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THE BEHAVIOR OF PEOPLE ON YOUTUBE BASED ON EXPERIMENTAL DATA

Olipriya Chakraborty
Student

Modern High School for Girls, Kolkata, West Bengal, India

Abstract— The 7-day experiment was conducted to find out the behavior of people on the social media platform of YouTube. It addressed whether people spend most of their time on YouTube watching education-based videos or entertainment-based videos. It was an experiment using a new method to take a fresh look at existing ideas. The research was conducted to find out the productivity of people on YouTube. Two YouTube channels were formed and a video posted every day and their views, as well as the new number of subscribers, were recorded every 24 hours. One of the channels was education-based while the other was entertainment-based. Finally, it was found out that the education-based channel had gained 4 new subscribers and the total number of views was 32. The entertainment-based channel, on the other hand, had gained 16 subscribers. The total number of views was 237. Thus, it can be effectively concluded that people tend to spend their time watching entertaining videos as opposed to educational videos on YouTube. It means they tend to spend their time less productively.

Keywords— YouTube, Experimental Data, Social Media

I. INTRODUCTION

People nowadays spend hours on the internet and social media. One of the most popular websites is YouTube. But what do people watch on YouTube every day? This experiment was held to find out whether people spend their time on YouTube for watching entertainment videos or educational videos. This experiment was held to find out whether people spend their time productively or not productively on their mobile phones and other devices every day.

II. MATERIALS AND METHODS

I have used the platform of YouTube to create two YouTube channels. The name of the first channel is BioInfo India and that of the second channel is JoJo ComicDubs. The former is an educational YouTube channel while the latter is an entertainment-based one. The first channel (BioInfo India) was created two months ago from Monday, 21 December 2020 and the second channel (JoJo Comic Dubs) was created on Monday, 21 December 2020. However, till December 21

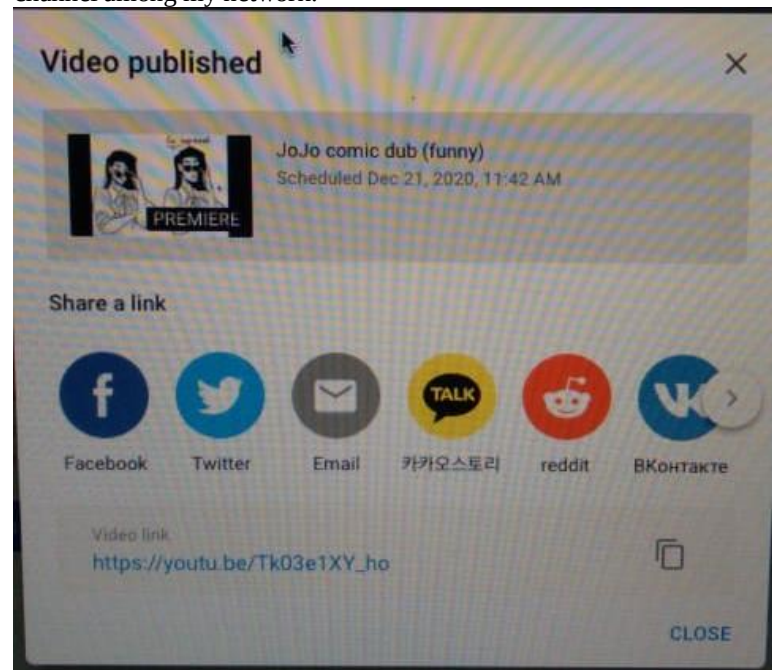
only 2 videos were posted on BioInfo India. They were subsequently deleted forever before posting new videos on the YouTube channel so that the data would be as transparent as possible. New videos were posted every day, at almost the same time (as fast as possible for a person to post different videos on two channels simultaneously). The experiment was conducted from Monday, 21st December 2020 to Sunday, 27 December 2020 when a new video was posted for each of the 7 days on the two channels. The data was subsequently recorded.

III. EXPERIMENT AND RESULT

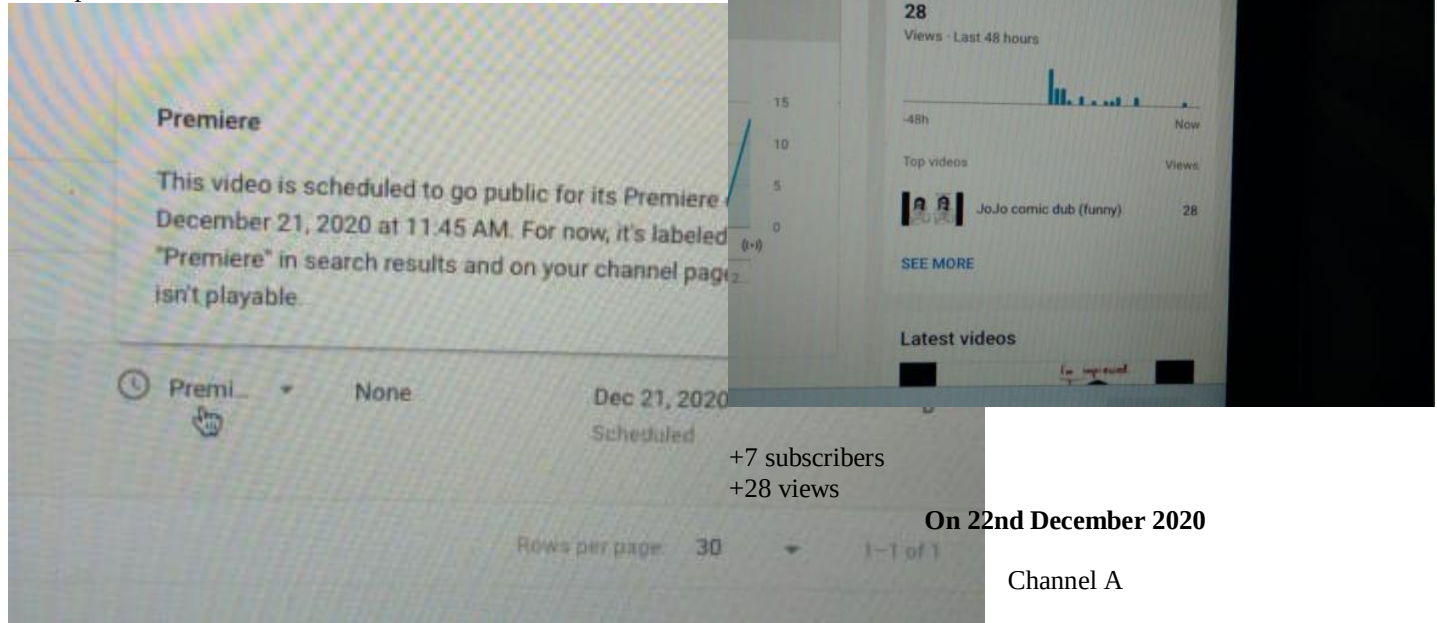
On 21st December 2020

New videos were uploaded for the first time.

JoJo ComicDubs- there was no prior subscribers to the channel since it had been created new. As shown in the image, the video premiered at 11.42 a.m. I shared the details of the channel among my network.



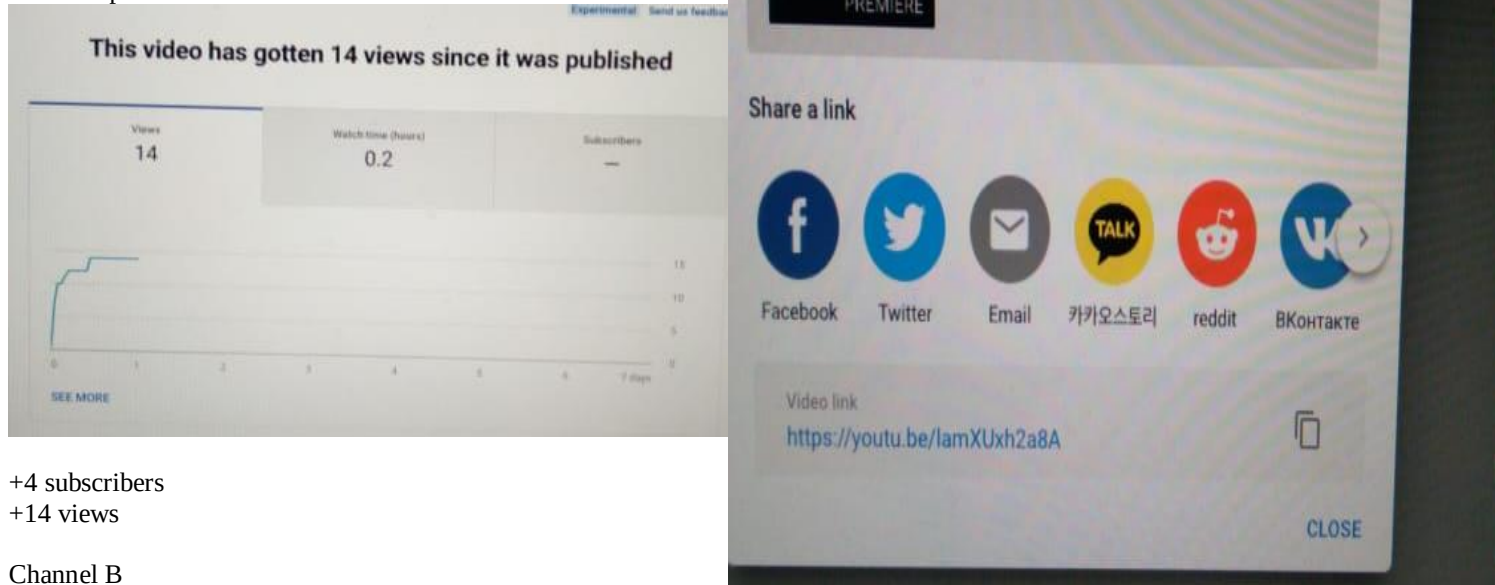
BioInfo India- As mentioned earlier, although the channel was started 2 months ago only two videos were uploaded which were removed before adding the new video as a part of the experiment. It already had 10 subscribers before starting this experiment. I shared the details of this channel too among my network to place both the channels on an equal footing. This video premiered at 11.45 a.m.



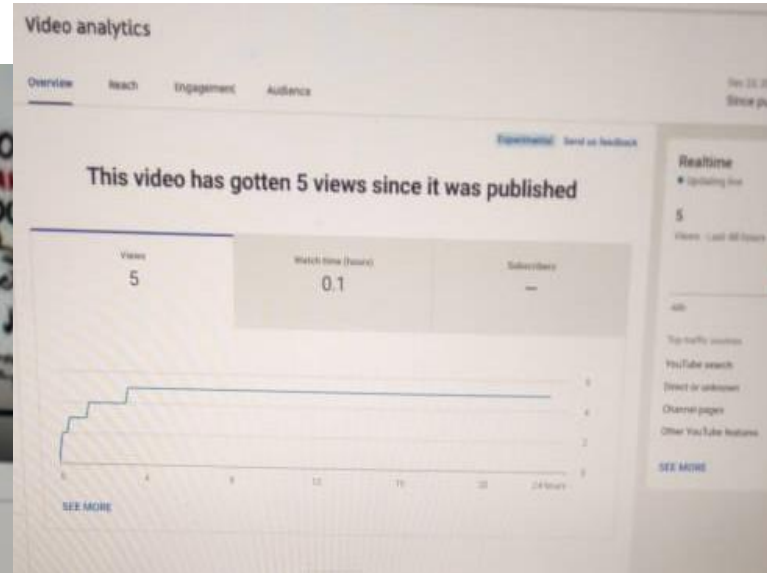
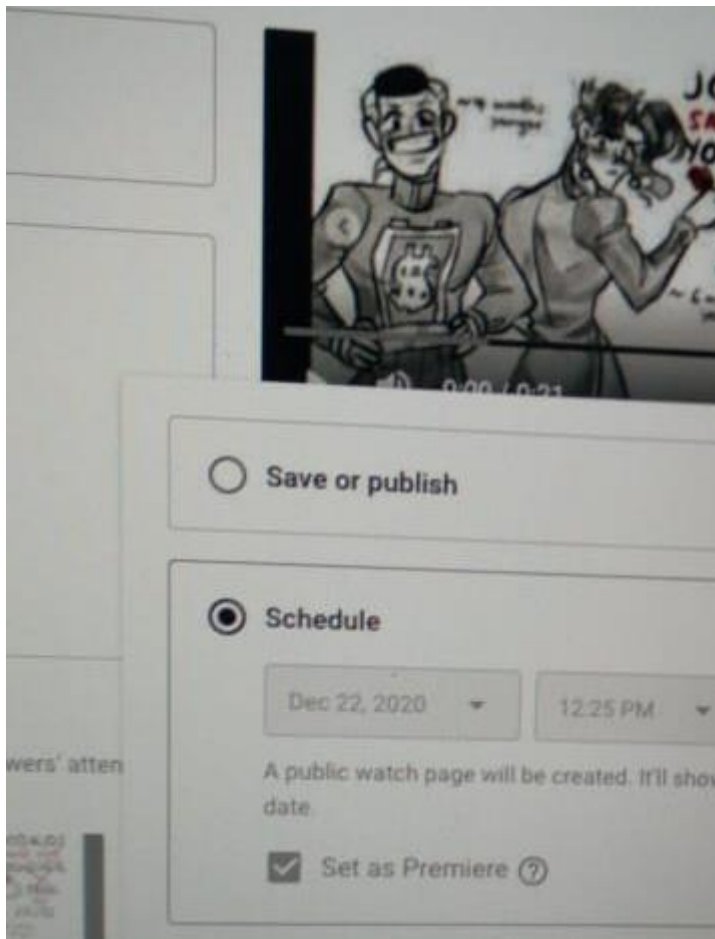
For the sake of removing redundancy, I will be referring to BioInfo India as channel A and JoJo Comic Dubs as channel B.
 The results were checked more than 24 hours later for both the channels.

Channel A

At 12.10 p.m.



Channel B



+0 subscribers
 +5 views

Channel B
 11.39 a.m.

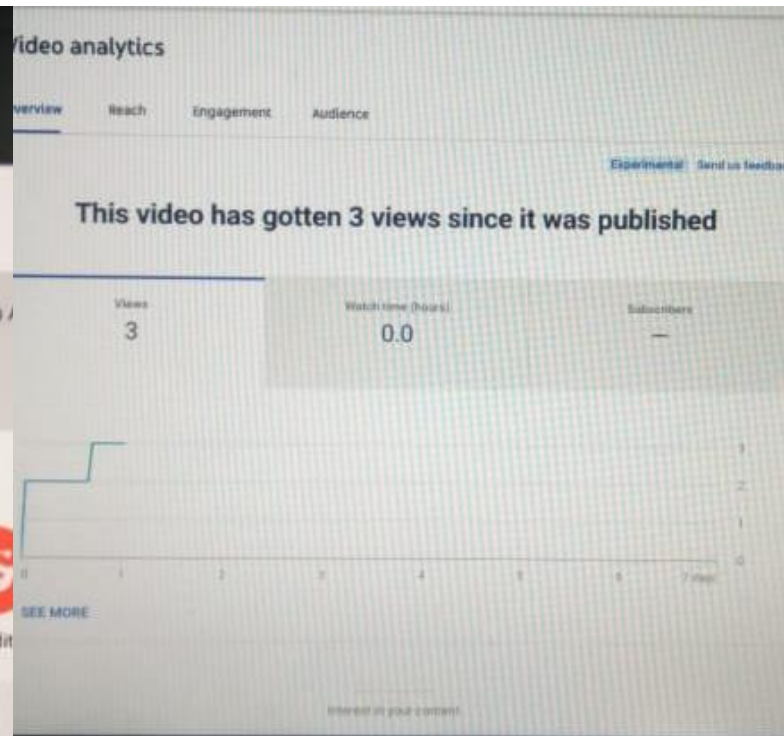
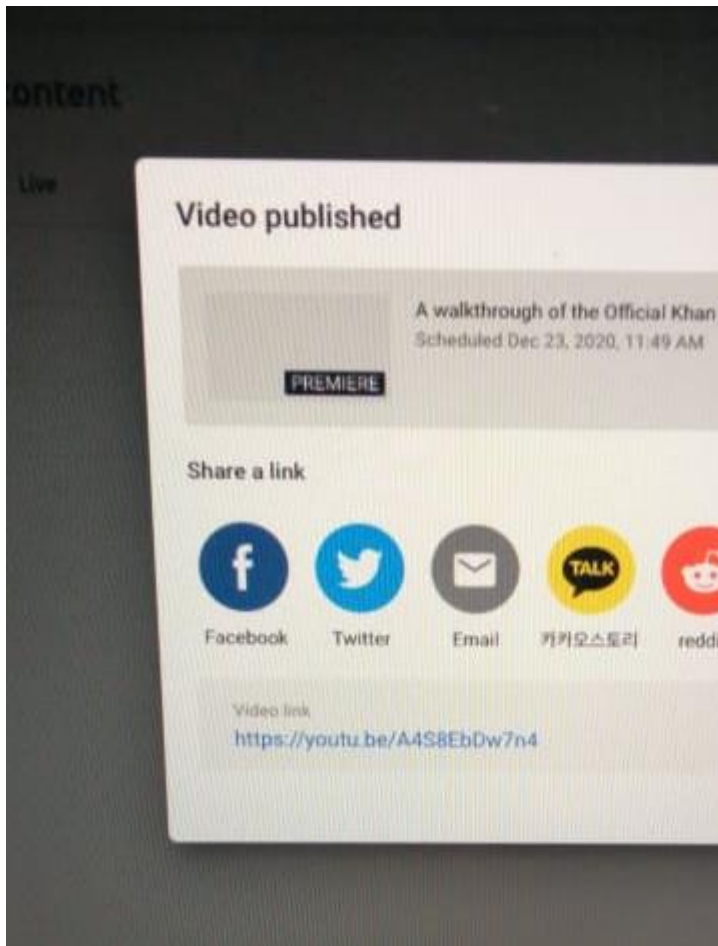


+1 subscribers
 +54 views
On 23rd December 2020

Channel A

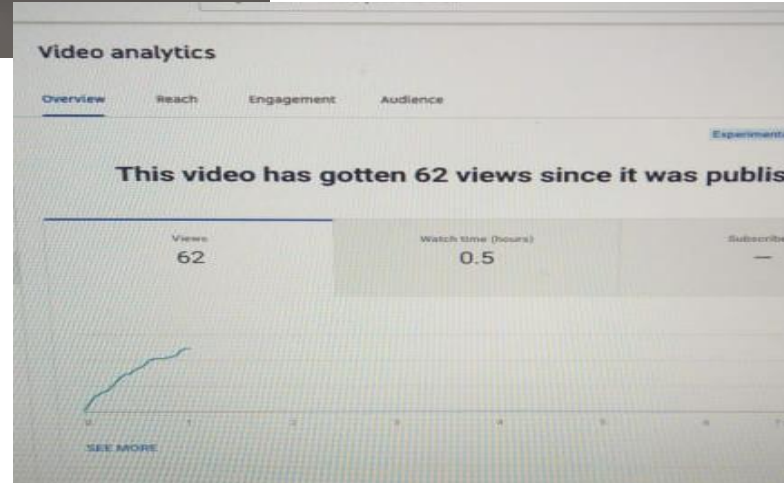
The views were again checked almost 24 hours later

Channel A
 11.37 a.m.



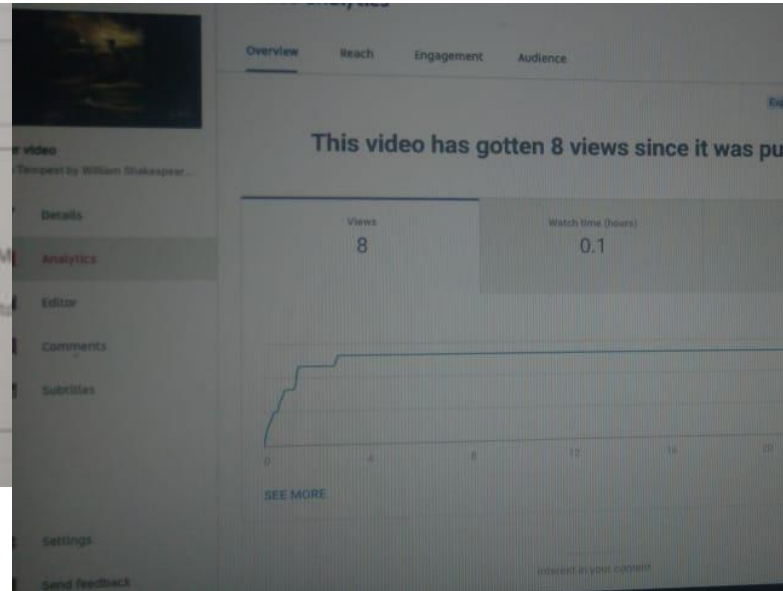
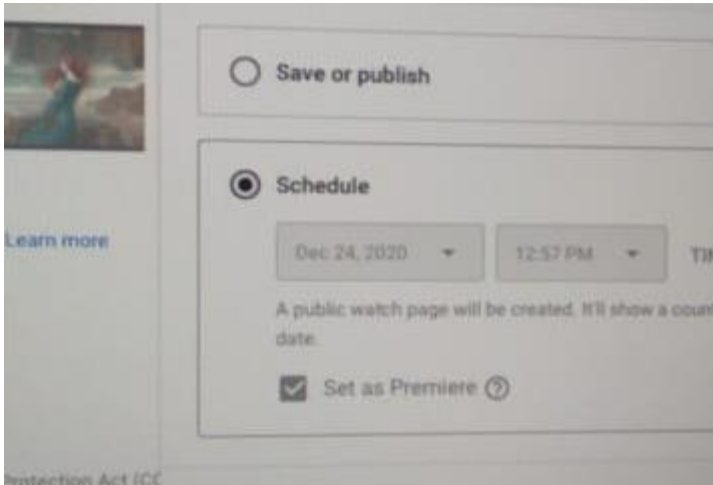
+3 views
 +0 subscribers
 CLOSE

Channel B
 11.47 a.m.

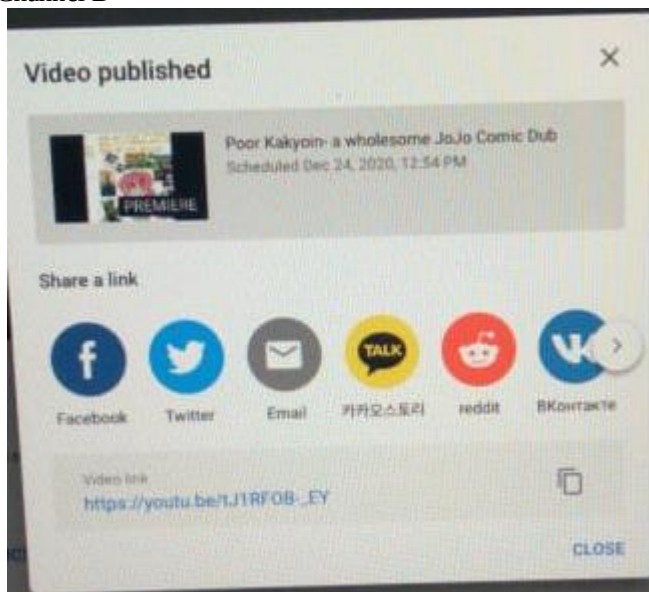


+62 views
 +0 subscribers
On 24th December 2020
 Channel A

Channel B
 Video published at 11.45 a.m
 The views were checked almost 24 hours later
 Channel A
 11.45 a.m.

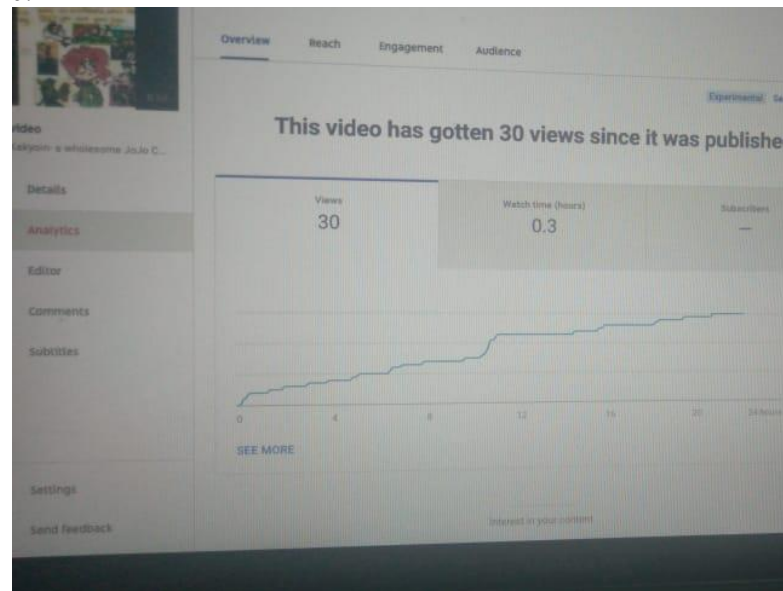


Channel B



+8 views
 +0 subscribers

Channel B
 At 11.02
 a.m



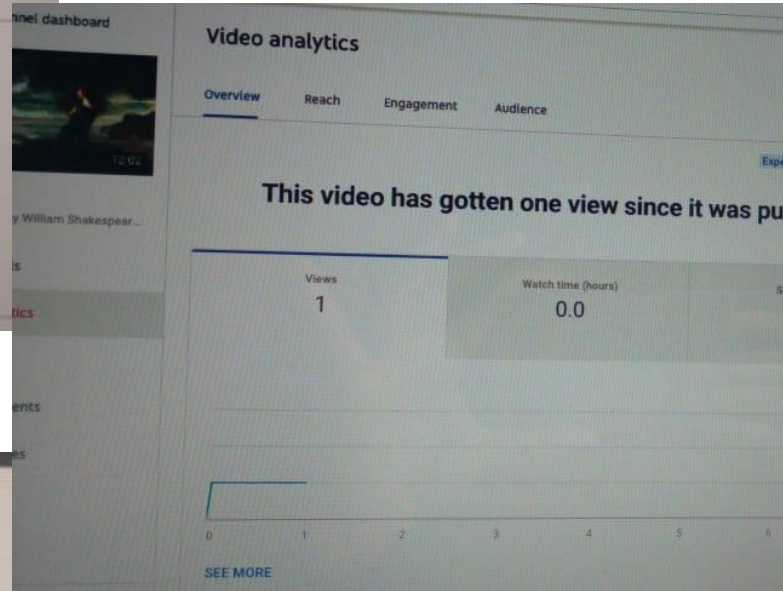
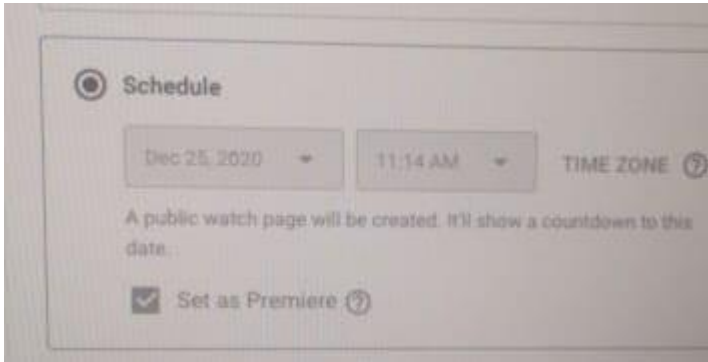
On checking the views almost 24 hours later,

Channel A
 At 11.01 a.m.

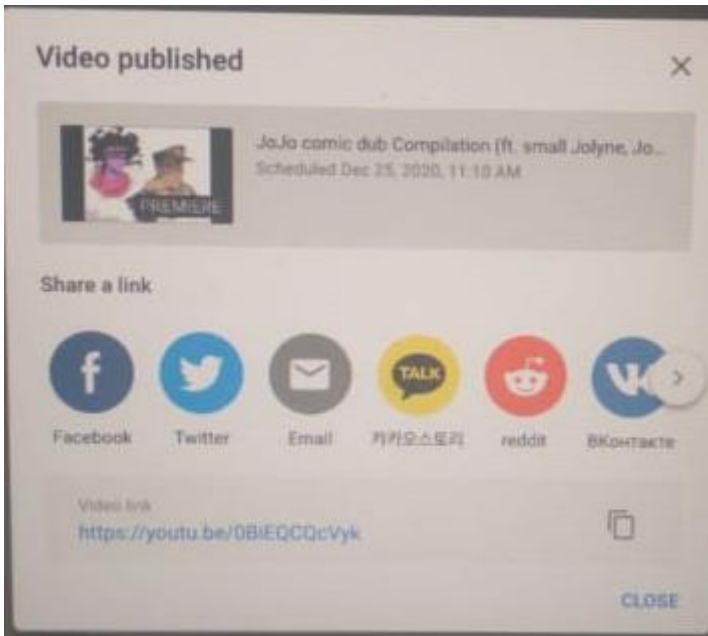
+30 views
 +3 subscribers

On 25th December 2020
 Channel A

11.17a.m.

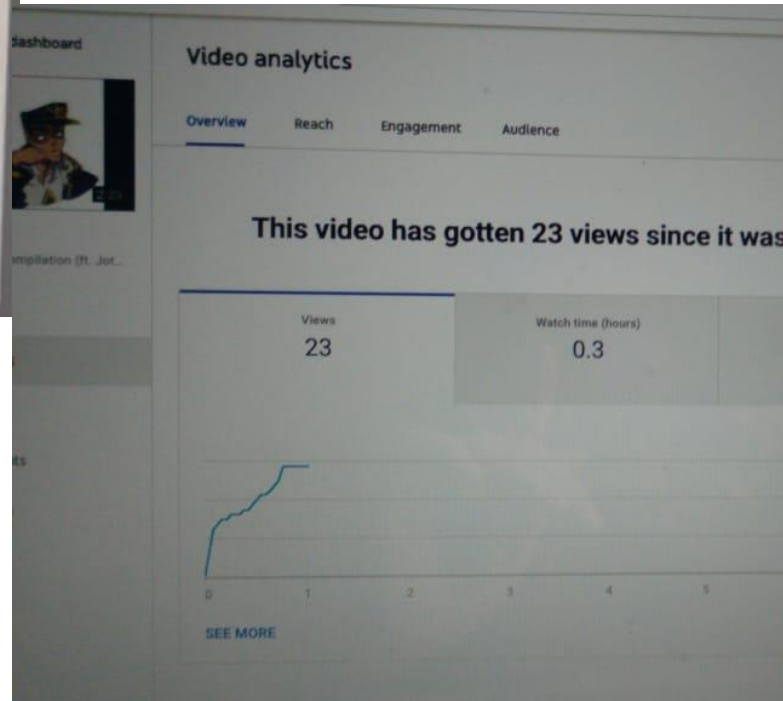


Channel B



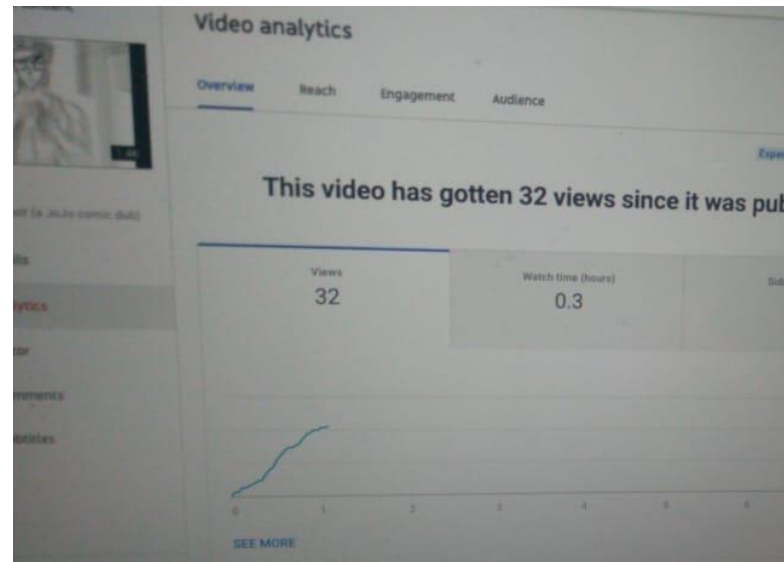
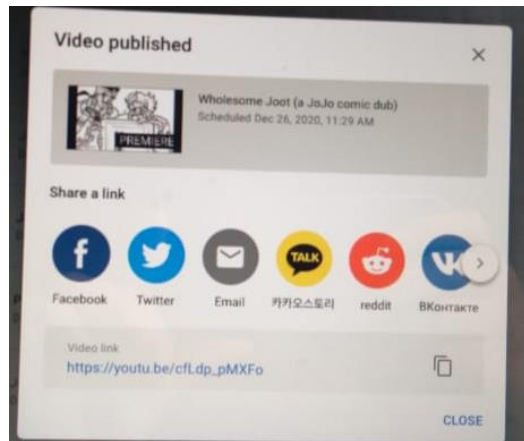
+1 view
 +0 subscribers

Channel B
 11.18 a.m.

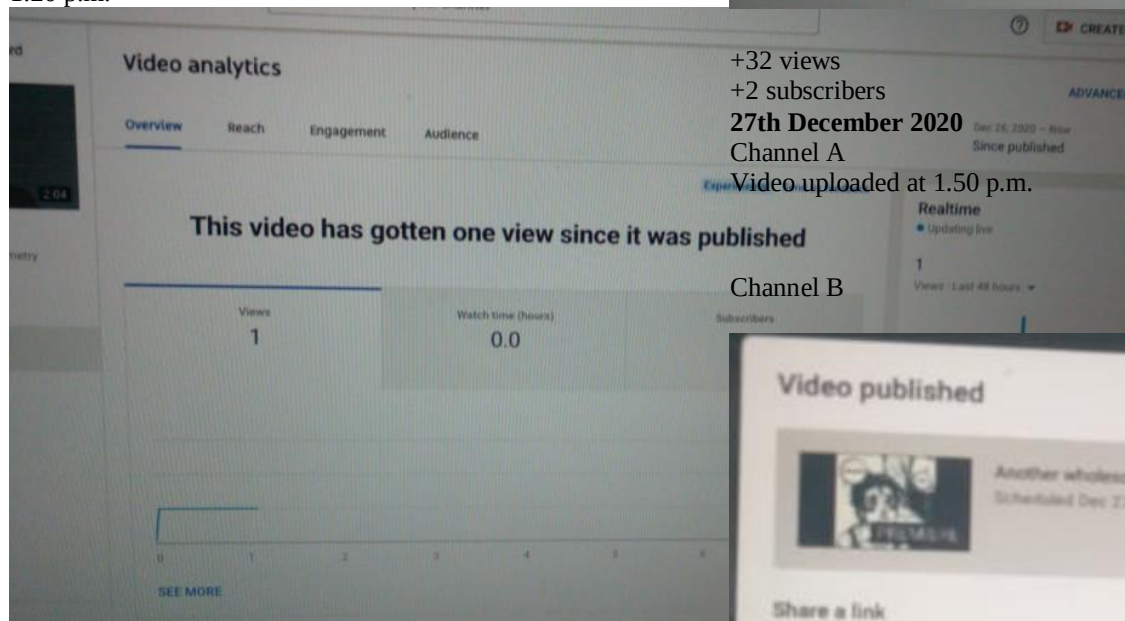


The number of views was checked almost 24 hours later.
 Channel A

+23 views
 +0 subscribers
26th December 2020
 Channel A
 Video uploaded at 11.35 a.m.
 Channel B

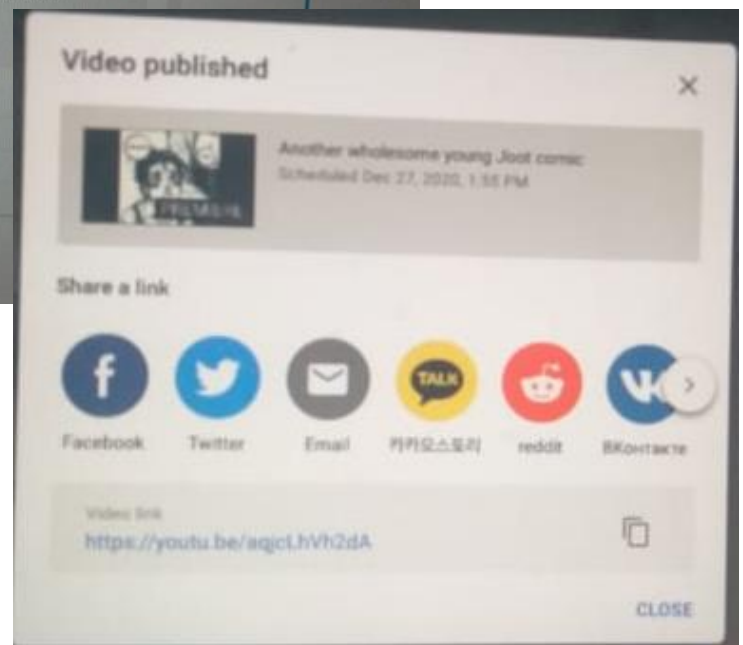


The views were checked more than 24 hours later
 Channel A
 1.20 p.m.



+1 view
 +0 subscribers

Channel B
 1.19 p.m.





At 1.37 p.m., channel A had no views and had gained no subscribers while at 1.39 p.m. channel B had 8 views and gained 3 subscribers.

IV. CONCLUSION

At the end of 7 days, it was seen that the results were the following-

Channel A (the education-based channel) had gained 4 subscribers. The total number of views was 32.

Channel B (entertainment-based channel) had gained 16 subscribers. The total number of views was 237.

It is to be noted that the number of views within the 24 hours was added up. New views after the 24 hour period were not counted.

Thus it was seen that people spend a considerable more amount of time watching entertainment based videos compared to educational videos. Thus, people are more likely to spend their time unproductively on the social media platform of YouTube.

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