

Teen Viewing of Drug and Alcohol-Related Videos Online

Custom Study Conducted on behalf of ONDCP

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Key Findings

- Nearly one million teens, or 5% of teens viewing online video, viewed drug-related videos in June 2008
- Teens watched 1.2 million drug-related videos during the one-month period.
- 57% of teens who viewed drug-related video are female.
- More than a third (35%) of teens who viewed drug-related video are younger than 16.
- Almost 40% of drug-related videos contain explicit use of drugs and/or intoxication.
- Videos that contain explicit use and/or intoxication are more likely to contain comments that promote drug/alcohol use.
 - 85% of videos containing explicit drug use or intoxication have comments that promote substance use.

**Who and how many?
Volume and Demographics**

Teens are heavy consumers of online video overall and are exposed to drug-related content

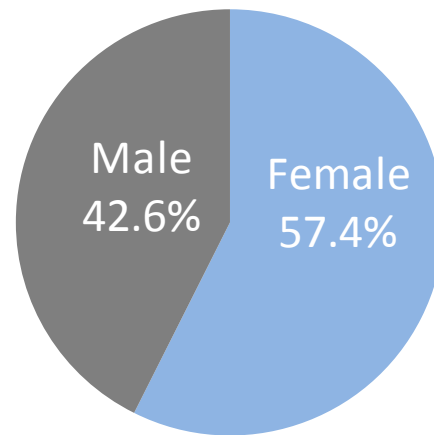
- Overall, teens viewed an average of more than 35 videos per person in June, 2008.
- Teens viewing drug-related videos view, on average, just over one drug-related video per person.
- Over 5% of online teens viewed at least one drug-related video (~962K out of ~18.7MM teens)

Teens 13-18	Unique Viewers	Total Streams	Streams Per Person
Overall (All Video)	18,687,684	661,000,399	35.37
Drug-Related	962,908	1,220,345	1.27

Source: Nielsen Online Custom Study, June 2008

Females comprise over 57% of teens who viewed drug-related videos

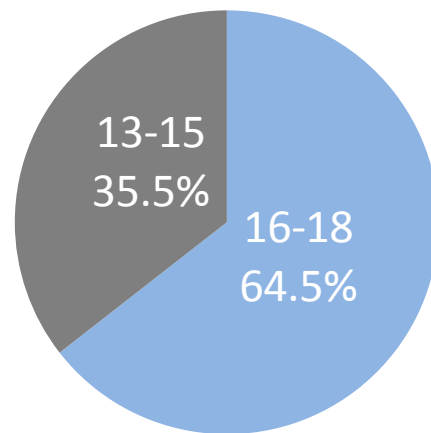
Gender
Teen Viewers of Drug-Related Videos



Source: Nielsen Online Custom Study, June 2008

More than a third of teens who watched drug-related videos are younger than 16

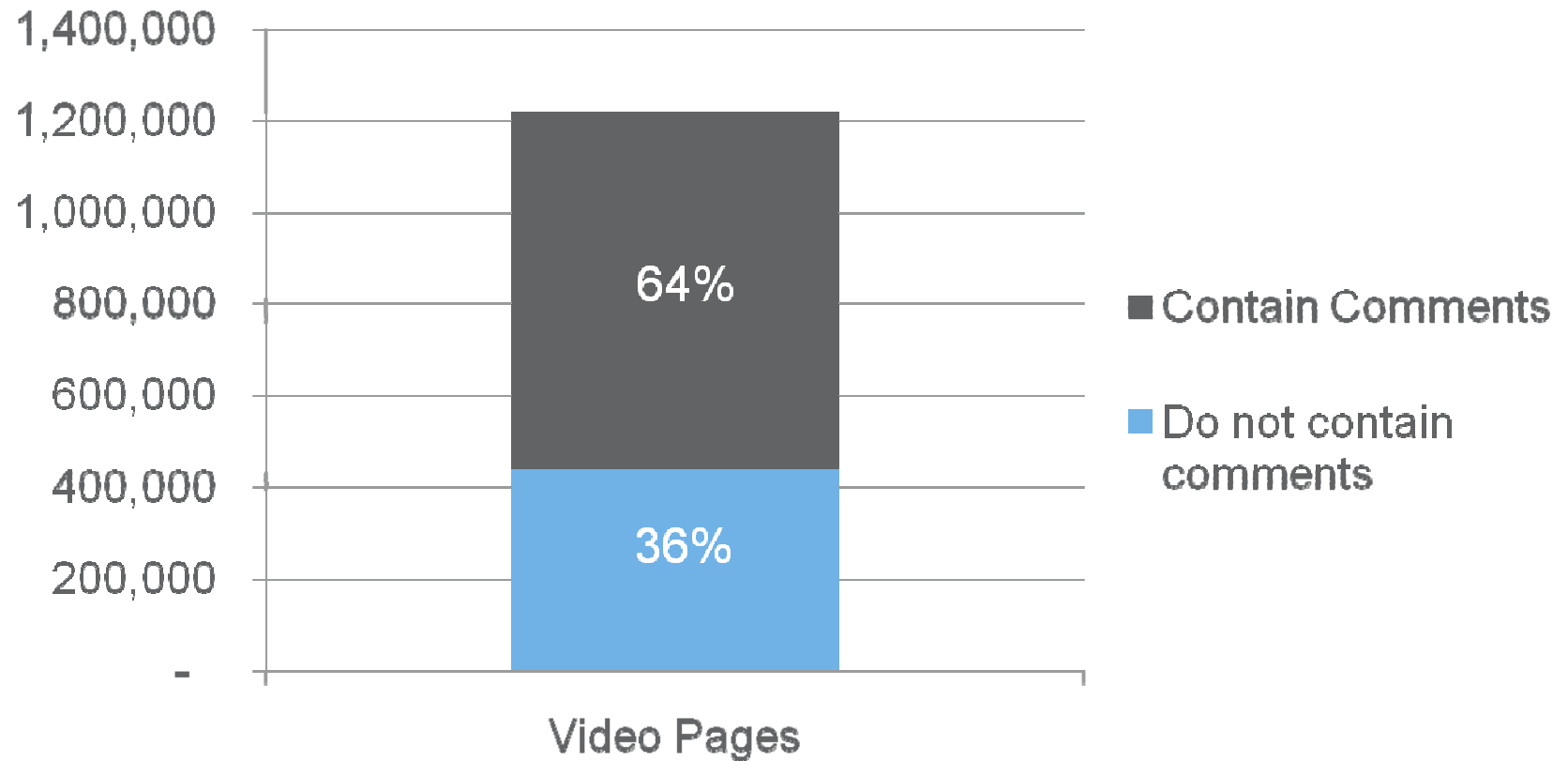
Age
Teen Viewers of Drug-Related Videos



Source: Nielsen Online Custom Study, June 2008

**What are they watching and saying?
Stream content and comments**

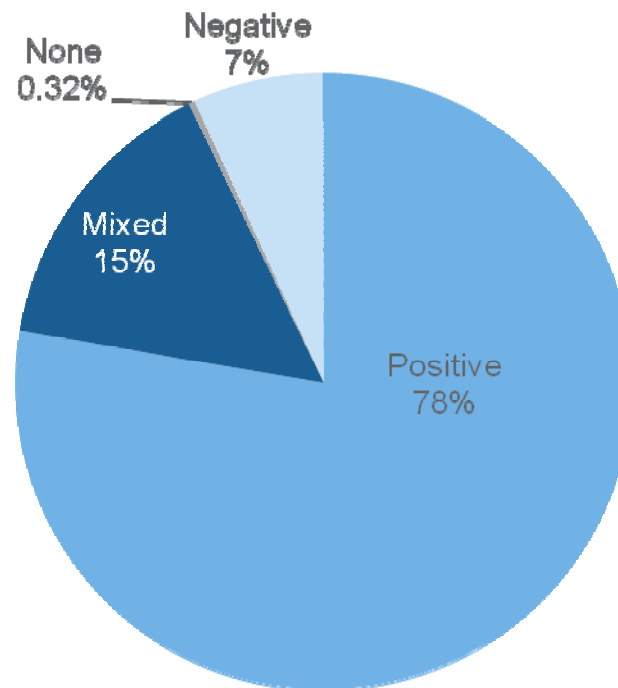
Just over 64% of all drug-related videos evaluated contain user comments



Source: Nielsen Online Custom Analysis, August 2008

Comments on drug-related video pages tend to be positive about the content of the video

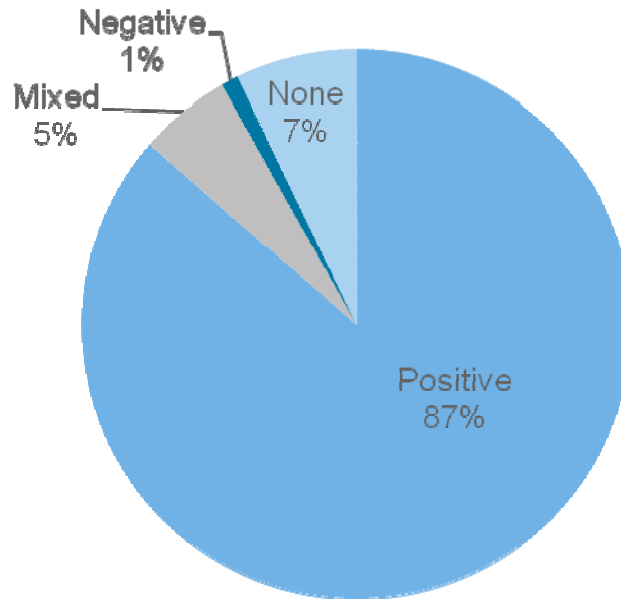
Sentiment of comments on drug-related video pages



Source: Nielsen Online Custom Analysis, August 2008

Comments on drug-related videos with music or humor content are overwhelmingly positive about the content of the video

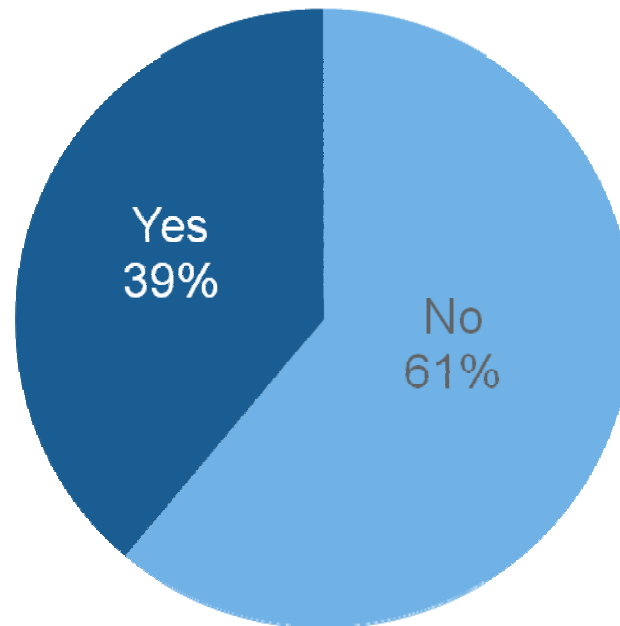
Sentiment Humor and Music Drug-Related Videos



Source: Nielsen Online Custom Analysis, August 2008

40% of drug-related videos contain explicit use of substances or footage of intoxication

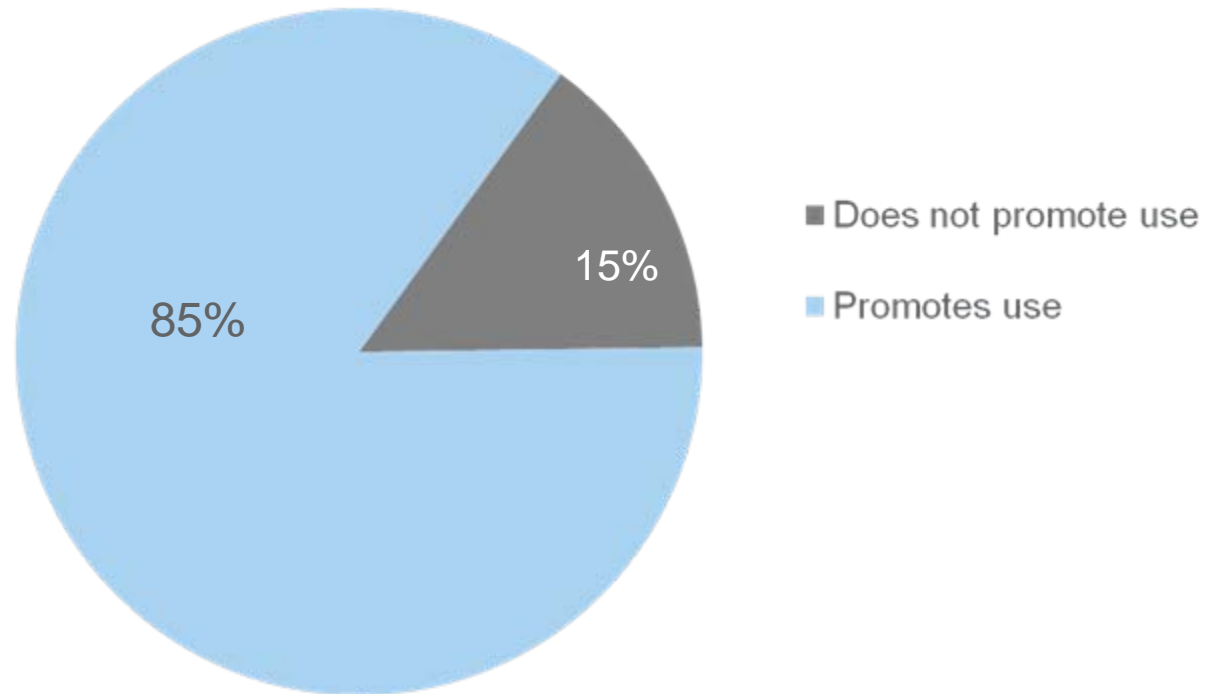
Percentage of Video Streams where content includes explicit use of drugs/alcohol and/or intoxication



Source: Nielsen Online Custom Analysis, August 2008

Of videos containing explicit use of substances or visible intoxication, 85% have comments that promote use of substances

Comments on videos containing explicit use of drugs or intoxication



Source: Nielsen Online Custom Analysis, August 2008

Methodology

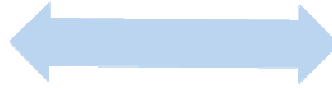
Methodology

Online Panel

- Identify drug-related video streams viewed by teens in June 2008

Qualitative Analysis

- Scoring of Video content and comments on video pages

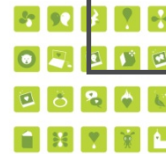


Identify sample of 13-18 year olds within Nielsen Online's panel

Panel behavior monitored: captures all internet activity

Identify all video streams for target group in June 2008

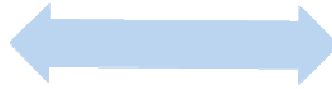
Use extensive list of drug slang to perform textual analysis on video title



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The screenshot shows a YouTube video page with a dark theme. On the left, there's a 'COMMENTS (24)' section with a 'Post Comment' button and several user comments. On the right, there's a 'WANT MORE FUNNY?' newsletter sign-up and a 'WHO LOVES IT' section displaying a grid of user avatars and their favorite counts. The video title is partially visible at the top: 'Channels: Real Life Keywords: Will Ferrell Zach Galifianakis Danmehi Martin Nick Swardson Andrea Savage Adam McKay comedy tour funny or die ninjas rehear'.

Using URLs identified by the panel, visit top video pages

View stream to determine content type

Read all user comments to determine if comments promote drug usage

Score comments based on overall sentiment expressed

Terminology

- Teen: Person aged 13-18
- Stream: Video viewed over the Internet
- Unique Viewer: Unique people who initiated a stream
- Drug-Related Video: Video stream with title that contains a specific drug reference
- Exposed teen: A teen who viewed at least one drug-related video
- Title: Page title captured by Nielsen metering technology
- Comments: User comments expressed on the same webpage as the video
- Sentiment: The general emotion expressed in the context of comments
- Positive Sentiment: 66% + of comments contain affirmative or supportive language
- Negative Sentiment: 66% + of comments criticize or express dislike
- Mixed sentiment: Near equal mix of positive and negative sentiment

End