

Problem 8(ii) Youtube Search

Like Google's search engine, search on YouTube strives to surface the most relevant results according to **keyword queries**. Videos are ranked based on a variety of factors including how well the title, description and video content match the viewer's query. Beyond that, they look at which videos have driven the most engagement for a query. Search results are not a list of the most-viewed videos for a given query.

With over 500 hours of content uploaded to YouTube every minute, finding what we need would be nearly **impossible without some help sorting** through all of the videos. YouTube's search ranking system does just that by sorting through loads of videos to find the most relevant and useful results to our search query and presenting them in a way that helps us find what we're looking for.

YouTube Search prioritizes these three main elements when ranking its search results:

1. Relevance
2. Engagement
3. Quality

Here's more detail about each of these elements.

Relevance

- YouTube's ranking algorithm looks at many factors when determining relevance.
- Without getting too specific, YouTube points out factors such as the title, tags, description, and video content itself.

Engagement

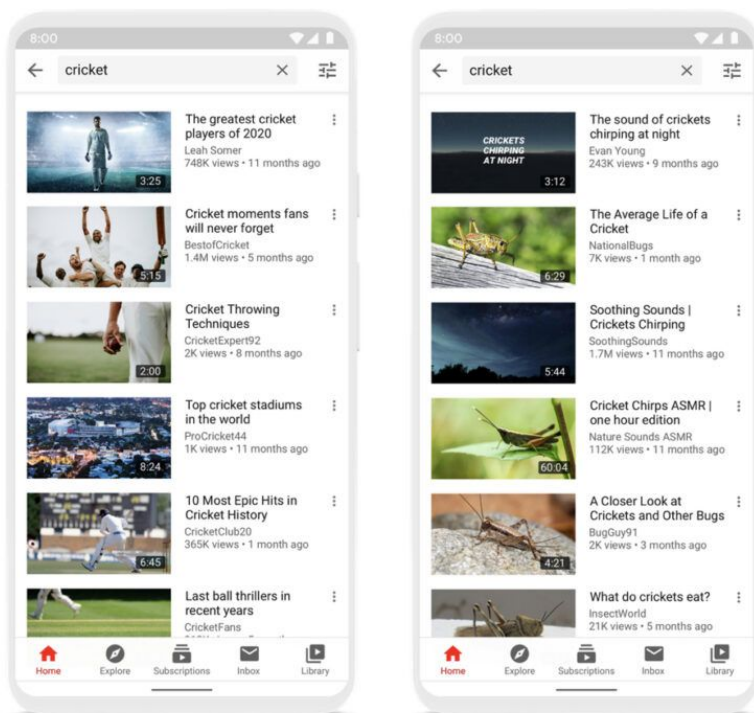
- YouTube's search algorithm incorporates aggregate engagement signals from users, such as the watch time of a particular video for a particular query.
- The company notes that engagement signals are a valuable way to determine relevance as well.

Quality

- To determine quality, YouTube systems are designed to identify signals that can help determine which channels demonstrate expertise, authoritativeness and trustworthiness on a given topic.
- Google emphasizes the importance of these signals for its search results as well.

Other Factor: Personalization

- In addition to the above three main factors, YouTube also tries to determine relevancy for each user by taking into account a user's search and watch history.
- It's not uncommon for search results to differ from one user to another for the same query.
- For example, if a user watches a lot of sports videos and searches for 'cricket', they might recommend videos featuring sport cricket rather than nature videos with crickets in them.



We can choose to pause and clear our search and watch histories, in which case YouTube's search results will not take these signals into account.