TREXit

How is Brexit Polarized on YouTube?

Talkin’ about Post-API...

...what’s best to study personalization / polarization / radicalization etc ?

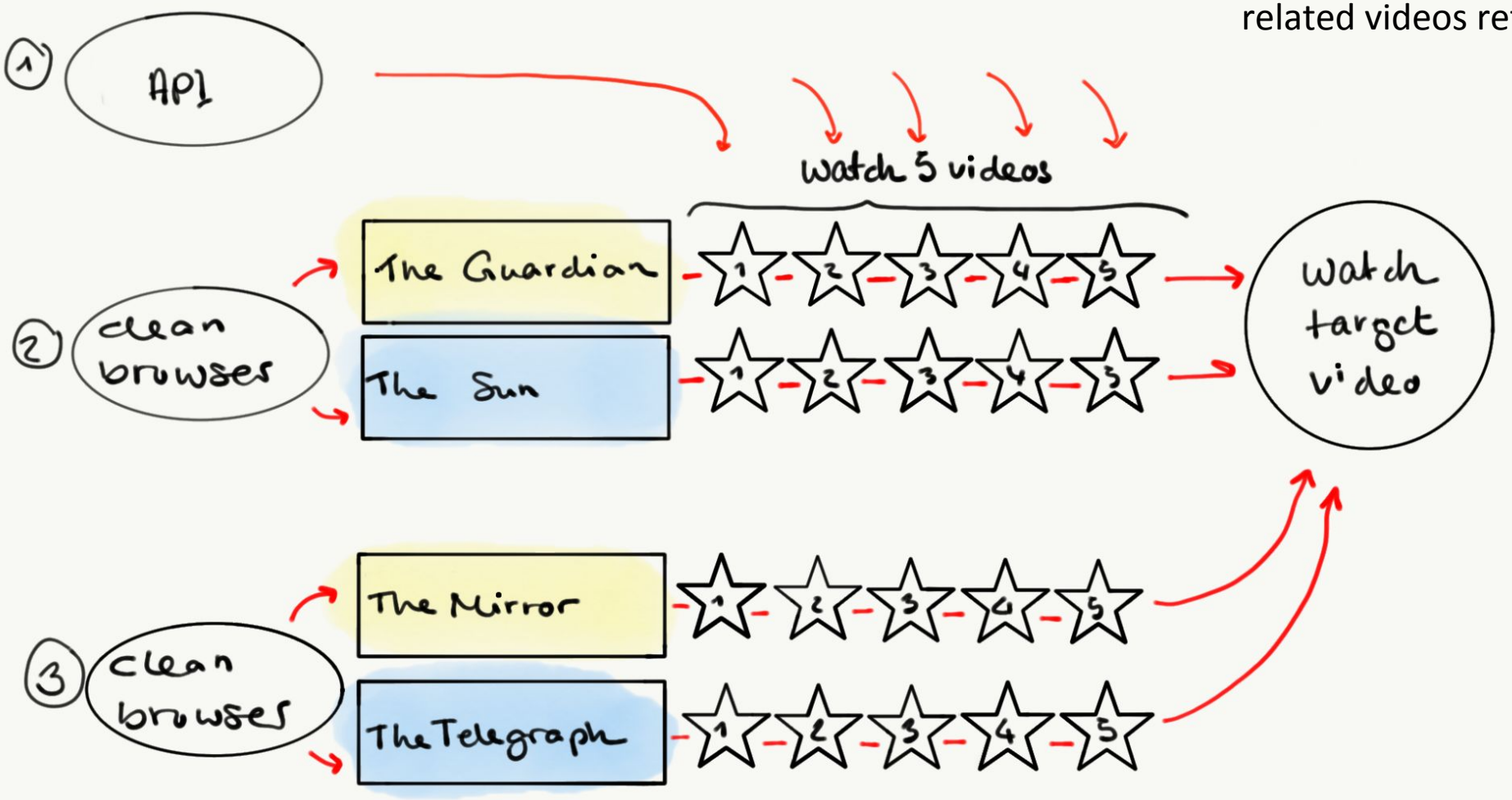
YouTube API → static set of “*related* videos” curated *by YouTube* itself, *somehow* related to recommendation

youtube.tracking.exposed → dynamic set of *actual* videos being *really* recommended to *real* users

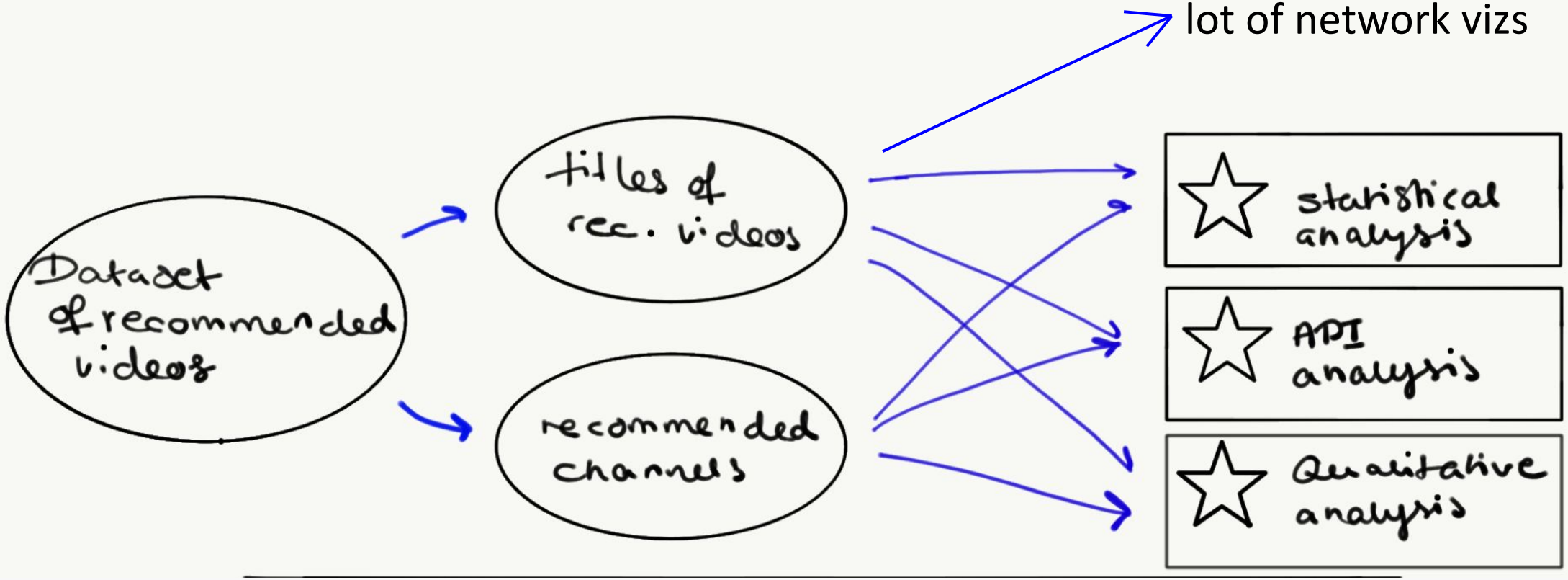
Methodology I: Data Collection

Protocol:

→ total of 2,000 (non-unique) related videos retrieved

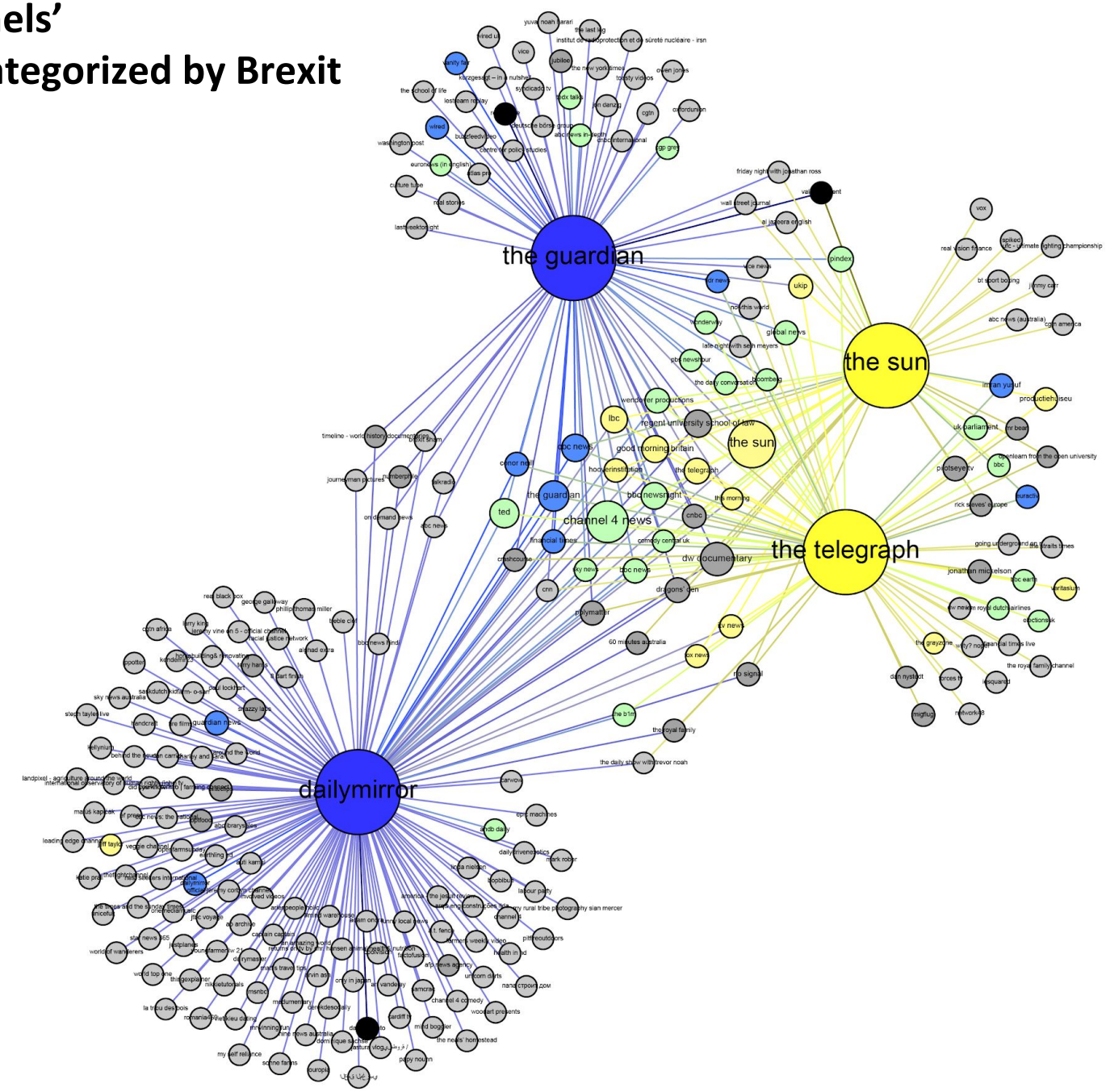


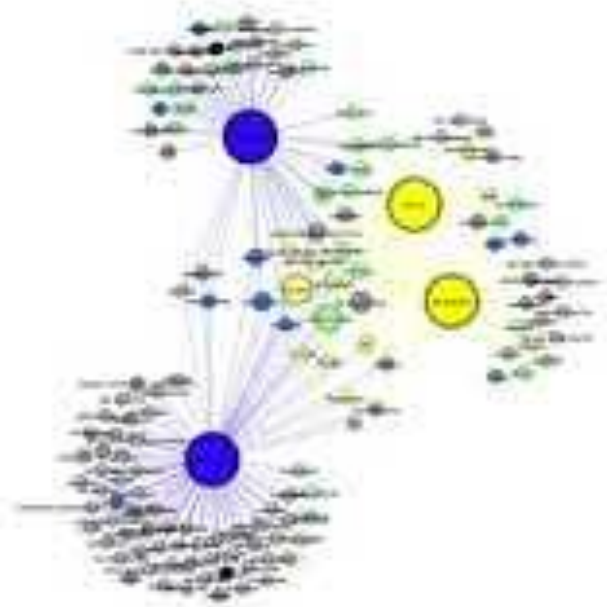
Methodology II: Analysis & Findings



Network of all channels' recommendations categorized by Brexit stance

- Leave
- Remain
- Neutral
- Unknown





Network at time 0 vs. Network at time 5

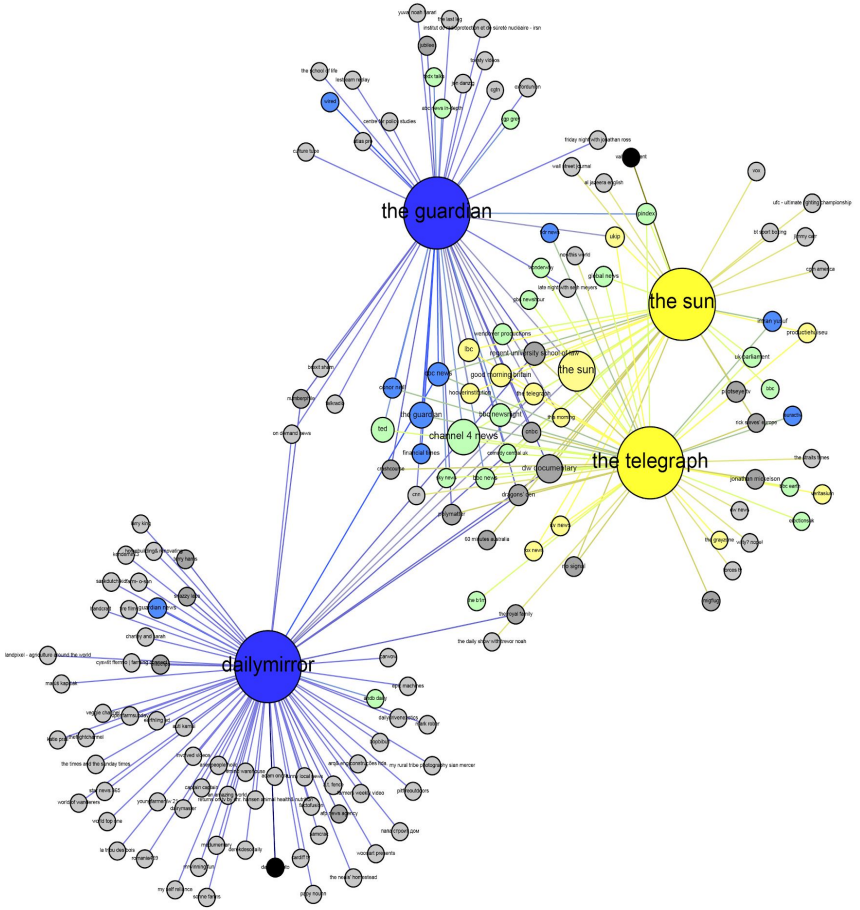
first step

Remain

Leave

Neutral

Unknown



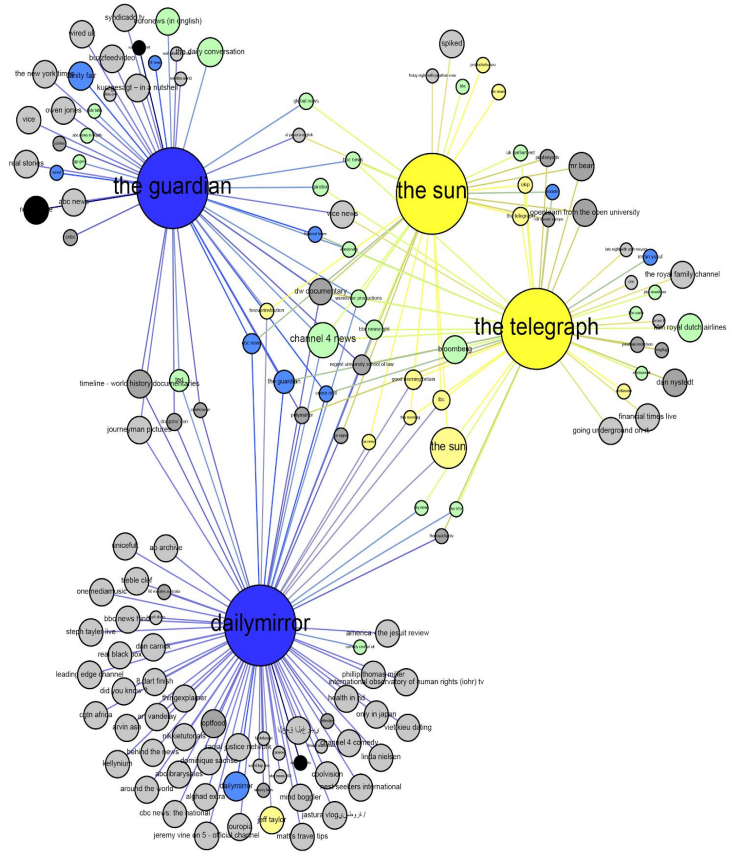
last step

Remain

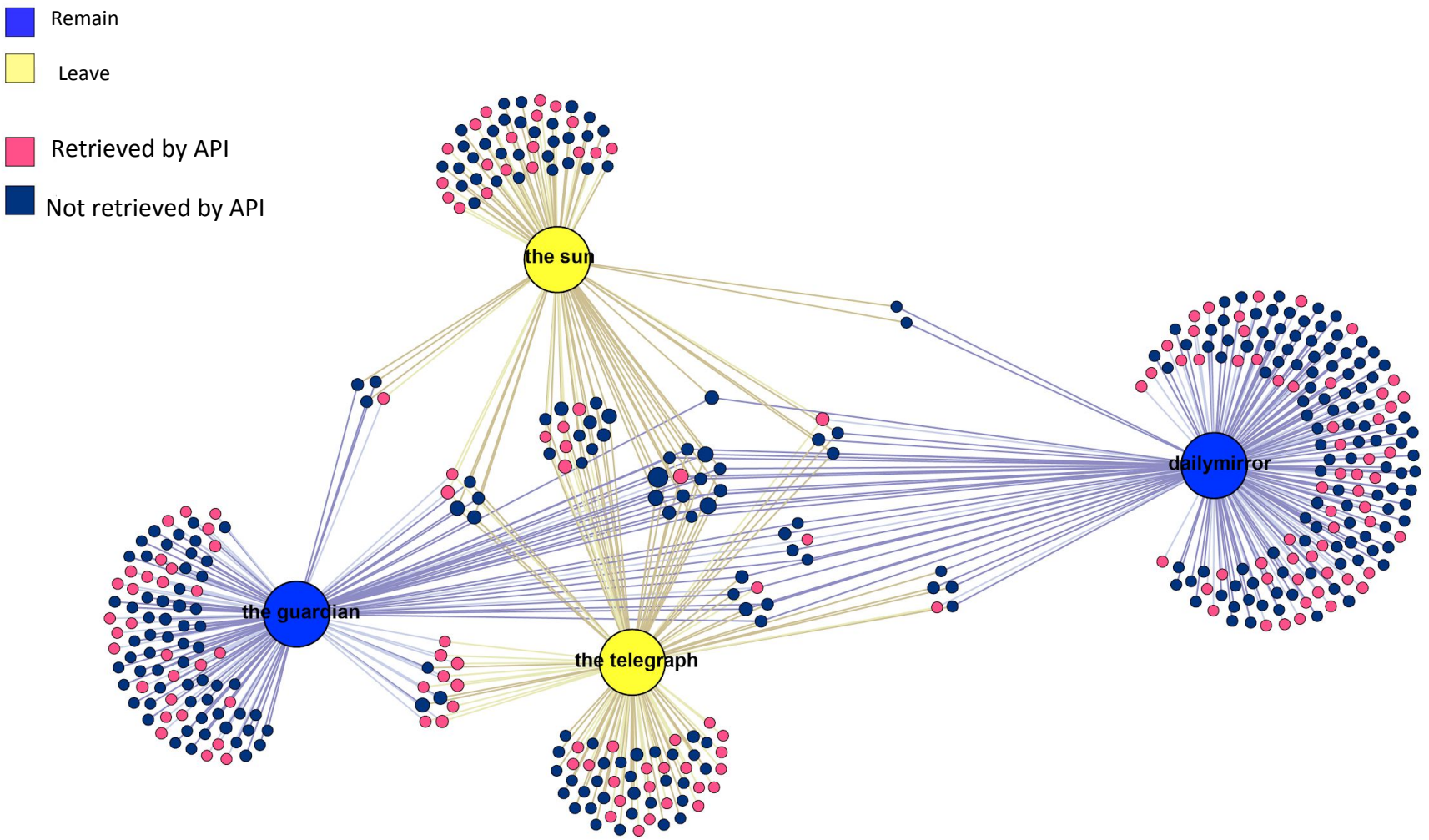
Leave

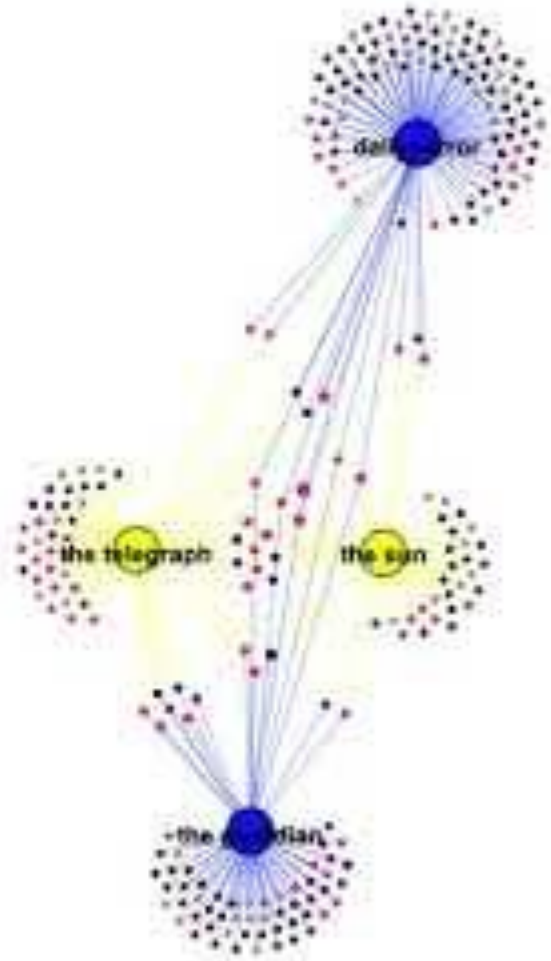
Neutral

Unknown

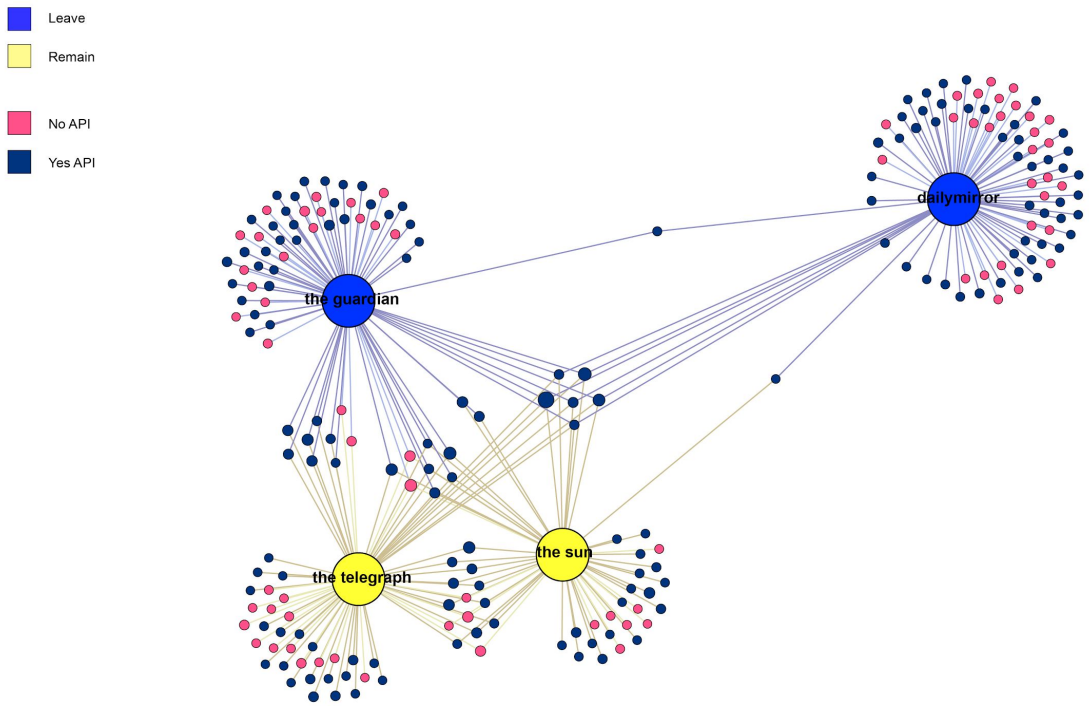


Network of all videos' recommendations categorized by Brexit stance



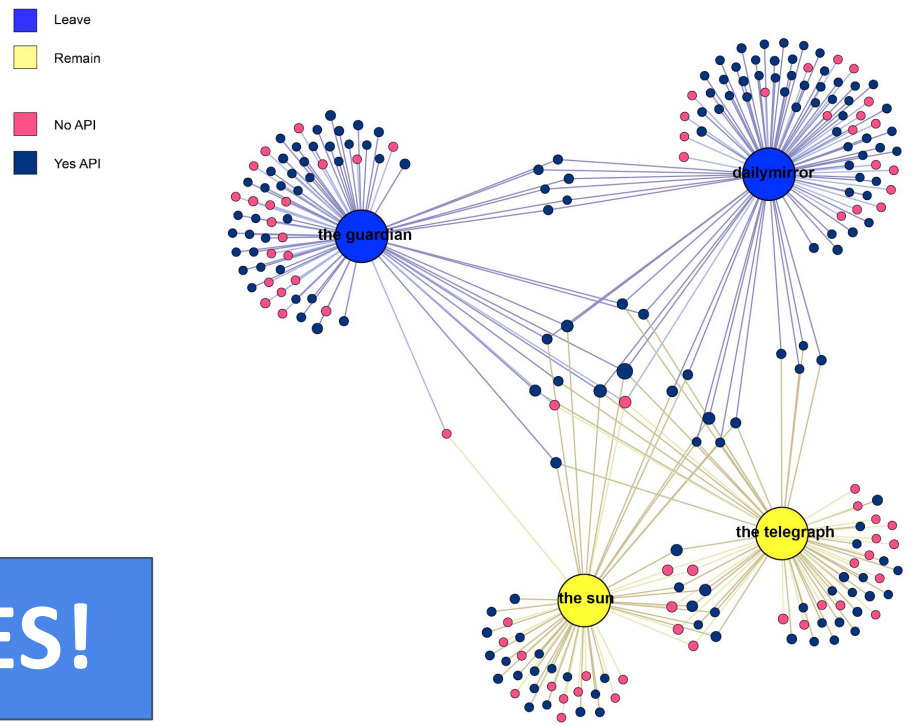

the telegraph
the sun

IS THERE STATISTICAL EVIDENCE FOR OUR RESULTS?



MEAN AFTER 1 VIDEO
VISUALIZATION
30%

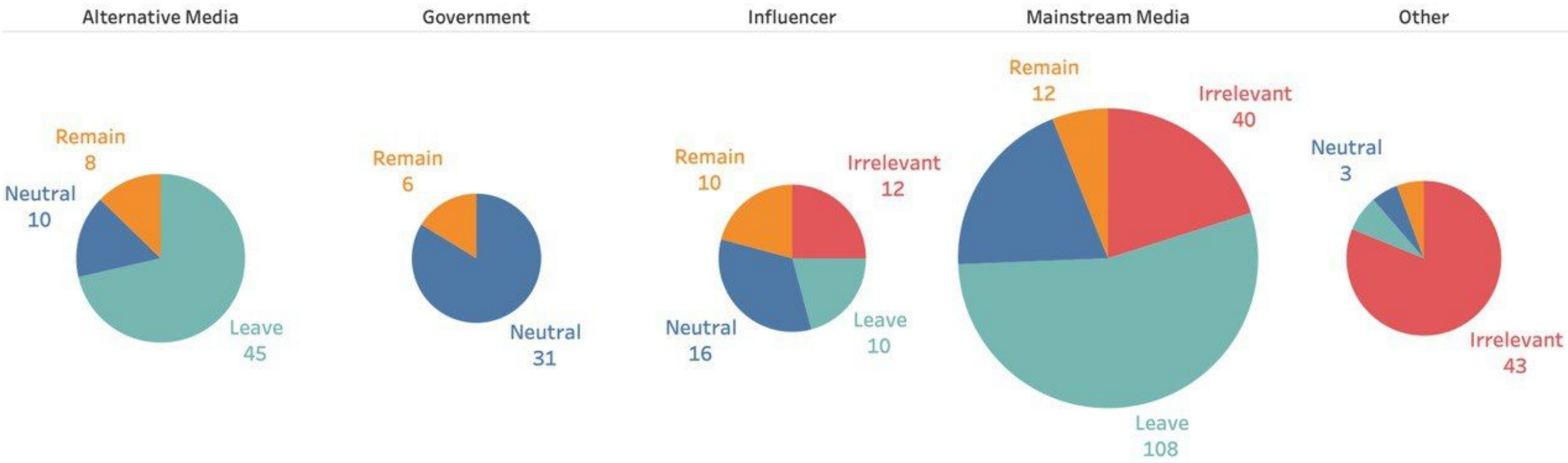
YES!



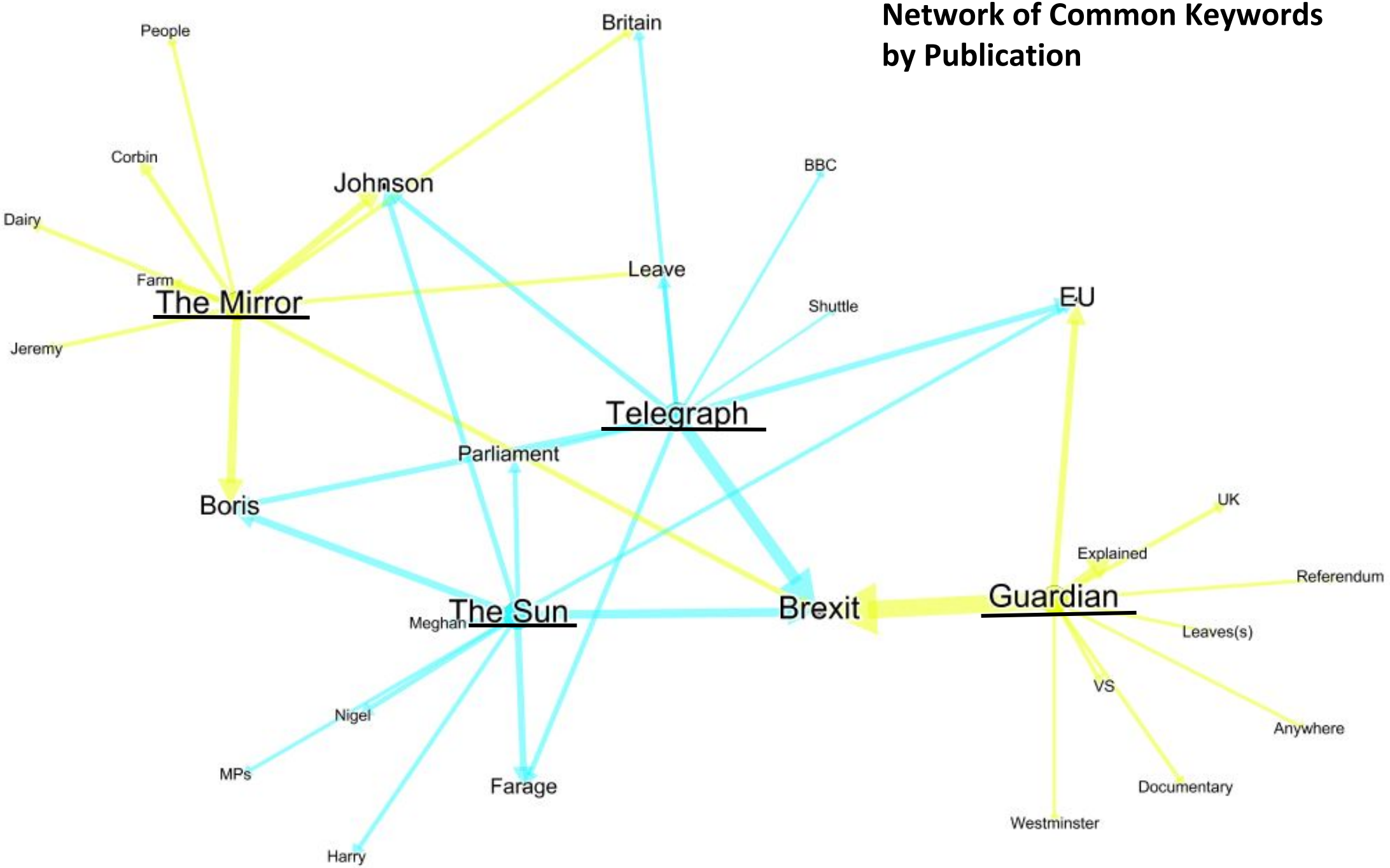
MEAN AFTER 5 VIDEOS
VISUALIZATIONS
17%

p-value = 0.00007

Position and Genre of the Channels



Network of Common Keywords by Publication



Conclusion

- There is **evidence of progressive polarization** around Brexit on YT (more on the LEAVE side)

- The LEAVE / REMAIN **content** bubbles **rarely converge**

- **Mainstream media** is recommended with **greater regularity** compared to native digital channels (starting from mainstream media…)

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