YouTube Research Protocols

Points of comparison

Variable	Options (tested)		
Mode of access:	YouTube Data Tools (API)	Browser (YouTube direct view on Firefox research browser)	
Location	Netherlands	Belgium	Italy
Language	English	Dutch	Italian

Testing modes

Fixed: mode of access, location; ***variable***: language. [Does en/nl, en/it, nl/it differ yes/no?]
Fixed: mode of access, language; ***variable***: location. [Does nl/be, nl/it, be/it yes/no?]
Fixed: location, language; ***variable***: mode of access. [Does ytdt/browser differ yes/no?]

Example Query Protocols

API
- Open https://tools.digitalmethods.net/netvizz/youtube/mod_videos_list.php, use 'search query'
- Specify the following settings:
    - Enter a query: MeToo
    - Leave language empty (variations for language tested)
    - Leave region empty (variations for region tested)
    - Set iterations to 1
    - Do not enter dates
    - Do NOT check 'published'
    - Rank by relevance
    - Submit
- Copy paste the first 10 results in spreadsheet (one tab per query)

Browser
- Set up a research browser, and make sure to
    - Log out of all Google/Twitter services
    - Set preferred browser language to English (Variations for language tested)
- Go to https://youtube.com
- Enter a query: MeToo

- Copy paste the first 10 results (title, user, date, link, description, view count) in the same [spreadsheet](#) as the API results

Variations used: language setting, region setting (empty or set)

Generated datasets

Abbreviations indicate: Code abbreviation (e.g. YTNL1): mode of access (YTDT or browser), region setting (included no region setting), case study (MeToo), date of data collection.

- NL
  - **YTNL1:** youtube_YTDT_noregion_dutch_relevance_MeToo_20220113
  - **YTNL2:** youtube_browser_NL_dutch_relevance_MeToo_20220113
  - **YTNL3:** youtube_YTDT_noregion_EN_relevance_MeToo_20220113
  - **YTNL4:** youtube_browser_NL_EN_relevance_MeToo_20220113
  - **YTNL5:** youtube_YTDT_**NLregion**_EN_relevance_MeToo_20220113
- Belgium
  - **YTBE1:** youtube_YTDT_noregion_EN_relevance_MeToo_20220113
  - **YTBE2:** youtube_browser_BE_EN_relevance_MeToo_20220113
  - **YTBE3:** youtube_YTDT_noregion_dutch_relevance_MeToo_20220113
  - **YTBE4:** youtube_browser_BE_dutch_relevance_MeToo_20220113
  - **YTBE5:** youtube_YTDT_BEregion_EN_relevance_MeToo_20220113
- Italy
  - **YTIT1:** youtube_YTDT_noregion_EN_relevance_MeToo_20220113
  - **YTIT2:** youtube_browser_IT_EN_relevance_MeToo_20220113
  - **YTIT3:** youtube_YTDT_noregion_IT_relevance_MeToo_20220113
  - **YTIT4:** youtube_browser_IT_IT_relevance_MeToo_20220113
  - **YTIT5:** youtube_YTDT_ITregion_EN_relevance_MeToo_20220113
- Additional testing:
  - **YTX1:** youtube_browser_locNL_EN_relevance_MeToo_20220114
  - **YTY1:** youtube_YTDT_EN_relevance_MeToo_20220114

Example tables

Example for testing mode "Fixed: mode of access, location; variable: language."

BROWSER		
Belgium	**Netherlands**	**Italy**
Differences between Dutch & English: **Yes**: No:	Differences between Dutch & English: **Yes**: No:	Differences between Italian & English: **Yes:** No:
Differences between Dutch & English in *contents*:	Differences between Dutch & English in *contents*:	Differences between Italian & English in *contents*:

Yes: No: No. of videos that are the same: 6/10	**Yes**: No: No. of videos that are the same: 4/10	**Yes**: No: No. of videos that are the same: 7/10
Differences between Dutch & English in *order of content*: **Yes**: No: N/A (= contents are different): No. of videos that appear in the same spot: 2/10	Differences between Dutch & English in *order of content*: **Yes**: No: N/A (= contents are different): No. of videos that appear in the same spot: 0/10	Differences between Italian & English in *order of content*: **Yes**: No: N/A (= contents are different): No. of videos that appear in the same spot: 2/10

Example for testing mode "Fixed: location, language; variable: mode of access."

NETHERLANDS	
No-language (YTDT) / English (browser)	**Dutch**
Differences between YTDT & Browser: **Yes**: No:	Differences between YTDT & Browser: **Yes**: No:
Differences between YTDT & Browser in *contents*: **Yes**: No: No. of videos that are the same: 4/10	Differences between YTDT & Browser in *contents*: **Yes**: No: No. of videos that are the same: 4/10
Differences between YTDT & Browser in *order of content*: **Yes**: No: N/A (= contents are different): No. of videos that appear in the same spot: 1/10	Differences between YTDT & Browser in *order of content*: **Yes**: No: N/A (= contents are different): No. of videos that appear in the same spot: 0/10