

Appendix D: Content analysis codebook

Instructions

Please examine the following video. You are not expected to watch the entire video, but you need to click through it and watch enough that you can answer the questions below with confidence. Make sure that you have Google Translate or similar tools disabled. As you make your selections for this video, make sure you have first reviewed and familiarize yourself with all of the possible options. Remember that some videos may look like they have been removed, but they can still be viewed on YouTube if you click on them. When deciding whether a video is in English, be especially careful to click through to different parts of the video – some videos start in English but have prominent segments (like news interviews) that switch to a different language.

1. Are you able to view the video here or on YouTube.com?

- A) Yes
- B) No

- Some videos may have restricted playback and can only be viewed on the YouTube website – but they have NOT been removed.

2. Skip this video if it contains prominent non-English text without translation OR a segment in a foreign language without subtitles.

- A) Continue
- B) Skip (contains untranslated foreign language)

- Skip if the video has segments where a foreign language is spoken with no English translation or subtitles present. If there are any parts of the video where viewers are expected to understand a foreign language, skip it. If non-English text can be seen in the video preview screenshot, this is a good indication it is intended for a non-English audience.

Example	Explanation
A video that's in English but important text on the screen (headlines, etc.) is not in English	Skip
A video that's mostly in English but some parts are in a foreign language	Skip
A video that's in English but the video's title is completely in a foreign language	Skip
A music video in a foreign language	Skip
A video that does not have direct dialogue but people in the background can be heard speaking in a foreign language	Skip

A video that's in English but the video's title has foreign language text in addition to a meaningful title in English	Continue
A video that's in a foreign language but the entire video is subtitled in English and the subtitles were NOT auto-generated by YouTube	Continue

3. What is this video about?

- A) Miscellaneous or Other (general entertainment, vlogs, celebrity news, skits, movies, talk shows, pop culture, human interest pieces, cartoons, comics, religion, astrology, paranormal, animals, pets, ASMR, etc)
 - B) Video Games (fortnite, pubg, xbox, playstation, nintendo, minecraft, sports/vehicle video games, esports, footage of mobile games for kids, video game animations)
 - C) Toys or Games (physical toys, not video games – lego, nerf, playdoh, slime, figurines, kids playing with toys, stop-motion animation with toys)
 - D) Music or Dance (music videos, nursery rhymes, sing-alongs, soundtracks, instrument tutorials, performances/concerts/competitions, musician interviews)
 - E) News or Politics (government, political debates, world events, social issues, business/science news, local news, political conspiracies (NOT celebrity news))
 - F) Sports, Fitness, or Physical Activities (football, basketball, soccer, martial arts, golf, WWE, yoga, bodybuilding, biking, surfing, skateboarding, archery, shooting, athlete interviews)
 - G) Vehicles (cars, racing and motorsports, motorcycles, aircraft, trains, boats and sailing, RC vehicles (NOT vehicle video games))
 - H) Food or Nutrition (recipes, cooking, healthy eating, diet, weight loss, bartending, restaurants, meals)
 - I) Beauty or Fashion (makeup, cosmetics, clothes, shoes, jewelry, hairstyling, nails)
 - J) Creativity, Skills, or Learning (arts, crafts, design, life hacks, DIY, home experiments, language/math/science lessons, photography, home improvement, gardening, programming lessons, software tutorials)
 - K) Consumer Tech (tech products like phones, computers, miscellaneous apps and gadgets that don't clearly pertain to a specific category above)
- Select the category that describes what the people are talking about or doing. MISCELLANEOUS OR OTHER will probably be the most common category. If the video does not clearly fit in any of the more specific categories, select OTHER. Some videos may fall in multiple categories; pick the best fit.

Example	Explanation
A musician talking about politics	NEWS OR POLITICS – focus on what the people are talking about
Someone playing a soccer video game	VIDEO GAMES – don't get tricked by a specific genre of video game
Footage of a mobile game for kids that features cartoons	VIDEO GAMES – if it were just a cartoon, you would pick OTHER, but since it's from a video game, mark it that way
Someone talking about their favorite comic book characters	OTHER

Someone drawing their favorite comic book characters	CREATIVITY, SKILLS, OR LEARNING – because the video is about their artwork
A family/kids video on how to make slime at home	CREATIVITY, SKILLS, OR LEARNING – because the video is about how to MAKE slime; if instead the video mainly consists of kids playing with it, then mark it as TOYS OR GAMES
TV show about a dance competition	MUSIC OR DANCE – you might be inclined to mark it as OTHER or SPORTS, FITNESS, OR PHYSICAL ACTIVITIES but dance is an exception and belongs with MUSIC AND DANCE
Conspiracy theories about bigfoot's existence	OTHER
Conspiracy theories about the government covering up bigfoot's existence	NEWS OR POLITICS – because the video discusses a conspiracy about a government cover-up
News or conspiracy about a video game company	VIDEO GAMES – if news story in the video pertains to a specific category, pick the more specific category instead of NEWS OR POLITICS. Same goes for news about fashion companies, cars, sports, and so on.
News about a celebrity getting divorced	OTHER – celebrity news and pop culture don't count as NEWS OR POLITICS, but if the focus is on a celebrity making a political statement or expressing an opinion about a prominent social issue, then it would count as NEWS OR POLITICS in that case.
Trailer for an upcoming movie	OTHER
A video of a children's coloring book app	CREATIVITY, SKILLS, OR LEARNING – because it's not really a video game, and the focus is on coloring rather than 'playing' something

4. CHILDREN'S CONTENT: The video is clearly intended for young children under 13

- A) Yes
B) No

- Do NOT mark if it's a video that parents might enjoy too. Tends to be very obvious – animations, toys, nursery rhymes and sing-alongs, extremely simple kids video games, etc. Things that adults or teenagers would definitely not watch or be interested in – you know it when you see it.

Example	Explanation
Nursery rhymes or sing-alongs	Yes
Animated children's cartoons	Yes
Toy 'unboxing' videos	Yes
An extremely simple video game clip with cartoons	Yes – probably. In some cases it's obvious – it's a simple and flashy video game, no one's narrating, it's something that a young child would watch but not an older child or adult. However, in other cases, some

	kid-oriented video games are still popular among adults and older children (like Pokemon). Usually you can tell the difference based on whether there's an adult or teenager talking about the game. If not, its target audience is probably children – but always pause to consider the possibility that an older audience might also find the video interesting or entertaining.
An teenager or adult doing or talking about something that's popular among children (video games, comic books, figurines, collectables)	No (usually). Videos sometimes feature content that may appeal to both younger children as well as older children or adults. You can often tell whether the video is clearly aimed at kids based on the language and tone of the speaker(s).
A family video where both the children and parents are talking	It depends. Some videos are aimed at family audiences (both kids and their parents) rather than children exclusively. If it's a video of a parent filming their kids playing with toys and the kids are the main focus, then it probably counts. If at some point the parent turns the camera and begins talking about their thoughts on parenting, then it probably doesn't count.

5. FEATURES CHILD: Clearly features a young child under 13 directly participating in the video (excluding certain professional performances)

- A) Yes
B) No

- The child must be visible. News footage and professional performance coverage (e.g. sports broadcasts, awards shows) does NOT count.

Example	Explanation
A children's video featuring kids playing, singing, etc.	Yes
Non-professional recording of a child performing in a non-professional manner	Yes
A home video of a parent filming their kids	Yes
A children's cartoon where you can hear what sounds like kids talking or giggling	No
Footage of a TV news interview with a child	No
A televised performance of a child at a concert, pageant, talent show, or sports event	No

6. AMERICAN NEWS: Does the video mention U.S. current events, U.S. politicians, or the U.S. government?

- A) Yes
- B) No

- Does the video contain news or opinions about things happening in the U.S., or the U.S. government's actions internationally?

Example	Explanation
News broadcast about a local event in a specific U.S. city or state	Yes
News broadcast about a new bill in Congress	Yes
The president making a speech	Yes
Political campaign ads	Yes
News broadcast about trends or events outside of the U.S.	No, unless the broadcast highlights relevant U.S. involvement
A foreign politician discussing their country's relationship with the U.S.	Yes
A foreign citizen's vlog where they talk about things happening in the U.S.	Yes