

YOUTUBE TURNS 15

WHAT ARE KIDS DOING ON YOUTUBE?

YouTube is turning 15, but many of its users are much younger than that. Linda Charmaraman, Ph.D., senior research scientist at the Wellesley Centers for Women, surveyed over 1,000 students in grades 5-9 from October through December 2019. Here's what they told her about their viewing habits...

40%

said YouTube was their **#1 favorite social media site.**
(53% of males and 28% of females.)



BEDTIME RITUAL

50% said watching YouTube videos was the **#1 activity they did before bed** 3 or more nights a week.

48% said they check social media.

44% said they text friends.



MOST FREQUENTLY WATCHED VIDEO TYPES

1. Comedy
 2. Educational
 3. Contained a lot of swear words/profanity
 4. Celebrity or entertainment news
 5. Relationships/friendships
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MOST FREQUENTLY WATCHED VIDEO TYPES BY GENDER

MALES

1. Comedy
2. Contained a lot of swear words/profanity
3. Educational
4. Current events/political news
5. Violent or disturbing

FEMALES

1. Comedy
 2. Educational
 3. Celebrity or entertainment news
 4. Relationships/friendships
 5. Contained a lot of swear words/profanity
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RESEARCH LAB

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