CHAPTER 1 · WORKSHEET · ABOUT 20 MINUTES

YouTube Field Trip

Look at YouTube the way a creator does. Pick a topic you're curious about and work through the four stops below.

My topic: _____

Stop 1 · Search

What I typed into the search bar: _____

Result	Title	Channel	Views	Age	Short or long?	Face shown?
1						
2						
3						

Stop 2 · Recommendations

Watch one result, then look at what YouTube suggests next. Why do you think it chose these?

Suggested video 1 / why: _____

Suggested video 2 / why: _____

Suggested video 3 / why: _____

Stop 3 · Anatomy of one video (see Figure 1.1)

What the thumbnail shows: _____

Title: _____

Channel name and subscribers: _____

Views and age: _____

Most common theme in the comments: _____

Stop 4 · Evergreen check

Oldest video I found that's still getting views (title, age, views): _____

What I noticed

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