

Analyzing unexpected success of a data visualization video series

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Background on the Videos

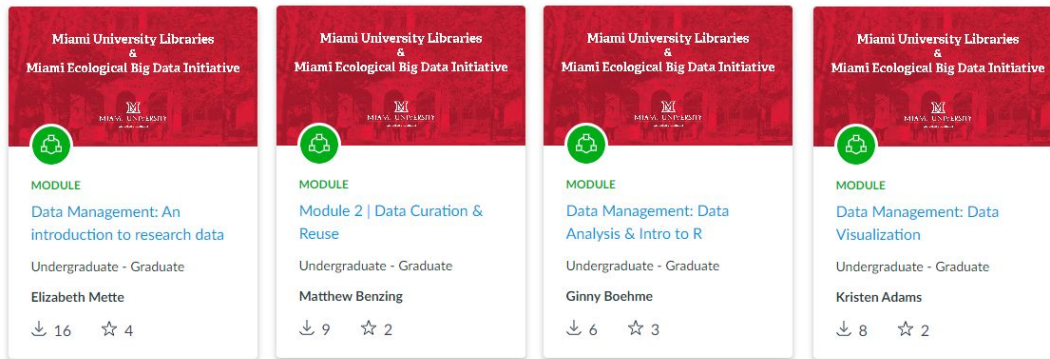
Video Series and Intents

We created 17 YouTube videos on data visualization

Practical skills on making graphs and diagrams in Google and Microsoft

Intended to support a Canvas module on data literacy, but open to any student as a virtual workshop, and for faculty to incorporate in their courses

Both were advertised to faculty through email newsletters



Workshop enrollment:
85 students + 12 teachers

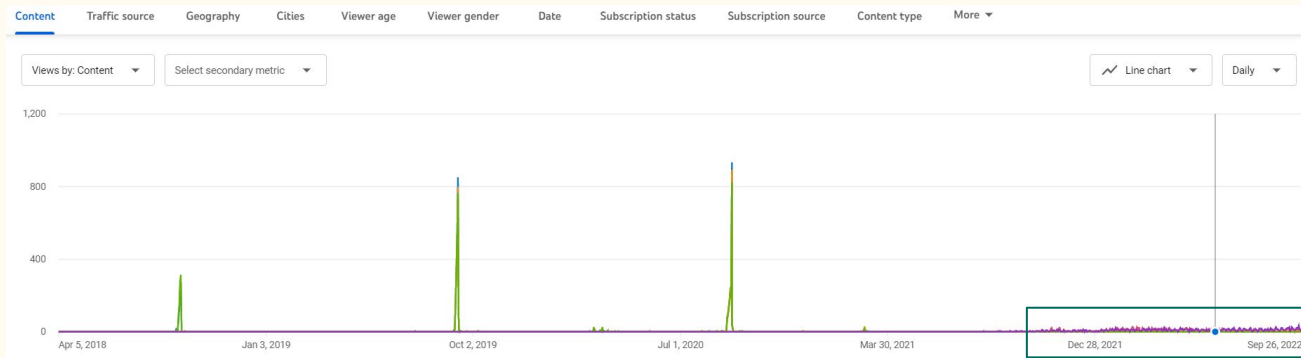
Total module downloads:
 $16 + 9 + 6 + 8 = 39$

Initial Observations

YouTube Views Compared to Canvas Use

The module received little use; but for some of the videos in the module, we saw that the YouTube video views were very high

The gap made it clear that the YouTube views were coming from elsewhere, and were indeed more accessible than the Canvas module.



Overall views for the channel



Not flatline activity

Title	Date Uploaded	Views 1/19/21	Views 5/11/22	Views 9/9/22
Saving PowerPoint Slides as Image Files	07/08/2021	10	25	39
Saving Google Slides as Image Files	07/08/2021	7	40	165
Creating Column and Bar Charts in Google Sheets	07/08/2021	13	23	31
Creating Column and Bar Charts in MS Excel	07/08/2021	6	8	15
Creating Pie or Doughnut Charts in MS Excel	07/09/2021	6	9	53
Creating Box and Whisker Plots in MS Excel	07/12/2021	18	26	54
Creating Pie or Doughnut Charts in Google Sheets	07/12/2021	777	1752	2458
Creating Hierarchy Diagrams in MS PowerPoint	07/12/2021	17	34	86
Creating Hierarchy Diagrams in Google Slides	07/12/2021	578	1732	3120
Creating Line Graphs in MS Excel	07/26/2021	12	17	18
Creating Line Graphs in Google Sheets	07/27/2021	16	20	24
Creating Scatter Plots in Google Sheets	07/27/2021	9	18	19
Creating Flowcharts in MS PowerPoint	07/27/2021	38	55	76
Creating Scatter Plots in MS Excel	07/28/2021	11	14	19
Creating Flowcharts in Google Slides	08/05/2021	575	1965	3035
Creating Venn Diagrams in Google Slides	08/05/2021	10	49	68
Creating Venn Diagrams in MS PowerPoint	08/05/2021	55	826	954

Data Visualization Playlist - Views

The Analysis

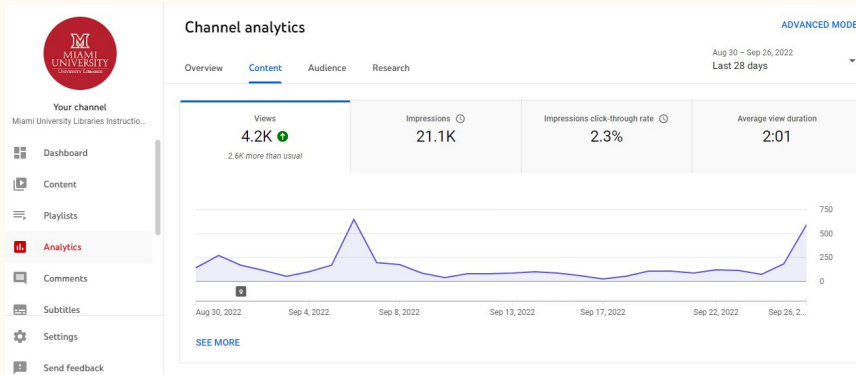


What We Will Be Looking At...

We explore which videos in the series were most popular

Using YouTube analytics to determine who was watching and how they discovered them

Hope to identify ideas for other content



YouTube Analytics

Channel dashboard

Latest video performance

How to Search
PubMed

MIAMI UNIVERSITY
How to Search: PubMed

First 25 days 12 hours:

Ranking by views	9 of 10 >
Views	67
Impressions click-through rate	0.8%
Average view duration	1:20

[GO TO VIDEO ANALYTICS](#)
[SEE COMMENTS \(0\)](#)

Channel analytics

Current subscribers
82
+5 in last 28 days

Summary
Last 28 days

Views	4.2K ▲
Watch time (hours)	140.1 ▲

Top videos
Last 48 hours - Views

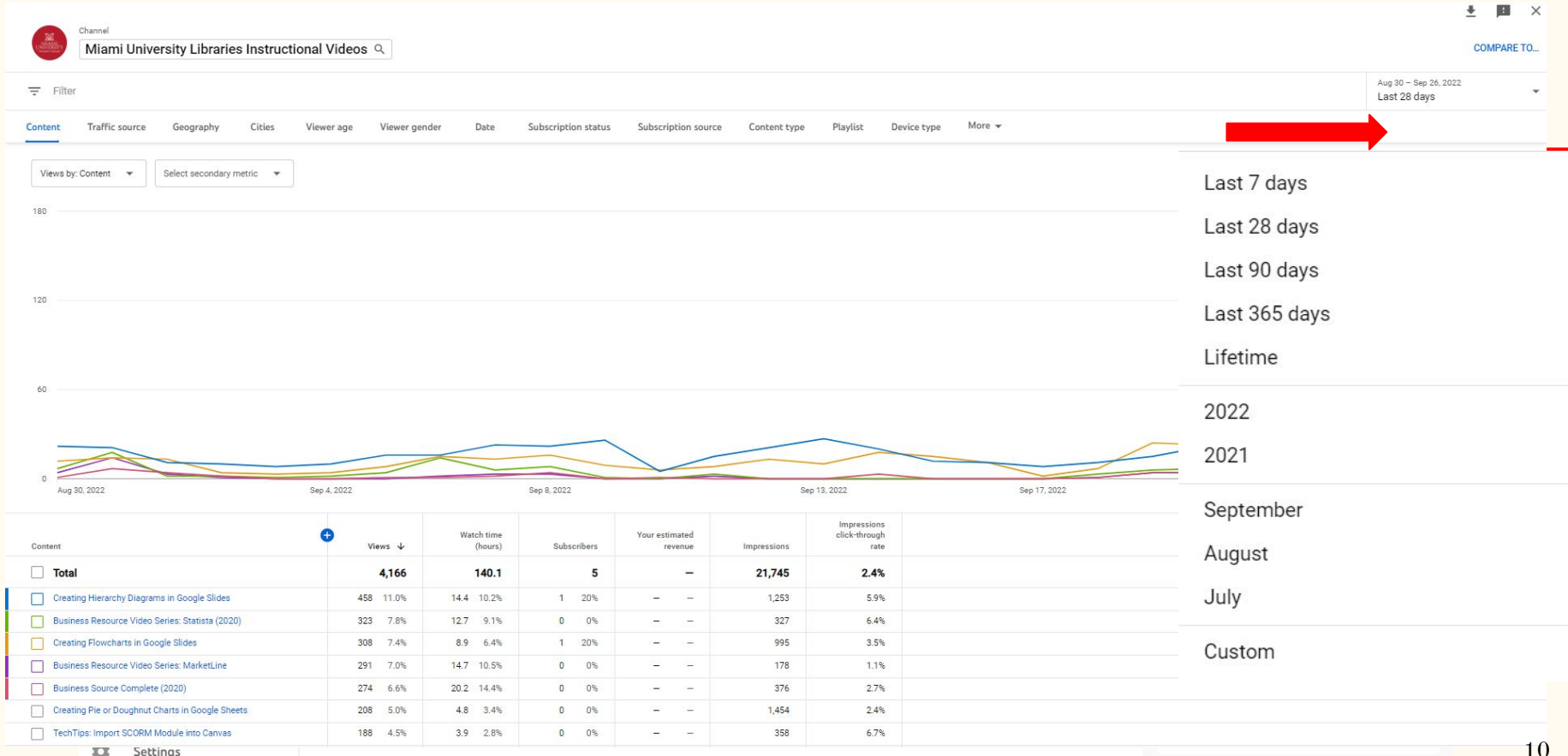
Business Resource Video Series: MarketLine	204
Business Source Complete (2020)	199
Business Resource Video Series: Statista (2020)	196

[GO TO CHANNEL ANALYTICS](#)

Miami University Libraries I...
[Manage your Google Account](#)

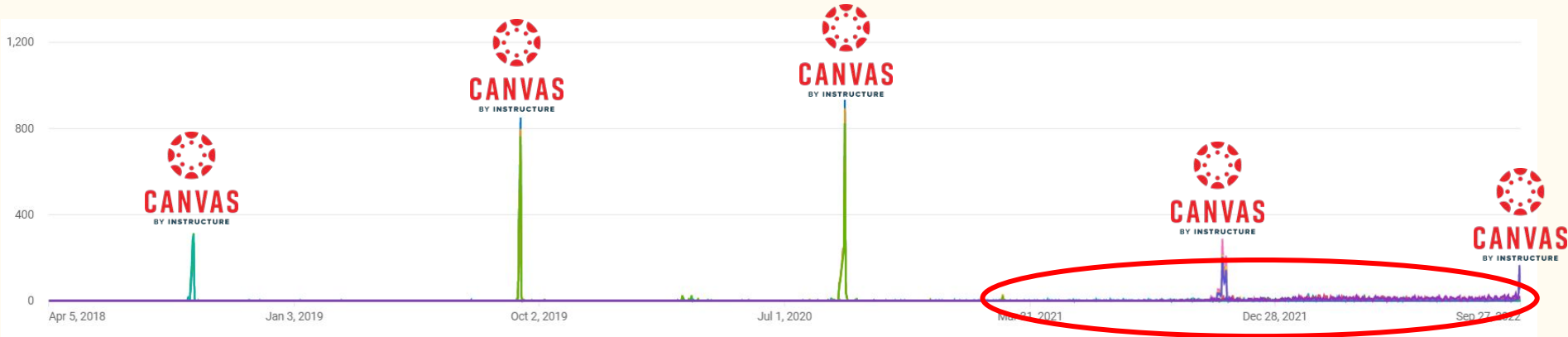
- Your channel
- YouTube Studio**
- Switch account >
- Sign out
- Purchases and memberships
- Your data in YouTube

YouTube Analytics Home



- Last 7 days
- Last 28 days
- Last 90 days
- Last 365 days
- Lifetime
- 2022
- 2021
- September
- August
- July
- Custom

Miami Libraries YouTube Channel Overall Views



Since April 5th, 2018

- 45,336 Views
- 82 Subscribers
- 1,433 Hours Watch Time

YouTube Views

Average Views on Channel
367

The screenshot shows the YouTube channel page for 'Miami University Libraries Instructional Videos'. The channel has 82 subscribers. The 'Uploads' section displays five video thumbnails with their respective titles and view counts:

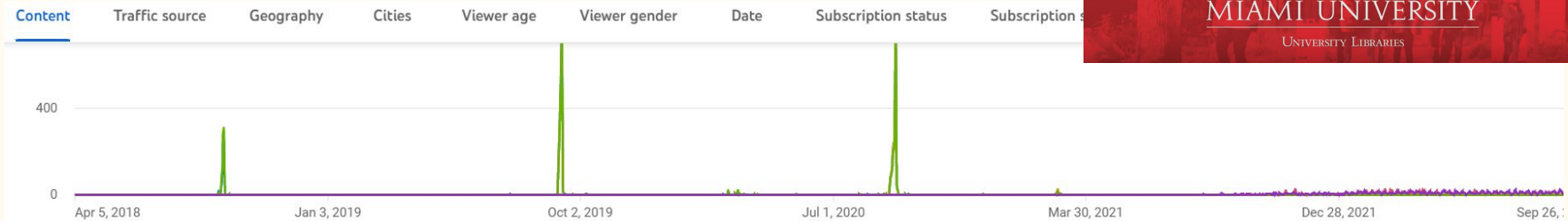
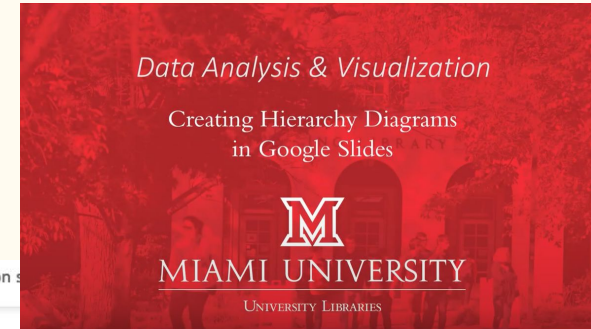
Video Title	Views	Duration
How to Search: PubMed	67 views	3:28
How to Search: BIOSIS Previews	100 views	3:13
What is APA?	136 views	1:42
Paper Format in APA Citation Style	135 views	4:31
Quoting and Paraphrasing in APA Citation Style	123 views	2:41

The image displays three video thumbnails from the 'Data Analysis & Visualization' series, all featuring a red background with the Miami University logo and the text 'University Libraries'. Each thumbnail includes a red box in the bottom right corner.

- Top Left:** 'Creating Hierarchy Diagrams in Google Slides' (3,413 views - Jul 12, 2021)
- Top Right:** 'Creating Flowcharts in Google Slides' (3,241 views - Aug 5, 2021)
- Bottom Center:** 'Creating Pie or Doughnut Charts in Google Sheets' (2,573 views - Jul 12, 2021)

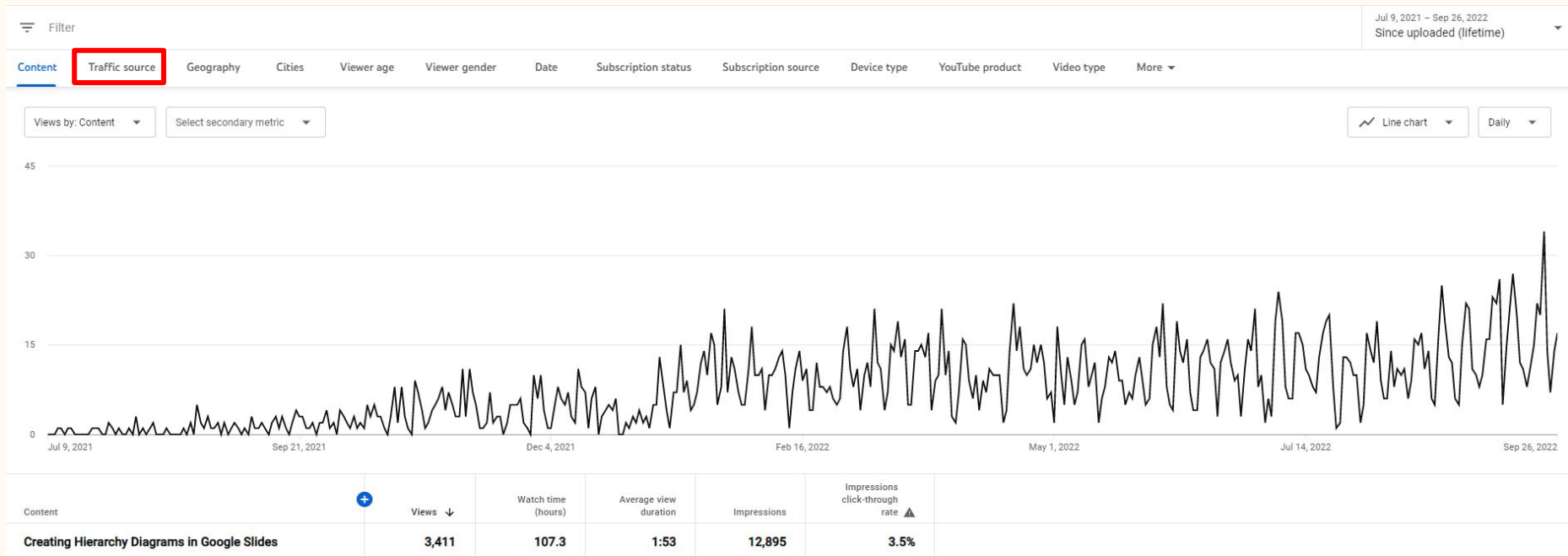
Average views for the Google Slides Data Visualization Videos
3,075

Selecting a Video to Look At






Content	Views ↓ ▲	Watch time (hours) ▲	Subscribers ▲	Your estimated revenue	Impressions ▲	Impressions click-through rate ▲
<input type="checkbox"/> Total	45,336	1,433.3	82	—	209,209	3.0%
<input type="checkbox"/> Business Video Series: Business Source Complete	4,906 10.8%	162.2 11.3%	0 0.0%	— —	2,281	5.3%
<input type="checkbox"/> Business Video Series: Statista	4,781 10.6%	131.7 9.2%	0 0.0%	— —	5,951	3.5%
<input type="checkbox"/> Business Resource Video Series: MarketLine	4,025 8.9%	121.8 8.5%	0 0.0%	— —	1,904	4.0%
<input type="checkbox"/> Creating Hierarchy Diagrams in Google Slides ←	3,411 7.5%	107.3 7.5%	2 2.4%	— —	12,895	3.5%
<input type="checkbox"/> Creating Flowcharts in Google Slides	3,241 7.2%	91.3 6.4%	2 2.4%	— —	21,767	2.5%
<input type="checkbox"/> Creating Pie or Doughnut Charts in Google Sheets	2,572 5.7%	56.7 4.0%	4 4.9%	— —	24,324	1.4%

General Statistics for Creating Hierarchy Diagrams in Google Slides Video



- Views 3411
- Watch Time 107.3 Hours
- Average View Duration 1:53 Minutes
- Impressions 12,895
- Impressions Click Through Rate - 3.5%

Traffic source 	Views 	Watch time (hours)	Average view duration	Impressions	Impressions click-through rate 
<input type="checkbox"/> Total	3,411	107.3	1:53	12,895	3.5%
<input type="checkbox"/> External	2,722 79.8%	87.0 81.1%	1:55	–	–
<input type="checkbox"/> YouTube search	315 9.2%	10.1 9.4%	1:54	3,691	7.4%
<input type="checkbox"/> Suggested videos	206 6.0%	6.7 6.2%	1:56	4,630	3.4%
<input type="checkbox"/> Direct or unknown	59 1.7%	1.6 1.5%	1:35	–	–
<input type="checkbox"/> Browse features	50 1.5%	0.5 0.4%	0:33	4,459	0.4%
<input type="checkbox"/> Other YouTube features	50 1.5%	1.4 1.3%	1:40	–	–
<input type="checkbox"/> Channel pages	5 0.2%	0.1 0.1%	1:19	57	1.8%
<input type="checkbox"/> Playlists	2 0.1%	0.1 0.1%	1:42	27	3.7%
<input type="checkbox"/> Playlist page	2 0.1%	0.0 0.0%	0:00	31	0%

- External (Sites other than YouTube)
- YouTube Statistics
 - Found via YouTube Search
 - Suggested by YouTube
 - Browsing YouTube
 - Channel and Playlists

Traffic Source Statistics

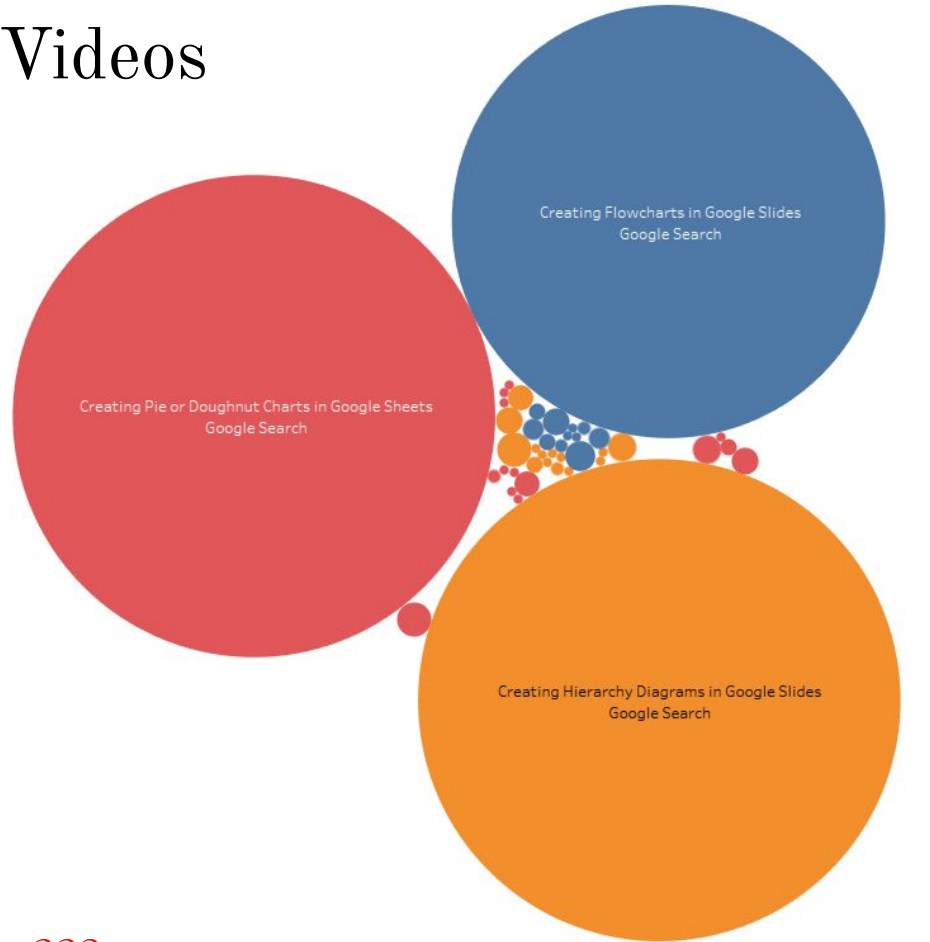
External Traffic Details

Content Traffic source Geography Cities Viewer age Viewer gender Date Subscription status Subscription source Device type More ▾

Traffic source > External		Views ↓	Watch time (hours)	Average view duration	Impressions	Impressions click-through rate ▲	
<input type="checkbox"/> Total		2,722	87.0	1:55	0	—	
<input type="checkbox"/> Google Search		2,601 95.6%	83.2 95.7%	1:55	0	—	
<input type="checkbox"/> vcs.net		13 0.5%	0.2 0.2%	0:42	0	—	
<input type="checkbox"/> duckduckgo.com		9 0.3%	0.3 0.4%	2:00	0	—	
<input type="checkbox"/> YouTube		8 0.3%	0.2 0.3%	1:52	0	—	
<input type="checkbox"/> bing.com		7 0.3%	0.2 0.2%	1:23	0	—	
<input type="checkbox"/> Yahoo Search		3 0.1%	0.1 0.1%	1:33	0	—	
<input type="checkbox"/> org.chromium.arc.intent_helper		2 0.1%	0.0 0.1%	1:29	0	—	
<input type="checkbox"/> Google ?		1 0.0%	0.1 0.1%	3:56	0	—	
<input type="checkbox"/> Google Docs		1 0.0%	0.1 0.1%	3:58	0	—	
<input type="checkbox"/> Google Go		1 0.0%	0.0 0.0%	0:59	0	—	
<input type="checkbox"/> WhatsApp		1 0.0%	0.0 0.0%	0:18	0	—	
<input type="checkbox"/> Facebook		1 0.0%	0.1 0.1%	5:31	0	—	
<input type="checkbox"/> instructure.com	Canvas	1 0.0%	0.0 0.0%	0:17	0	—	
<input type="checkbox"/> search.brave.com		1 0.0%	0.0 0.0%	1:28	0	—	
<input type="checkbox"/> startpage.com		1 0.0%	0.1 0.1%	3:49	0	—	

What We Found For These Videos

- **98% of all External Traffic comes from Google Search!**
 - Google Search is only 29.1% for all other videos
 - Instructure.com (Canvas) is 52.6% for all videos.



Why is that happening with these videos???

Keywords and Google Search

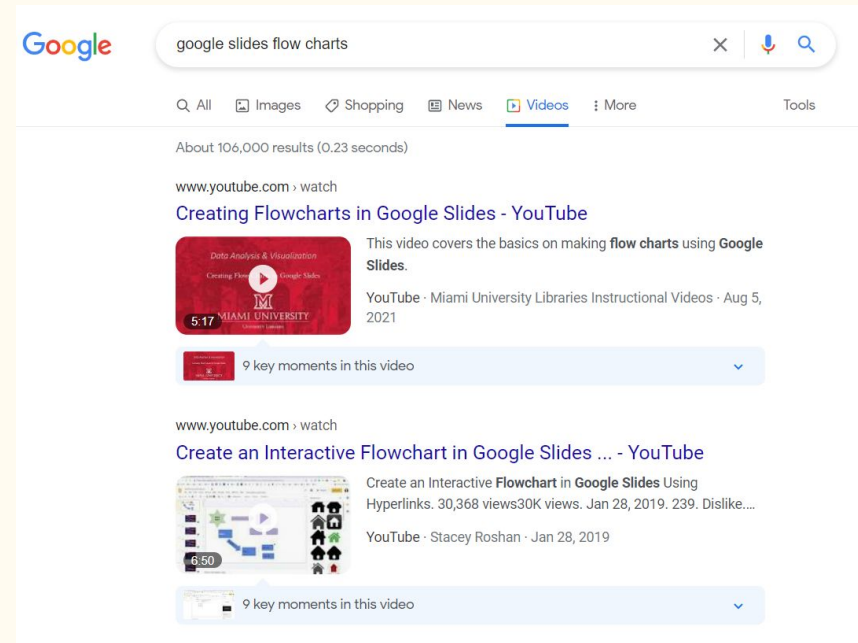
Much like searching a library database searching Google is all about the keywords

Our three videos (and we didn't plan it) unexpectedly hit the SEO/Keyword sweet-spot!

So if you run a Google Search with terms like:

“Google Slides”
with “Hierarchy” or “Flowcharts”

Our videos seems to be the first few that come up!



The image shows a Google search interface with the query "google slides flow charts". The search results are filtered to "Videos" and show two results:

- Creating Flowcharts in Google Slides - YouTube**
This video covers the basics on making **flow charts** using **Google Slides**.
YouTube · Miami University Libraries Instructional Videos · Aug 5, 2021
5:17 MIAMI UNIVERSITY
9 key moments in this video
- Create an Interactive Flowchart in Google Slides ... - YouTube**
Create an Interactive **Flowchart** in **Google Slides** Using Hyperlinks. 30,368 views30K views. Jan 28, 2019. 239. Dislike...
YouTube · Stacey Roshan · Jan 28, 2019
6:50
9 key moments in this video

Wrap-up



Closing Thoughts

We had videos with mysteriously high views for our channel

Wanted to know why, and understand how to continue this trend

There is much more than just views...

Very quick overview of using YouTube analytics

Traffic Source in particular

There is more you can examine in YouTube analytics

Geography, Closed Caption Use, Device Type and more

Thank you

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