I Know it's Important, But What Am I Looking at? Strategies for using Blog Content to Contextualize YouTube Videos

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Web is Vital Forum of Deliberation

- Election of public officials as example - likely to be strongly influenced by materials on Web
- Materials include various forms of textual documents & rapidly growing body of audio, images, video
- To make sense of electoral process, future researchers could benefit from:
  - Perpetual access to Web materials
  - Sufficient contextual information to make meaningful use & sense of them

Hans Booms & Mirror of Society

- Appraisal should be based on best (i.e. most informed by empirical evidence) judgments about what members of society judged most valuable or important at time documents were created
- Use various data sources to determine what is currently most influential, viewed, discussed & cited

The “Social Web” (e.g. YouTube, blogs) – What Literature Says

- Important source for documenting online deliberation about major processes & events
- Some sites & items will have major impact on events, perceptions & behaviors
- Significant variance in focus, depth of content & degree of exposure (traffic & in-links)

Appraisal, Selection & Capture of Web Materials

- Fundamental challenge: determining what to collect & preserve
- Need tools & methods for combining information from queries & crawls to identify & collect materials that document & contextualize socially important phenomena

VidArch Project

- Funded through NDIIPP (Library of Congress & National Science Foundation)
- Exploring strategies & building tools for appraisal & description of online digital video
- Capturing YouTube videos & web pages associated with 2008 U.S. presidential election & various other topics

VidArch Approach

- Text queries (e.g. “John Edwards”) as basis for crawls of YouTube, then use data from YouTube & elsewhere (e.g. blogs linking to videos, in-links identified by Web search engines) to:
  - Inform the appraisal of YouTube videos
  - **Collect further contextual information (focus of today’s talk)**

I Know It's Important, But What am I Looking at?

- Many YouTube videos inspire great deal of online discussion & attention
- Often very difficult to understand "what you're looking at" solely based on YouTube page itself
- Archival description may involve **capturing online discussion** (e.g. sampling from blogosphere), rather than archivist being primary creator of description

An Example

Sign Up | QuickList (0) | Help | Sign In | Site:

YouTube
Broadcast Yourself™

Home | Videos | Channels | Community

Videos | Search | advanced | Upload

Vote Different

Rate: ★★★★☆ 12,058 ratings

Views: 5,268,816

From: ParkRidge47
Joined: 1 year ago
Videos: 3

Subscribe

Added: **March 05, 2007** (More info)

Make up your own mind. Decide for yourself who ...

Embed: Customize

<object width="425" height="344"><param name="movie" value="http:

More From: ParkRidge47

Related Videos

Barack Obama Hillary Clinton - Umbrella
01:56 From: wolf084
Views: 11,179,757

The Shocking Video Hillary Does NOT Want You To See! (1of2)
10:28 From: NufffRespect
Views: 3,401,587

Obama Girl Returns for Iowa! (Why Obama Won)
02:19 From: barelypolitical
Views: 2,451,439

Team for Study Reported Today

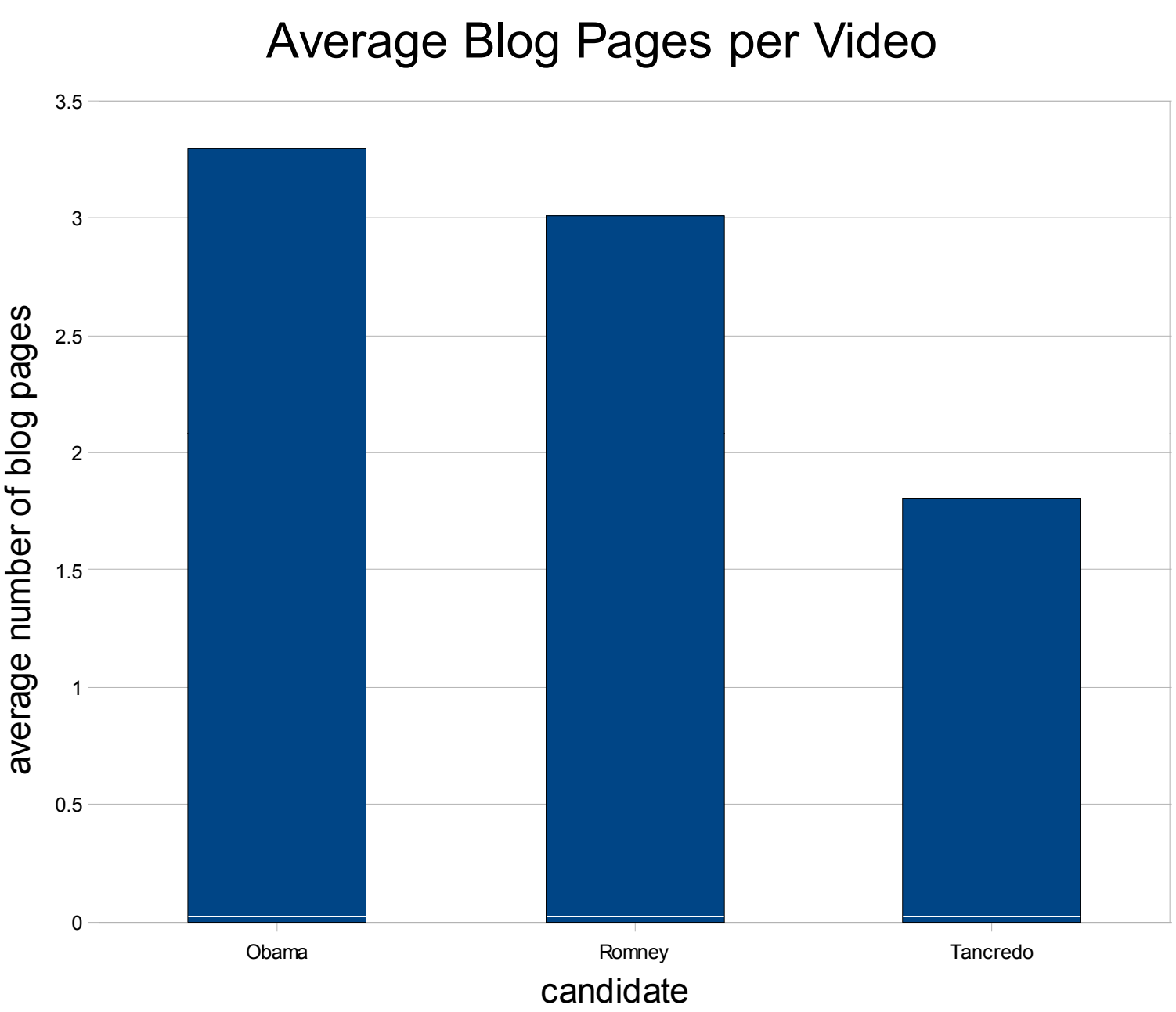
- Rob Capra, Postdoctoral Fellow at UNC-CH
- Rachael Clemens, doctoral student at UNC-CH
- Cal Lee, Assistant Professor at UNC-CH
- Laura Sheble, doctoral student at UNC-CH

What We Did

1. Crawled YouTube for videos about presidential candidates (based on YouTube relevance ranking)
2. Searched Technorati & Google Blog Search for blog pages that mention presidential candidates
3. Generated subset of blog pages from #2 that linked to at least one video from #1

What We Did

- Examined & coded statistical sample of blog pages for four candidates: Obama, Romney, Trancredo, Vilsack
  - Four separate coders
  - Four rounds of preliminary coding to clarify coding categories & ensure inter-code reliability
  - Two coders per blog page


Average Blog Pages per Video
average number of blog pages
3.5
3
2.5
2
1.5
1
0.5
0
Obama
Romney
Tancredo
candidate

How We Coded Each Blog Entry

Watch & Code Video to Which Blog Entry Links

- Is video about the candidate?
  - 3 = about the candidate
  - 2 = about election but not candidate
  - 1 = not about candidate or election

Examine & Code Blog Entry Itself

What **portion** of entry is about the video?

- 3 = entire entry
- 2 = part of entry
- 1 = not part of entry (e.g. in page sidebar)
- C = only in comments

To what extent does entry provide **contextual information** related to video?

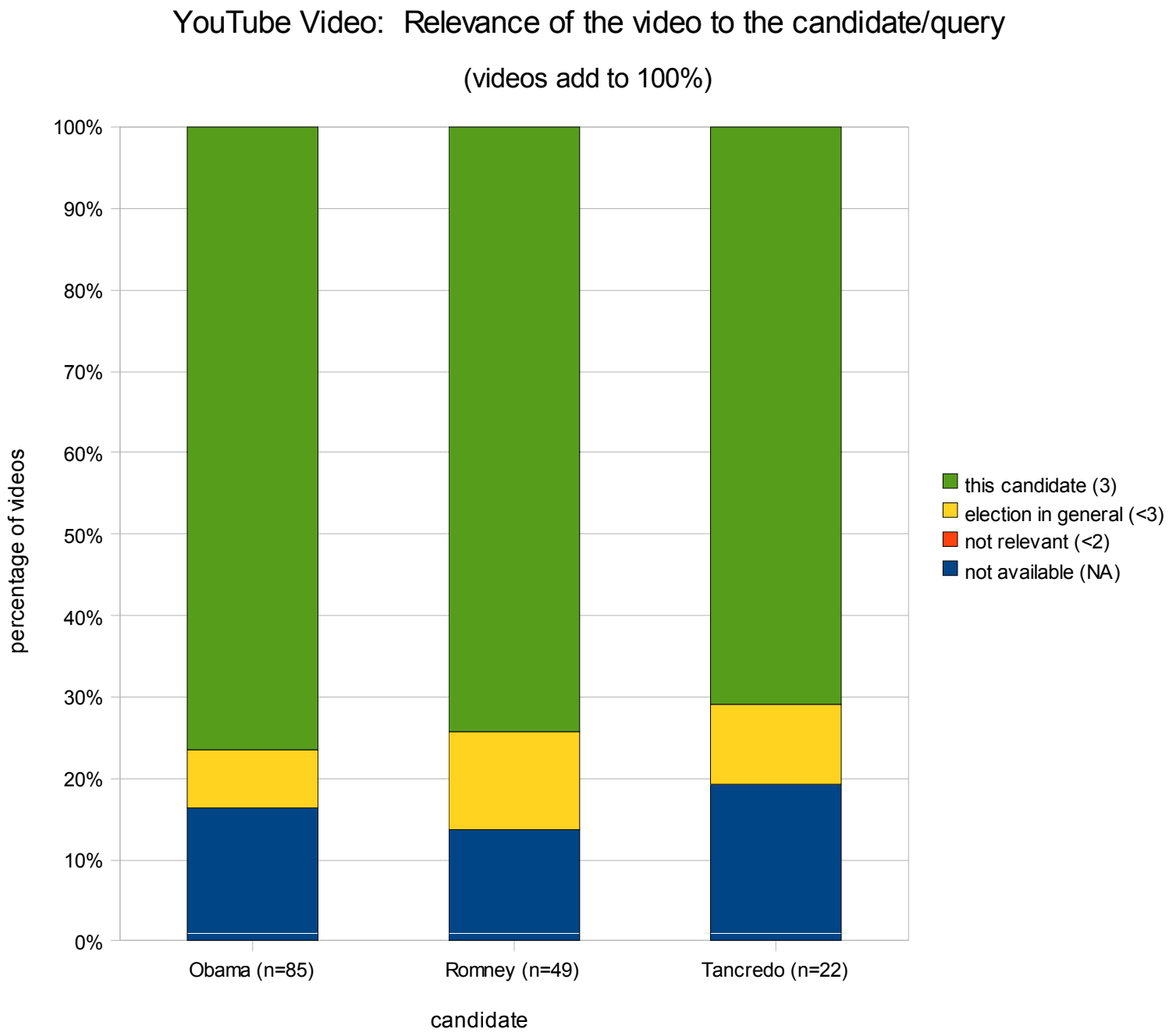
- 3 = provides substantial amount of contextual information (like a news item about the video)
- 2 = some contextual information beyond that provided by title of video itself
- 1 = no real contextual information (e.g. only “click here,” video title, or URL)

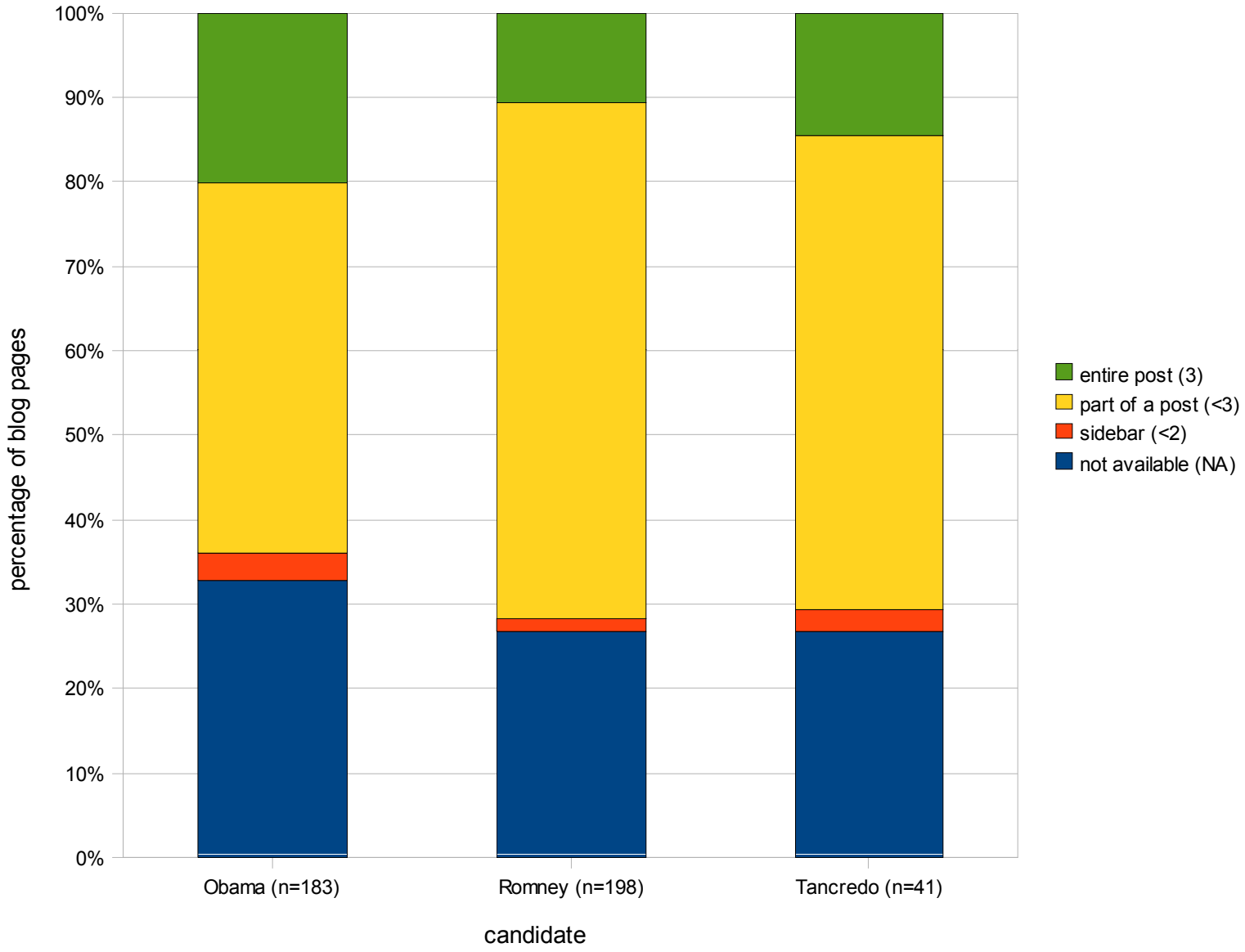
Excluded from this Analysis

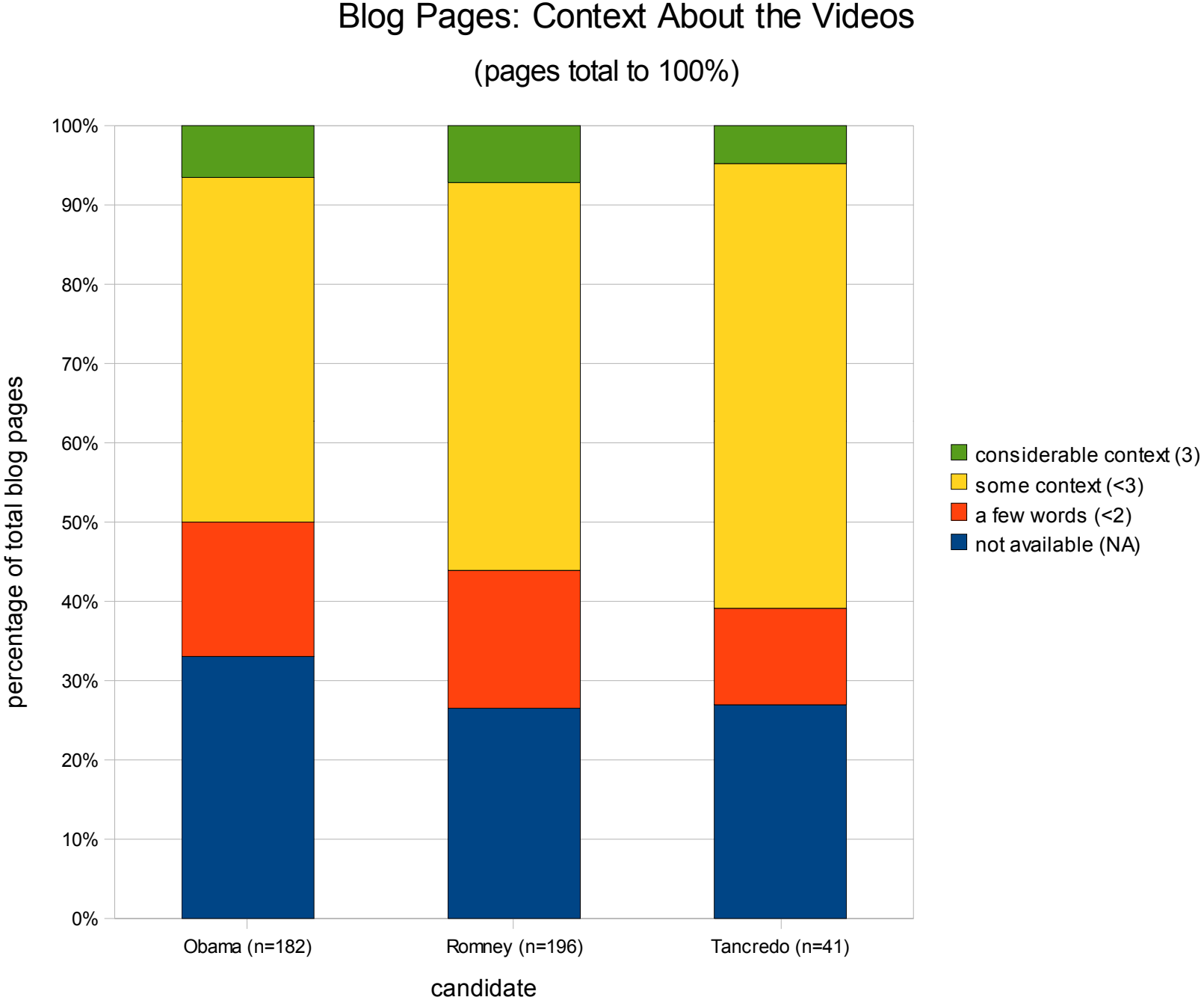
- Videos removed from YouTube
- Blog pages no longer available
- Comments posted to blogs

Provisional Findings

Note: Vilsack data not reported, due to small sample size


YouTube Video: Relevance of the video to the candidate/query
(videos add to 100%)
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
percentage of videos
Obama (n=85)
Romney (n=49)
Tancredo (n=22)
candidate
this candidate (3)
election in general (<3)
not relevant (<2)
not available (NA)


Blog Pages: Extent of the Post that is about the Video
(pages add to 100%)
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
percentage of blog pages
Obama (n=183)
Romney (n=198)
Tancredo (n=41)
candidate
entire post (3)
part of a post (<3)
sidebar (<2)
not available (NA)


Blog Pages: Context About the Videos
(pages total to 100%)
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
percentage of total blog pages
Obama (n=182)
Romney (n=196)
Tancredo (n=41)
candidate
considerable context (3)
some context (<3)
a few words (<2)
not available (NA)

Findings Highlights

- Most videos were relevant
- Most blog entries about videos are also about other things
- Most blogs provide some additional information beyond video's title
- 5-7% provide substantial contextual information
- Information often repeated across blog entries

Future Directions – Open Issues

- Materials related to our other collecting areas (not just election)
- Crawl parameters along 3 dimensions: environments crawled, access points, threshold values
- Predicting diminishing returns when collecting contextual information
- Systematic use of traffic & in-link data for selection
- Parsing pages & extracting appropriate links - specific part of page that represents individual blog entry, filtering unrelated sites & out-links
- Blog pages as “contextual information bridges”
- Predicting types of pages most likely to provide contextual information

Thank you!

http://ils.unc.edu/vidarch