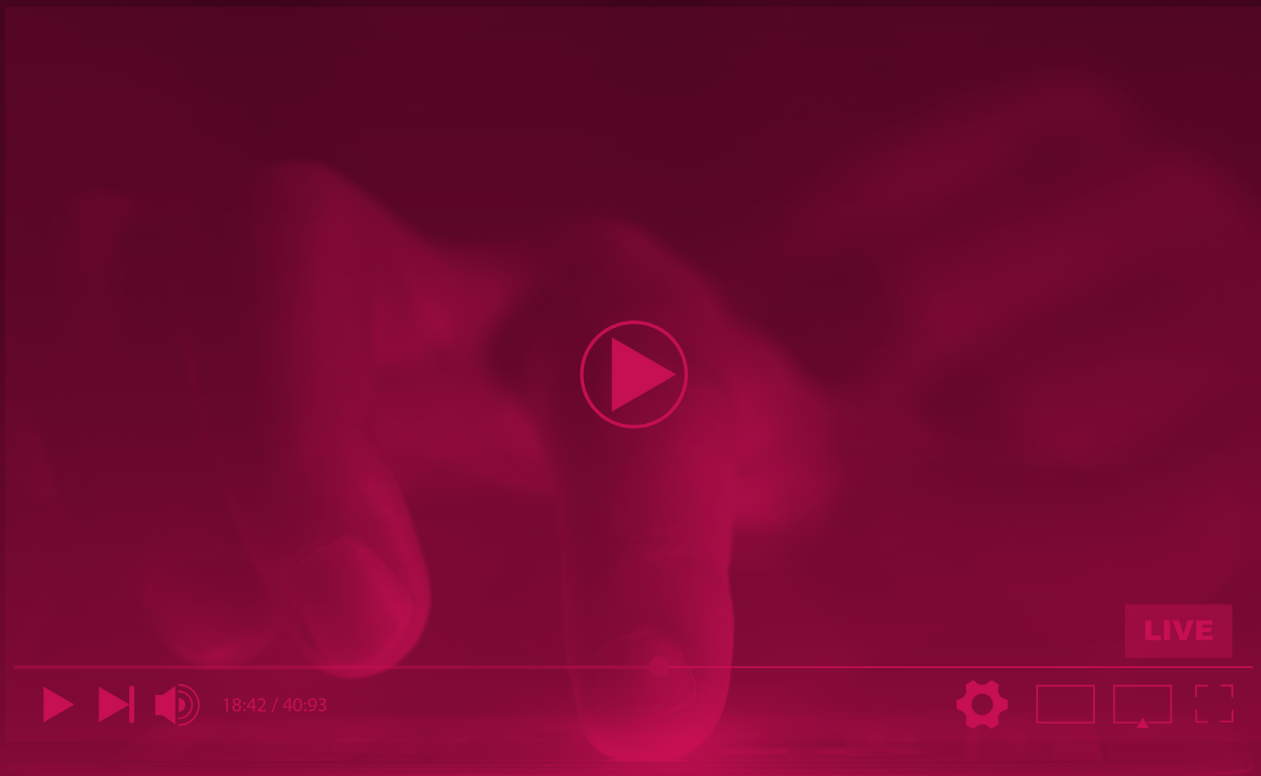


Investigation 3

Mommy Vlogger Personas

Rhea Bhatnagar





Amman | Berlin | London | Paris | Washington DC

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Executive Summary & Key Findings

The third investigation in ISD’s series examining the YouTube recommendation algorithm explored how content was recommended to two 40-year-old female users who were primarily interested in “Mommy vlogger” content and ideologically different news sources.¹ Therefore, one account watched left-leaning news content and the other watched right-leaning news content.

Analysis found that although the most frequently recommended channels for both accounts were related to Mommy vlogger content, there was a stark difference in the frequency at which they were recommended their ideologically different news source channels. Despite looking up their respective videos on the same day and watching for the same time, the right-leaning account was recommended double the number of videos versus the left-leaning account. Additionally, the number of videos and ads watched by both accounts were noticeably different, with the left-leaning account watching more than the right-leaning account across both categories.

After searching “natural immunity in children”, YouTube returned a controversial channel at the top of the search results, which had previously circulated COVID-19 and vaccine misinformation. This occurred with both accounts.

Videos that were not related to Mommy vloggers covered a wide range of topics, including health and wellness, religion, and medical advice. Much of the religion-based content surrounded Christianity, with several videos focusing on Bible verses. Though both channels had overlapping categories, the content in the videos being shown varied.

The results of this analysis emphasize concerns regarding YouTube’s algorithm and what it recommends to its users. The amplification of videos regardless of their factuality has allowed conspiracies to spread and gain significant traction among their audiences, which can lead to offline action.

- This analysis indicates that right-wing news content is more frequently recommended to YouTube users than left-wing news content. Twice as much Fox News was recommended to the right-leaning account than MSNBC to the left-leaning account, despite the accounts watching the respective channels for the same amount of time.
- The differences in the number of videos, number of ads, and percentage of unique videos recommended to the right- and left-leaning Mommy vlogger accounts was more significant than the differences seen in previous investigations where the accounts watched identical content. This indicates that small differences in the kind of content watched by users results in more varied content being recommended by YouTube.
- The videos most frequently recommended to both accounts were related to the subject of Mommy vloggers and the content previously watched by the accounts. Unrelated content covered a range of subjects, including religion, medical advice, dieting, and healthy-eating tips.
- When both Mommy vlogger accounts searched for the term “natural immunity in children”, the first result was from the channel of Dr. John Campbell. The high prominence given to Dr. John Campbell – a notable influencer who pushed COVID-19-related misinformation²— in YouTube’s search results, plus the fact that COVID-related misinformation was recommended to each account as a result of watching one of his videos, raises questions over the robustness YouTube’s practices for preventing users from being exposed to health misinformation.

Project Overview and Methodology

Vlogging – the act of recording, uploading, and sharing personal videos of people’s day-to-day lives – has gained widespread popularity among YouTube users. In 2017, YouTube told *TIME* that there was a 90% increase in time spent watching “family vloggers” than the year prior.³ Although more recent data regarding the watch time for family vlogging is not public, popular YouTube channels in the genre still garner thousands of views per video. Additionally, Mommy vloggers – who typically share personal experiences of motherhood – have become very popular on YouTube among a wide range of audiences who are curious about the ins and outs of parenting or are looking for a parenting community.

However, in recent years and specifically since the COVID-19 pandemic, evidence suggests that elements of this growing market have also become susceptible to misinformation and conspiracy theories. Some research suggests that conservatives are more susceptible to falsehoods and misinformation than liberals.⁴ ISD decided to test this by setting up one account to have an interest in left-leaning news and the other to have an interest in right-leaning news.

ISD created two YouTube accounts imitating 40-year-old women based in Delaware, who had an interest in content created by and related to Mommy vlogger accounts.

Figure 1: Persona-building process for Mommy vlogger accounts – note that both accounts watched the same content, except on day four.

Content/Channels watched by Mommy vlogger persona (% of total watch time)

Day 1 (16 min watch time)	Search for Cam&Fam	Subscribe to channel	Watch last uploaded video
Day 2 (29 min watch time)	Search for natural immunity for children	Watch first video in results	
Day 3 (12 min watch time)	Search for BritneyandBaby	Subscribe to channel	Watch last uploaded video
Day 4 (R) (21 min watch time)	Search for Fox News	Watch first video in results	
Day 4 (L) (21 min watch time)	Search for MSNBC	Watch first video in results	
Day 5 (17 minute watch time)	Search for Neo KirchBaby	Subscribe to channel	Watch last uploaded video

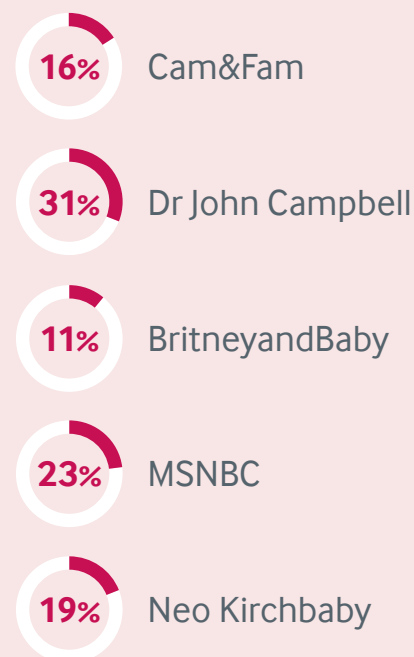
The Mommy vlogger personas were created by watching videos associated with popular English-speaking Mommy vlogger YouTube channels. At the time of research, these were Cam&Fam, BritneyandBaby, and Neo KirchBaby.⁵ Content associated with the phrase “natural immunity for children” was also included in order to test how YouTube would respond to this prompt. Both accounts watched the same content with one slight variation – one account watched news content from MSNBC, a left-leaning news channel, while the other watched content from Fox News, a right-leaning outlet.

After the fifth day of persona building, a browser automation tool was used to record the recommendations displayed on the homepage of each account every six hours for one month. The coding guidelines below were used to code all videos that were recommended **more than once** to each account and **unique videos** (i.e. videos recommended to one account, but not the other). Analysis was also conducted on the number of videos recommended to each account and on the ads shown to each account.

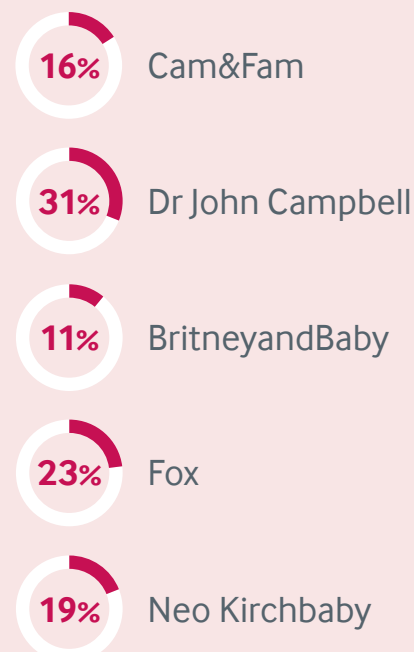
- Videos were labeled as **subscribed** if they came from an account the persona had subscribed to. In this case, these were all videos from Cam&Fam, BritneyandBaby, and Neo KirchBaby.
- Videos were labeled as **watched** if the video came from an account that was previously watched (but not subscribed to) by the persona, excluding Fox News/MSNBC. In this case, this applied to videos from Dr. John Campbell.
- Videos were labeled as **watched (news)** if the video came from the news accounts watched by the persona. For the left-leaning Mommy vlogger persona, the videos were from MSNBC. For the right-leaning Mommy vlogger persona, the videos were from Fox News.
- Videos were labeled **closely related** if the video came from an account that was not listed in the categories above, but the content was related to subjects and/or channels above. In this case, videos related to natural immunity for children or videos from other Mommy vlogger-type accounts.

Figure 2: Content watched by accounts with Mommy vlogger personas

Left-leaning Mommy vlogger account watch time



Right-leaning Mommy vlogger account watch time



- Videos were labeled **closely related (news)** if the videos were from other news channels besides Fox News/MSNBC. In this case, this included videos from local news channels.
- Videos were labeled **unrelated** if the video did not fit into any of the categories above, and the subject matter was not related to any content previously watched by the account. In this case, this included content about music, sports, etc.

Analysis was then conducted to answer two specific questions:

- What content does YouTube's recommendation algorithm recommend to users interested in Mommy vlogger content?
 - Is there a difference in content recommended to the two accounts based on different news interests? If so, what are the differences, and can news consumption habits be determined as the reason for these differences?
-

Results

Table 1: Differences in the numbers of videos and ads recommended to the right- and left-leaning accounts.

	Left-leaning account	Right-leaning account
Total no of videos	445	342
Total no of ads	50	23
Videos recommended at least twice	87	78
Unique videos	359	253

Number of videos/ads recommended to each account

As in previous investigations in this series, there were differences in the numbers of videos and ads recommended to each account, even though data was collected for the same amount of time.

In this case, the left-leaning account was recommended 103 more videos than the right-leaning account and more than double the number of ads. This difference is significantly larger than the differences seen in the first two investigations in this series (where the accounts' gender and age were varied, but where both accounts watched identical content), indicating that differences in the kind of content watched by the accounts influences the number of video and ad recommendations shown to users.

Videos recommended to each account at least twice

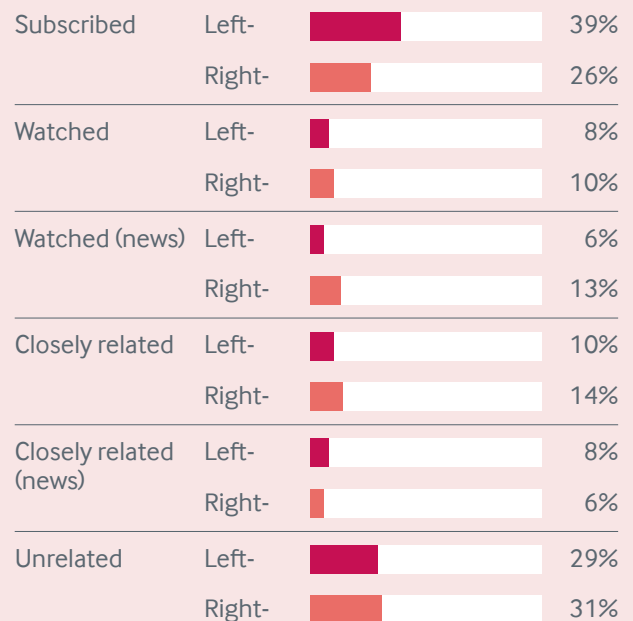
In total, 87 videos were recommended more than once to the left-leaning account and 78 to the right-leaning. Differences emerged in the types of videos recommended to each.

For both accounts, the majority of videos recommended were related in some way to the content previously watched by the accounts, though the proportion of unrelated videos was marginally higher for the right-wing account (30.7% vs. 28.7%). The left-leaning account was recommended more videos under the subscribed channels category than the left-leaning (39.1% vs. 25.6%).

The right-leaning account was recommended twice as much watched (news) content as the left-leaning account, meaning that twice as much Fox News was recommended to the right-leaning account than MSNBC to the left-leaning account, despite the accounts

Figure 3: Analysis of videos recommended more than once to Mommy vlogger accounts.

Videos recommended more than once to each account



watching the respective channels for the same amount of time.

This finding raises questions as to why YouTube recommends different news content at different rates despite the accounts watching news content for the same amount of time.

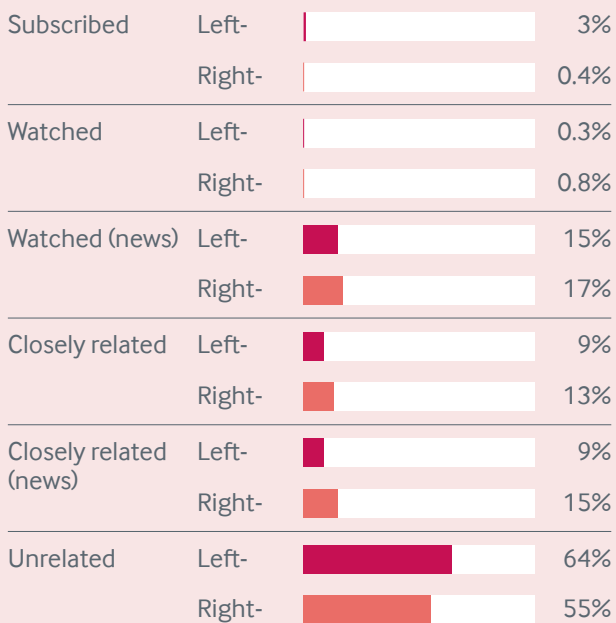
Videos recommended to one account only

To better understand the differences between the recommendations for each account, ISD analyzed every unique video suggested to each account and coded them under the aforementioned categories, as well as the general theme of the videos (coded as subcategories). Videos were classified as unique if they were recommended to one account and not the other.

The left-leaning account was recommended more unique videos than the right-leaning account – 359 compared to 253. These videos make up over 70% of all the videos recommended to each account. In other words, 70% of the content recommended to

Figure 4: Analysis of unique videos recommended to Mommy vlogger accounts.

Unique videos recommended to Mommy vlogger accounts



each account was unique and not recommended to the other.

These figures are also notably higher than the previous two investigations where the accounts watched identical content, indicating that slight variations in the content watched results in much higher differences in the kind of content recommended by YouTube.

Both accounts were primarily recommended videos unrelated to previously watched content – 64% for the left-leaning and 54% for the right-leaning.

Both accounts were recommended a similar number of videos for each category, with the exception of the subscribed channels. The left-leaning account was recommended almost six times as many videos within this category from all three channels it had subscribed to, whereas the right-leaning account was recommended only one video, from the account BritneyandBaby.

As regards news content, the right-leaning account

was recommended marginally more videos in the watched (news) category and around 5% more videos in the closely related (news) category – that is, news videos recommended to each account outside of the channels for Fox News/MSNBC the account had previously watched.

A closer look at the subcategories of the closely related (news) category (see Table 4a in the Appendix) shows that most videos recommended to both accounts were about news reporting (although the right-leaning account was recommended 2.5 times more of these).

In the unrelated category, which made up the majority of unique videos recommended to each account, there were also noteworthy differences between the two accounts. The left-leaning account was recommended more food, gaming, medical, and hobby/arts/crafts content, while the right-leaning account was recommended videos about crime, entertainment, and TV show clips. Both accounts were recommended 14 videos related to religion.

Ad analysis

An initial, notable difference between the two accounts and their recommended ads was that the left-leaning account was shown over double the number of advertisements that its counterpart was – 50 compared to 23 for the right-leaning account. The most frequently shown ad for both accounts, seen eight times for the left-leaning and six for the right-leaning, was one for Facebook titled “See How Culture Connects You”. The left-leaning account was also recommended more repeat advertisements: 15 advertisements were viewed more than once, while the right-leaning account saw only 2 more than once. In total, 37 channels served ads to the left-leaning account versus 22 to the right-leaning account.

The left-leaning account was recommended 11 education-based (college/university enrolment, data science courses, etc.) advertisements, compared to the right-leaning account which received only 2. Across both accounts, the category that received the most recommendations was technology, primarily focusing on data science and advertising Facebook. See Table 5a in the Appendix for further detail.

Discussion

Differences in the news content recommended to both accounts

The most significant difference between the news content recommended to the accounts was that the right-leaning account's most recommended channel was Fox News, despite the account not subscribing to it. The channel most recommended to the left-leaning account was Neo KirchBaby, one of the channels the account did subscribe to. MSNBC was only the left-leaning account's third most recommended channel.

Because both accounts watched news content for the same time and because this was the only variable in the content both accounts watched, this may indicate that YouTube recommended Fox News more frequently than MSNBC. There are other indications that the right-leaning account was recommended more news content than the left-leaning account, for example, in the closely related (news) category of the unique videos analysis discussed above. These results suggest that right-leaning news content is more frequently recommended than left-leaning, but further research is needed to truly understand these differences.

Other notable differences in news content between the accounts are less related to YouTube's algorithm and more related to the nature of Fox News content compared to MSNBC. This was demonstrated in the titles of the videos, which leaned more into sensationalist and click-bait territory for Fox News clips. For example, Greg Gutfeld clips were titled "This actor already put in his request for reparations and a Kardashians" and "The woke are on high alert for misgendering a pervert". The latter video discussed the suspension of an attorney due to the deadnaming of a convicted transgender male and included transphobic comments.

Alternatively, many of the videos recommended to the left-leaning account simply alluded to the content in the title itself, such as "Watch The Last Word With Lawrence O'Donnell Highlights: Feb. 16" and "Watch Rachel Maddow highlights: March 6".

Though it is unclear why they were recommended more, these differences highlight how small variations in the news channels watched by users on YouTube can direct people to sensationalist and often polarizing news content.

Both accounts were recommended videos containing religious themes, particularly Christianity

Both accounts were each recommended 14 religious-themed videos, including sermons and videos advising their audience on aligning "your life with God's vision". As in previous investigations in this series, this is an interesting finding because neither account showed an interest in religious videos during the persona-building stage. While the videos focused on different religions, the majority centered on Christianity and the Bible.

For the right-leaning account, this was the largest subcategory among unrelated unique videos. There were also differences noted in the content of religious videos recommended to each account. The left-leaning account was recommended multiple videos discussing religious stories and progress on social issues within the religion (e.g. a video titled "Remember and Repair: Expanding Racial Justice and Equity In Church and Society"). On the other hand, many of the right-leaning account's videos were focused on live-streamed sermons or songs (e.g. a video titled "Prayer Meeting and Bible Study" was posted by the Dadeville First Baptist Church). There seems to be some evidence that YouTube's recommendations to the left-leaning account were more focused on discussing topics with a lens on Christianity (e.g. one was titled: "What Does the Bible Say About Cremation?"), as well as videos with social justice themes that integrate modern-day topics.

Image 1: The thumbnail image of a religious-themed video recommended to the left-leaning account.



Both accounts were recommended videos discussing and promoting medical advice, diagnoses, and dieting

Although the Mommy vlogger accounts were recommended content about a variety of different subjects – including travel, sports, and music – the volume of videos about medical issues and diagnoses that were recommended, as well as videos related to healthy eating were noteworthy.

Medical videos were the most common type of unique video recommended to the left-leaning account, while such videos were only the fourth most common within unique videos recommended to the right-leaning account. It is not surprising that YouTube’s algorithm would recommend such content for this persona, as Mommy vlogger channels do tend to discuss health and wellness, especially as it relates to parenting and children. Also, the accounts searched for a medical-related phrase (“natural immunity for children”) during the persona-building stage of the research.

Both accounts were recommended videos encouraging viewers to identify their own (and others’) health issues, ranging from ways to detect cancer symptoms to diagnosing behavioral disorders (e.g. ADHD). Four videos recommended to the left-leaning account discussed autism diagnoses, whereas just one video related to autism for the right-leaning account.

Videos about healthy eating were also a notable trend for both accounts. While some of these videos were related

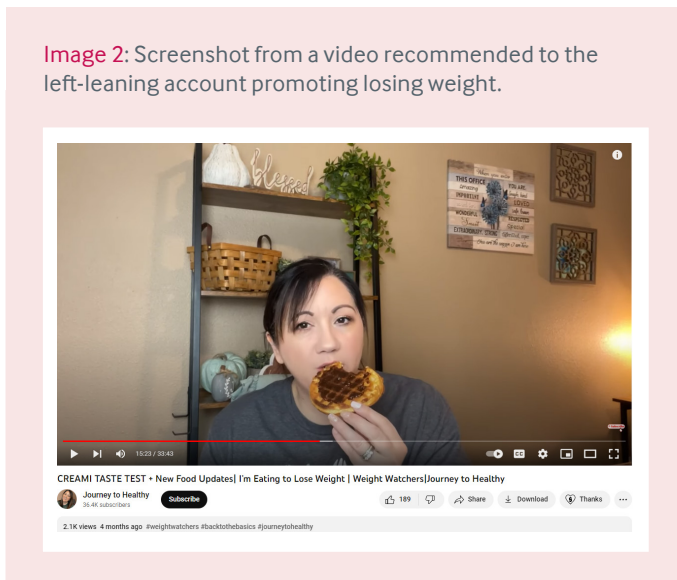
to Mommy vloggers on YouTube, ISD found that several of them encompassed tips and meals to lose weight. More specifically, for the left-leaning account, six of the nine videos under the “healthy eating” subcategory were discussing diets designed to help users to lose weight (e.g. a video titled “I eat vegetable casserole day and night and lose weight quickly. Low calorie recipe. Broccoli”). This content is noteworthy due to the criticism leveled at the ways social media encourages dieting culture.⁶ When looking at the personas ISD built – two adult women interested in Mommy vloggers – it is interesting, but perhaps not overly surprising, that YouTube would promote so many videos related to dieting.

Both accounts were recommended videos from prominent anti-vaccine influencer Dr. John Campbell

When both Mommy vlogger accounts searched for “natural immunity in children” on the second day of persona building, the first result was from the channel of Dr. John Campbell.

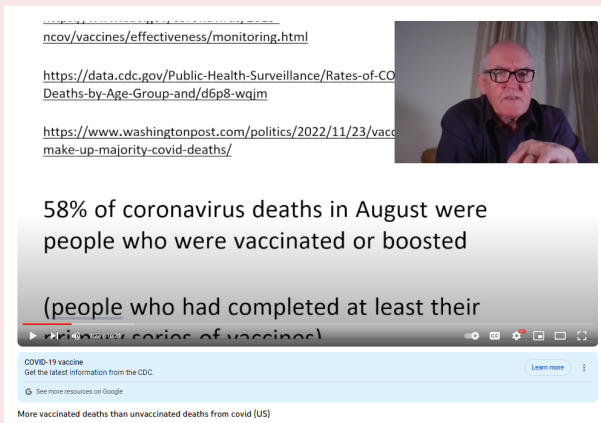
Campbell – who has a doctorate in nursing education but is not a physician – has been known to amplify anti-vaccine narratives on his YouTube channel, which has over 2.8 million subscribers.⁷ Because both accounts watched his video about natural immunity in children, they were subsequently recommended more of his content.

Many of these videos center on COVID-19 and vaccines, which Campbell regularly questioned throughout the COVID-19 pandemic by misinterpreting research.⁸ Of the videos recommended more than once to both accounts, four discussed COVID-19, covering topics from the Omicron variant to case numbers in Europe.



Of the unique videos, the right-leaning account was recommended one titled “Depression and over medication”, which argued for other methods to treat depression beyond medication. The left-leaning account was recommended one video titled “More vaccinated deaths than unvaccinated deaths from covid (US)”. In it, Campbell claimed that there are “more COVID deaths in people who are vaccinated versus people that are unvaccinated”, incorrectly citing official sources, including the Centers for Disease Control (CDC). Campbell cited a report from August 2022 that stated 58% of people who died from COVID-19 were vaccinated, marking the first month ever where the majority of deaths were

Image 3: A Dr. John Campbell video where he discusses COVID-19 deaths among vaccinated individuals in the United States.



among those vaccinated. However, a notable distinction is the difference between the number of deaths and the rate of deaths; the CDC noted that the rate of COVID-19 death was five times higher in unvaccinated individuals.⁹ Campbell's video on this garnered over 1.6 million views.

The high prominence given to Dr. John Campbell in YouTube's search results, plus the fact that COVID-related misinformation was recommended to each account as a result of watching one of his videos, raises questions over the robustness of YouTube's practices for preventing users from exposure to health misinformation.

Appendix

Table 1a: Distribution of videos recommended to Mommy vlogger accounts.

# of recommendations	Left -leaning (#)	Left -leaning (%)	Right -leaning (#)	Right -leaning (%)
19	-	-	2	0.59
15	1	0.23	-	-
11	1	0.23	-	-
10	-	-	1	0.29
9	1	0.23	-	-
8	1	0.23	-	-
7	2	0.45	2	0.59
6	2	0.45	2	0.59
5	5	1.12	5	1.46
4	9	2.02	4	1.17
3	19	4.27	18	5.26
2	45	10.11	44	12.87
1	359	80.67	264	77.19
Total	445	100	342	100

Table 2a: Analysis of videos recommended to accounts more than once.

Category	Left-Leaning Mommy vlogger Account		Right-Leaning Mommy vlogger Account	
	Count of # Seen	% of # Seen	Count of # Seen	% of # Seen
Channel Subscribed	34	39.08	20	25.64
Channel Watched	7	8.05	8	10.26
Channel Watched (News)	5	5.75	10	12.82
Closely Related	9	10.35	11	14.10
Closely Related (News)	7	8.05	5	6.41
Unrelated	25	28.74	24	30.77
Grand Total	87	100	78	100

Table 3a: Breakdown of videos recommended more than once to each account.

Category		Left-Leaning Mommy vlogger Account		Right-Leaning Mommy vlogger Account	
Row Labels		Count of Granular	% of Granular	Count of Granular	% of Granular
Channel Subscribed	BritneyandBaby	12	13.79%	8	10.26%
	Cam&Fam	12	13.79%	7	8.97%
	Neo KirchBaby	10	11.49%	5	6.41%
	Channel Subscribed total	34	39.08%	20	25.64%
Channel Watched	Dr. John Campbell	7	8.05%	8	10.26%
	Channel Watched total	7	8.05%	8	10.26%
Channel Watched (News)	MSNBC/Fox News	5	5.75%	10	12.82%
	Closely Related	9	10.34%	11	14.10%
	Entertainment	-	-	1	1.28%
	Family Vlogger	8	9.20%	9	11.54%
	Healthy Eating	1	1.15%	-	-
	YouTuber	-	-	1	1.28%
	Channel Watched (News) total	5	5.75%	10	12.82%
Closely Related (News)	News	4	4.60%	4	5.13%
	Talk Show	3	3.45%	1	1.28%
	Closely Related (News) total	7	8.05%	5	6.41%
Unrelated	Animal	1	1.15%	1	1.28%
	Astrology	1	1.15%	-	-
	Crime	-	-	1	1.28%
	Entertainment	-	-	5	6.41%
	Fashion	1	1.15%	-	-
	Finance	-	-	1	1.28%
	Food	4	4.60%	2	2.56%
	Foreign Language	1	1.15%	-	-
	Game Show	1	1.15%	-	-
	Gaming	2	2.30%	-	-
	Healthy Eating	-	-	1	1.28%
	History	1	1.15%	1	1.28%

How-To	1	1.15%	1	1.28%
Medical	8	9.20%	7	8.97%
Other	-	-	1	1.28%
News	1	1.15%	-	-
Religion	1	1.15%	1	1.28%
Self-Help	-	-	1	1.28%
Story Time	1	1.15%	-	-
YouTuber	1	1.15%	-	-
Unrelated total	25	28.74%	24	30.77%
Grand Total	87	100.00%	78	100%

Table 4a: Analysis of unique videos recommended to each account.

Category		Left-Leaning Mommy vlogger Account		Right-Leaning Mommy vlogger Account	
Row Labels		Count of Granular	% of Granular	Count of Granular	% of Granular
Channel Subscribed	BritneyandBaby	3	0.84%	1	0.40%
	Cam&Fam	3	0.84%	-	-
	Neo Kirchbaby	4	1.11%	-	-
	Channel Subscribed	10	2.79%	1	0.40%
Channel Watched	Dr. John Campbell	1	0.28%	2	0.79%
	Channel Watched total	1	0.28%	2	0.79%
Channel Watched (News)	MSNBC/Fox News	54	15.04%	42	16.60%
	Channel Watched (News) total	54	15.04%	42	16.60%
Closely Related	Animal	-	-	1	0.40%
	Cam&Fam	-	-	1	0.40%
	Deleted	-	-	2	0.79%
	Education	-	-	1	0.40%
	Family Vlogger	25	6.96%	19	7.51%
	Healthy Eating	-	-	1	0.40%
	Hobby/arts/crafts	1	0.28%	-	-
	Medical	1	0.28%	-	-

	Music	1	0.28%	-	-
	Neo KirchBaby	-	-	2	0.79%
	Podcast	1	0.28%	-	-
	Story Time	2	0.56%	-	-
	Talk Show	-	-	1	0.40%
	TV Scene	-	-	3	1.19%
	YouTuber	-	-	1	0.40%
	Closely Related total	31	8.64%	32	12.65%
Closely Related (News)	Crime	3	0.84%	4	1.58%
	Entertainment	3	0.84%	6	2.37%
	History	1	0.28%	-	-
	Nature	-	-	1	0.40%
	News	11	3.06%	20	7.91%
	Political Commentary	-	-	1	0.40%
	Story Time	-	-	1	0.40%
	Talk Show	9	2.51%	3	1.19%
	TV Scene	-	-	1	0.40%
	YouTuber	5	1.39%	-	-
	Closely Related (News) total	32	8.91%	37	14.62%
Unrelated	Animal	3	0.84%	4	1.58%
	Anti-Diversity	-	-	1	0.40%
	Astrology	6	1.67%	1	0.40%
	Church	-	-	1	0.40%
	Cleaning	2	0.56%	-	-
	Commercial	2	0.56%	-	-
	Compilations	1	0.28%	-	-
	Crime	5	1.39%	9	3.56%
	Education	4	1.11%	2	0.79%
	Entertainment	2	0.56%	8	3.16%
	Family Vlogger	6	1.67%	1	0.40%
	Fashion	3	0.84%	-	-
	Food	15	4.18%	7	2.77%

Foreign-Language	9	2.51%	2	0.79%
Gaming	14	3.90%	-	-
Haul	5	1.39%	3	1.19%
Healthy Eating	9	2.51%	3	1.19%
History	8	2.23%	2	0.79%
Hobby/arts/crafts	10	2.79%	1	0.40%
Houses	-	-	3	1.19%
How-To	1	0.28%	2	0.79%
Interview	3	0.84%	2	0.79%
Lifestyle	7	1.95%	-	-
Medical	22	6.13%	9	3.56%
Money	3	0.84%	2	0.79%
Motivation	2	0.56%	4	1.58%
Movie Scene	1	0.28%	-	-
Music	12	3.34%	5	1.98%
Nature	4	1.11%	5	1.98%
News	1	0.28%	1	0.40%
Podcast	4	1.11%	-	-
Political Commentary	-	-	2	0.79%
Psychology	4	1.11%	2	0.79%
Religion	14	3.90%	14	5.53%
Self-Help	-	-	2	0.79%
Space	3	0.84%	1	0.40%
Spiritual	1	0.28%	-	-
Sports	5	1.39%	5	1.98%
Story Time	9	2.51%	2	0.79%
Talk Show	1	0.28%	-	-
Technology	3	0.84%	4	1.58%
Trailer	1	0.28%	1	0.40%
Travel	6	1.67%	10	3.95%
TV Scene	5	1.39%	13	5.14%
Vehicles	1	0.28%	-	-

Wedding	2	0.56%	-	-
YouTuber	12	3.34%	5	1.98%
Unrelated total	231	64.35%	139	54.94%
Grand Total	359	100.00%	253	100.00%

Table 5a: Ad analysis.

Category	Left-Leaning Mommy vlogger Account Ads	Right-Leaning Mommy vlogger Account Ads
Row Labels	Count of # Seen	Count of # Seen
Education	11	2
College/University	9	2
Data Science	1	-
Internet Service	1	-
Entertainment	-	2
Streaming	-	2
Product	8	3
Computer Hardware	-	1
Razor	-	2
Service	13	6
Data Science	2	1
Food Delivery	1	1
House Repair	1	-
Insurance/Injury Lawyer	1	-
Internet Service	5	2
Job Search	1	-
Travel	2	2
Technology	18	10
Data Science	6	6
Internet Service	4	1
Search Engine	2	1
Social Media	6	2
Grand Total	50	23

Endnotes

- 1 Mommy vloggers refers to YouTubers who share their personal experiences of motherhood through their videos.
- 2 Reviews of articles by: John Campbell. Health Feedback. Available at: <https://healthfeedback.org/authors/john-campbell/>.
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- 7 Person: John Campbell. FactCheck.org. Available at: <https://www.factcheck.org/person/john-campbell/>.
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- 9 News 19 WLTX (2022). No, Vaccinated people are not more likely to die from COVID-19 than unvaccinated people [Video file]. YouTube, 1 December. Available at: <https://www.youtube.com/watch?v=pGCwaLONHBE>.



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