

- I know how YouTube recommendations work.

Somewhat Agree

- I can usually discover and adopt new YouTube features quickly

Agree

- I can easily get to where I need to on the website (navigation)

Agree

- I can easily find relevant videos that satisfy my needs (content)

Agree

- I can easily change my preferences the way I want (settings)

Agree

- I can easily find information about a functionality I don't understand (information)

Agree

Q7

What elements help you choose which video to watch? Rank with the most helpful on top.

- The thumbnail picture

5

- The title of the video

3

- Number of views

2

- Channel of the video

6

- Length of the video

1

- When the video was published

4

- Position on the list

7

Q8

Which of the following do you like or dislike?

- YouTube ads

Dislike

- Auto-play feature

Like

- Recommendations

Like

- Notifications

Dislike

- Visual appearance

Like

- Subscribe feature

Like

- Watch later feature

Like

- Like feature

Like

- Share feature

Like

- Subscribe feature

Like

- YouTube Studio

Like

- Loading speed

Like

- Quality of video and sound

Like

- Search relevance

Like

- Simplicity of use

Like

- Content moderation (censorship)

Like

- Closed captioning

Like

- Copyright protection

Like

- YouTube monetization

Like

- YouTube analytics

Like

- Casting option

Like

- The player

Like

- The loop function

Like

- Stats for nerds

Like

- Queueing videos

Like

- Playlist feature

Like

Q9

I'd rather spend my time watching

- YouTube

Q10

what is your overall impression of YouTube?

- YouTube plays a very important role in my life

Agree

- YouTube is a distraction I don't like

Agree

- I've always had a great experience on YouTube

Agree

- The world would be better without YouTube

Disagree

- YouTube has made my life better
- Agree

Survey 12

Q1

How old are you?

- Under 18

Q2

What is your gender?

- Female

Q3

What do you do?

- Student

Q4

What do you use YouTube for?

- Watch short RANDOM videos

Often

- Upload videos to express my creativity

Never

- Upload private videos to share with friends, family or co-workers

Never

- Stream TV Shows, Movies and Documentaries

Hardly

- Stream Gameplays

Sometimes

- Watch tutorials and reviews

Alot

- Stream live news and sports

Never

- Follow bloggers and content creators

Alot

- Stream music

Often

Q5

When do you use YouTube the most?

- When I get a notification

Q6

How well are you able to discover and understand YouTube?

- I always know what button does what on YouTube.

Agree

- I know about all the features YouTube has to offer.

Agree

- If i had to do something i haven't done before on YouTube, I'm confident i can figure it out quickly.

Agree

- I know how YouTube recommendations work.

Somewhat Agree

- I can usually discover and adopt new YouTube features quickly

Agree

- I can easily get to where I need to on the website (navigation)

Agree

- I can easily find relevant videos that satisfy my needs (content)

Agree

- I can easily change my preferences the way I want (settings)

Somewhat Agree

- I can easily find information about a functionality I don't understand (information)

Agree

Q7

What elements help you choose which video to watch? Rank with the most helpful on top.

- The thumbnail picture

1

- The title of the video

2

- Number of views

6

- Channel of the video

4

- Length of the video

3

- When the video was published

5

- Position on the list

7

Q8

Which of the following do you like or dislike?

- YouTube ads

Dislike

- Auto-play feature

Dislike

- Recommendations

Like

- Notifications

Like

- Visual appearance

Like

- Subscribe feature

Like

- Watch later feature

Like

- Like feature

Like

- Share feature

Like

- Subscribe feature

Like

- YouTube Studio

What's that?

- Loading speed

Like

- Quality of video and sound

Like

- Search relevance

Like

- Simplicity of use

Like

- Content moderation (censorship)

Dislike

- Closed captioning

Like

- Copyright protection

Dislike

- YouTube monetization

Dislike

- YouTube analytics

What's that?

- Casting option

What's that?

- The player

What's that?

- The loop function

Like

- Stats for nerds

Like

- Queueing videos

Like

- Playlist feature

Like

Q9

I'd rather spend my time watching

- Netflix

Q10

what is your overall impression of YouTube?

- YouTube plays a very important role in my life

Disagree

- YouTube is a distraction I don't like

Agree

- I've always had a great experience on YouTube

Agree

- The world would be better without YouTube

Disagree

- YouTube has made my life better

Agree

Survey 13

Q1

How old are you?

- 31-40

Q2

What is your gender?

- Female

Q3

What do you do?

- Homemaker

Q4

What do you use YouTube for?

- Watch short RANDOM videos

Sometimes

- Upload videos to express my creativity

Never

- Upload private videos to share with friends, family or co-workers

Never

- Stream TV Shows, Movies and Documentaries

Sometimes

- Stream Gameplays

Never

- Watch tutorials and reviews

Sometimes

- Stream live news and sports

Never

- Follow bloggers and content creators

Sometimes

- Stream music

Often

Q5

When do you use YouTube the most?

- When I'm bored

Q6

How well are you able to discover and understand YouTube?

- I always know what button does what on YouTube.

Agree

- I know about all the features YouTube has to offer.

Somewhat Agree

- If i had to do something i haven't done before on YouTube, I'm confident i can figure it out quickly.

Disagree

- I know how YouTube recommendations work.

Disagree

- I can usually discover and adopt new YouTube features quickly

Disagree

- I can easily get to where I need to on the website (navigation)

Agree

- I can easily find relevant videos that satisfy my needs (content)

Agree

- I can easily change my preferences the way I want (settings)

Agree

- I can easily find information about a functionality I don't understand (information)

Agree

Q7

What elements help you choose which video to watch? Rank with the most helpful on top.

- The thumbnail picture

2

- The title of the video

1

- Number of views

5

- Channel of the video

4

- Length of the video

3

- When the video was published

6

- Position on the list

7

Q8

Which of the following do you like or dislike?

- YouTube ads

Dislike

- Auto-play feature

What's that?

- Recommendations

Like

- Notifications

Like

- Visual appearance

Like

- Subscribe feature

Like

- Watch later feature

Like

- Like feature

Like

- Share feature

Like

- Subscribe feature

Like

- YouTube Studio

What's that?

- Loading speed

Like

- Quality of video and sound

Like

- Search relevance

Like

- Simplicity of use

Like

- Content moderation (censorship)

Like

- Closed captioning

Like

- Copyright protection

What's that?

- YouTube monetization

What's that?

- YouTube analytics

What's that?

- Casting option

What's that?

- The player

What's that?

- The loop function

What's that?

- Stats for nerds

What's that?

- Queueing videos

What's that?

- Playlist feature

Like

Q9

I'd rather spend my time watching

- Live TV

Q10

what is your overall impression of YouTube?

- YouTube plays a very important role in my life

Agree

- YouTube is a distraction I don't like

Disagree

- I've always had a great experience on YouTube

Agree

- The world would be better without YouTube

Disagree

- YouTube has made my life better

Agree

Survey 14

Q1

How old are you?

- 19-30

Q2

What is your gender?

- Male

Q3

What do you do?

- Artist

Q4

What do you use YouTube for?

- Watch short RANDOM videos

Sometimes

- Upload videos to express my creativity

Hardly

- Upload private videos to share with friends, family or co-workers

Sometimes

- Stream TV Shows, Movies and Documentaries

Sometimes

- Stream Gameplays

Sometimes

- Watch tutorials and reviews

Often

- Stream live news and sports

Hardly

- Follow bloggers and content creators

Sometimes

- Stream music

Alot

- Other (please specify):

Talk shows and comedy shows

Q5

When do you use YouTube the most?

- When I'm bored

Q6

How well are you able to discover and understand YouTube?

- I always know what button does what on YouTube.

Agree

- I know about all the features YouTube has to offer.

Agree

- If i had to do something i haven't done before on YouTube, I'm confident i can figure it out quickly.

Somewhat Agree

- I know how YouTube recommendations work.

Somewhat Agree

- I can usually discover and adopt new YouTube features quickly

Agree

- I can easily get to where I need to on the website (navigation)

Somewhat Agree

- I can easily find relevant videos that satisfy my needs (content)

Agree

- I can easily change my preferences the way I want (settings)

Somewhat Agree

- I can easily find information about a functionality I don't understand (information)

Somewhat Agree

Q7

What elements help you choose which video to watch? Rank with the most helpful on top.

- The thumbnail picture

2

- The title of the video

1

- Number of views

6

- Channel of the video

7

- Length of the video

3

- When the video was published

4

- Position on the list

5

Q8

Which of the following do you like or dislike?

- YouTube ads

Dislike

- Auto-play feature

Like

- Recommendations

Like

- Notifications

Dislike

- Visual appearance

Like

- Subscribe feature

Like

- Watch later feature

Like

- Like feature

Like

- Share feature

Like

- Subscribe feature

Like

- YouTube Studio

Like

- Loading speed

Like

- Quality of video and sound

Like

- Search relevance

Like

- Simplicity of use

Like

- Content moderation (censorship)

Like

- Closed captioning

Dislike

- Copyright protection

Dislike

- YouTube monetization

Dislike

- YouTube analytics

Like

- Casting option

Like

- The player

Like

- The loop function

Like

- Stats for nerds

Dislike

- Queueing videos

Like

- Playlist feature

Like

Q9

I'd rather spend my time watching

- Netflix

Q10

what is your overall impression of YouTube?

- YouTube plays a very important role in my life

Agree

- YouTube is a distraction I don't like

Disagree

- I've always had a great experience on YouTube

Agree

- The world would be better without YouTube

Disagree

- YouTube has made my life better

Agree

Survey 15

Q1

How old are you?

- 19-30

Q2

What is your gender?

- Male

Q3

What do you do?

- Student

Q4

What do you use YouTube for?

- Watch short RANDOM videos

Often

- Upload videos to express my creativity

Never

- Upload private videos to share with friends, family or co-workers

Never

- Stream TV Shows, Movies and Documentaries

Sometimes

- Stream Gameplays

Alot

- Watch tutorials and reviews

Sometimes

- Stream live news and sports

Never

- Follow bloggers and content creators

Sometimes

- Stream music

Often

Q5

When do you use YouTube the most?

- When I need information

Q6

How well are you able to discover and understand YouTube?

- I always know what button does what on YouTube.

Somewhat Agree

- I know about all the features YouTube has to offer.

Somewhat Agree

- If i had to do something i haven't done before on YouTube, I'm confident i can figure it out quickly.

Agree

- I know how YouTube recommendations work.

Somewhat Agree

- I can usually discover and adopt new YouTube features quickly

Somewhat Agree

- I can easily get to where I need to on the website (navigation)

Agree

- I can easily find relevant videos that satisfy my needs (content)

Agree

- I can easily change my preferences the way I want (settings)

Agree

- I can easily find information about a functionality I don't understand (information)

Somewhat Agree

Q7

What elements help you choose which video to watch? Rank with the most helpful on top.

- The thumbnail picture

2

- The title of the video

3

- Number of views

5

- Channel of the video

1

- Length of the video

4

- When the video was published

6

- Position on the list

7

Q8

Which of the following do you like or dislike?

- YouTube ads

Dislike

- Auto-play feature

Dislike

- Recommendations

Like

- Notifications

Like

- Visual appearance

Like

- Subscribe feature

Like

- Watch later feature

Like

- Like feature

Like

- Share feature

Like

- Subscribe feature

Like

- YouTube Studio

What's that?

- Loading speed

Like

- Quality of video and sound

Like

- Search relevance

Like

- Simplicity of use

Like

- Content moderation (censorship)

Dislike

- Closed captioning

Like

- Copyright protection

Like

- YouTube monetization

Like

- YouTube analytics

What's that?

- Casting option

Like

- The player

Like

- The loop function

What's that?

- Stats for nerds

Like

- Queueing videos

Like

- Playlist feature

Like

Q9

I'd rather spend my time watching

- Twitch

Q10

what is your overall impression of YouTube?

- YouTube plays a very important role in my life

Agree

- YouTube is a distraction I don't like

Disagree

- I've always had a great experience on YouTube

Agree

- The world would be better without YouTube

Disagree

- YouTube has made my life better

Agree