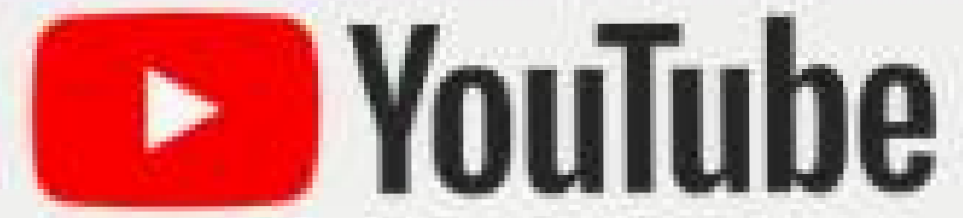


تلاش یوتیوب برای حل پارادوکس انتخاب



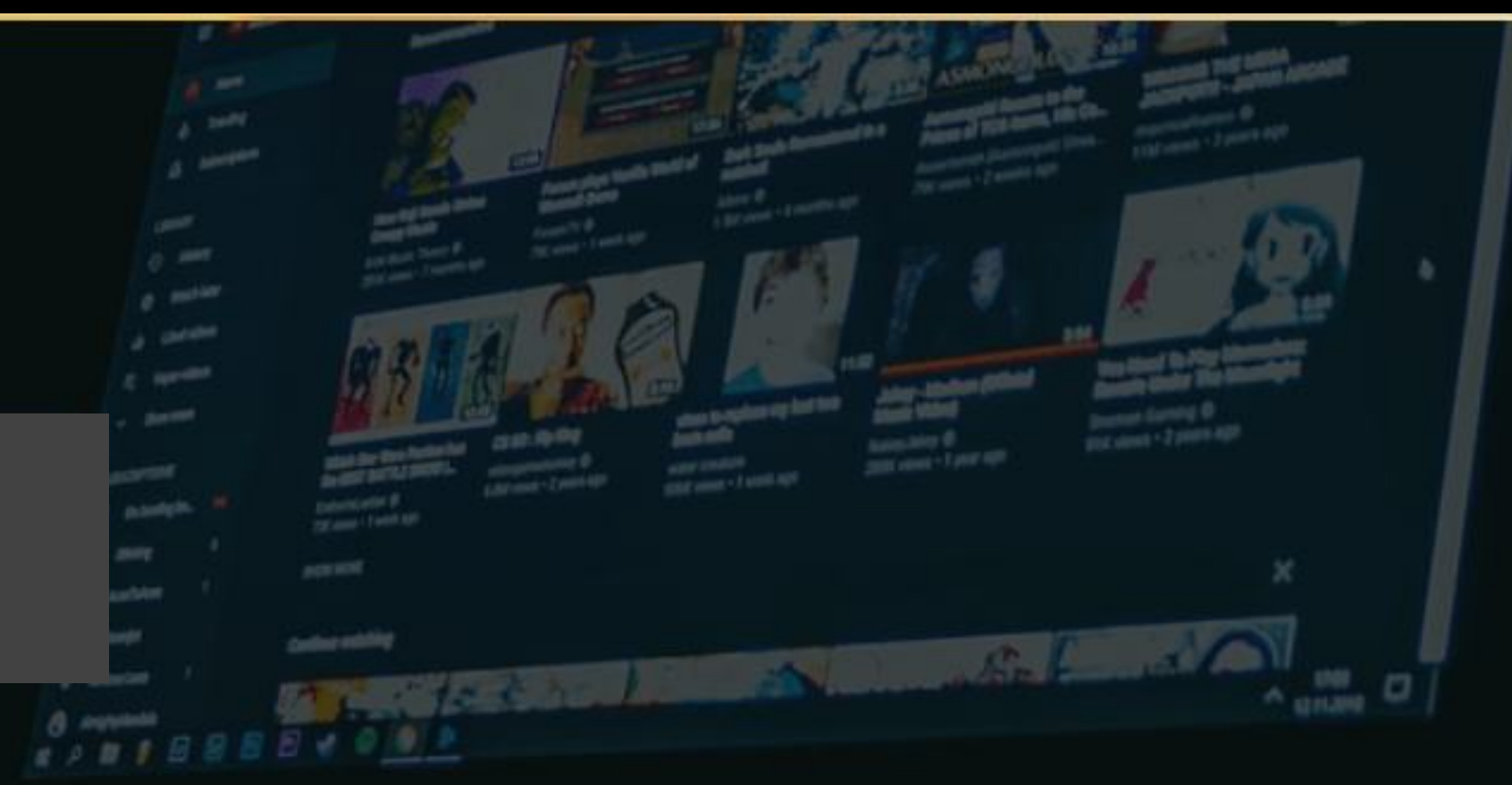
RETENTION

YouTube's Attempt To Solve The Paradox of Choice

🕒 5 min

شب و دیروقته..

داشتم یوتیوب رو زیرو رومیکردم که.....



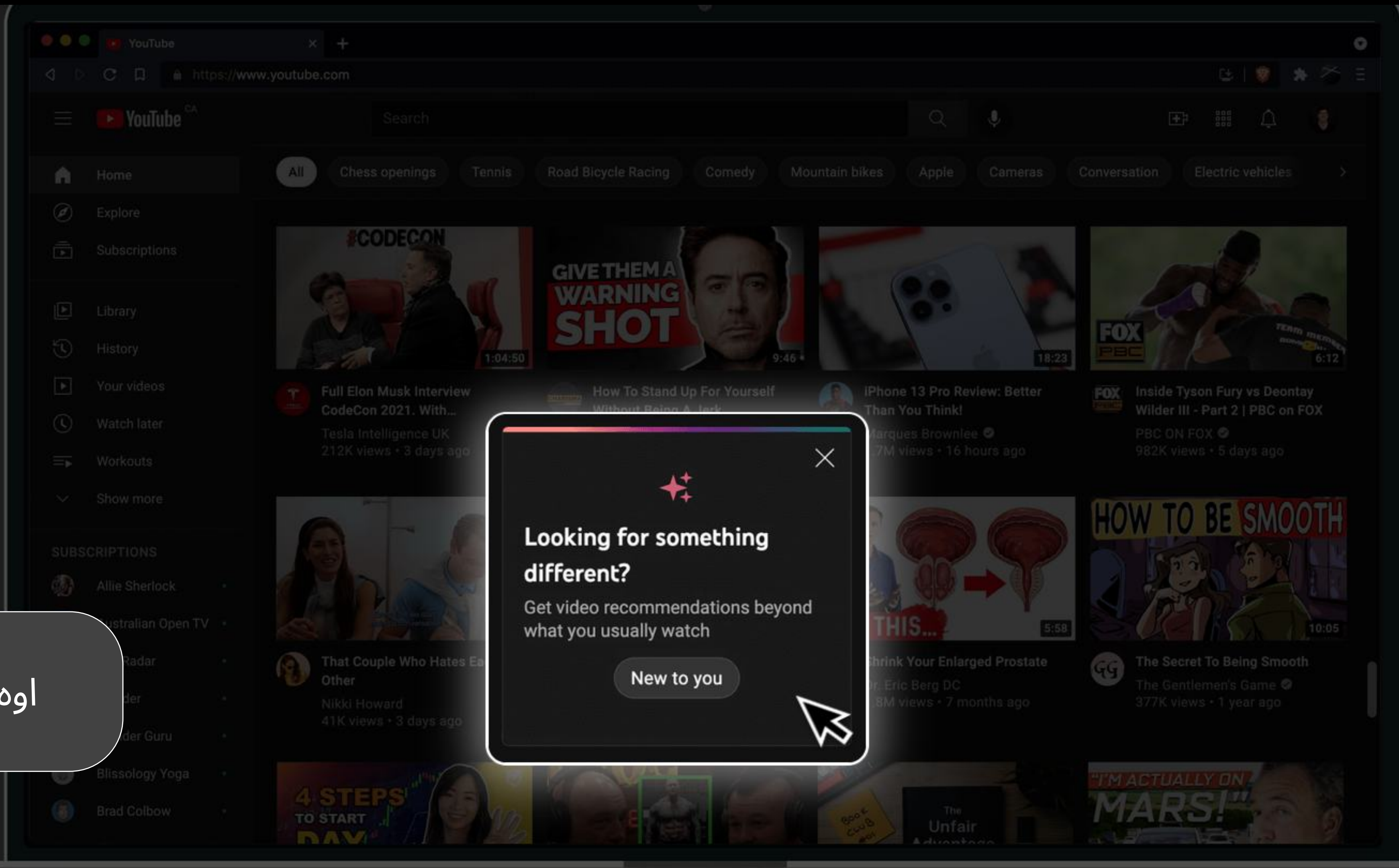
برای دیدن داستان از اروکی های
کیبوردتون استفاده کنید...

چیز غیر منتظره ای ظاهر شد...



The screenshot shows the YouTube homepage with a search bar at the top and a navigation menu on the left. The main content area displays a grid of video recommendations. A red circle highlights a 'New to you' recommendation card that says 'Looking for something different? Get video recommendations beyond what you usually watch'. The card is positioned over a video thumbnail for 'That Couple Who Hates Each Other' by Nikki Howard. Other visible video thumbnails include 'Full Elon Musk Interview CodeCon 2021', 'How To Stand Up For Yourself Without Being A Jerk', 'iPhone 13 Pro Review: Better Than You Think!', 'Inside Tyson Fury vs Deontay Wilder III - Part 2', 'DO THIS...', 'Shrink Your Enlarged Prostate', 'The Secret To Being Smooth', and '4 STEPS TO START DAY'.

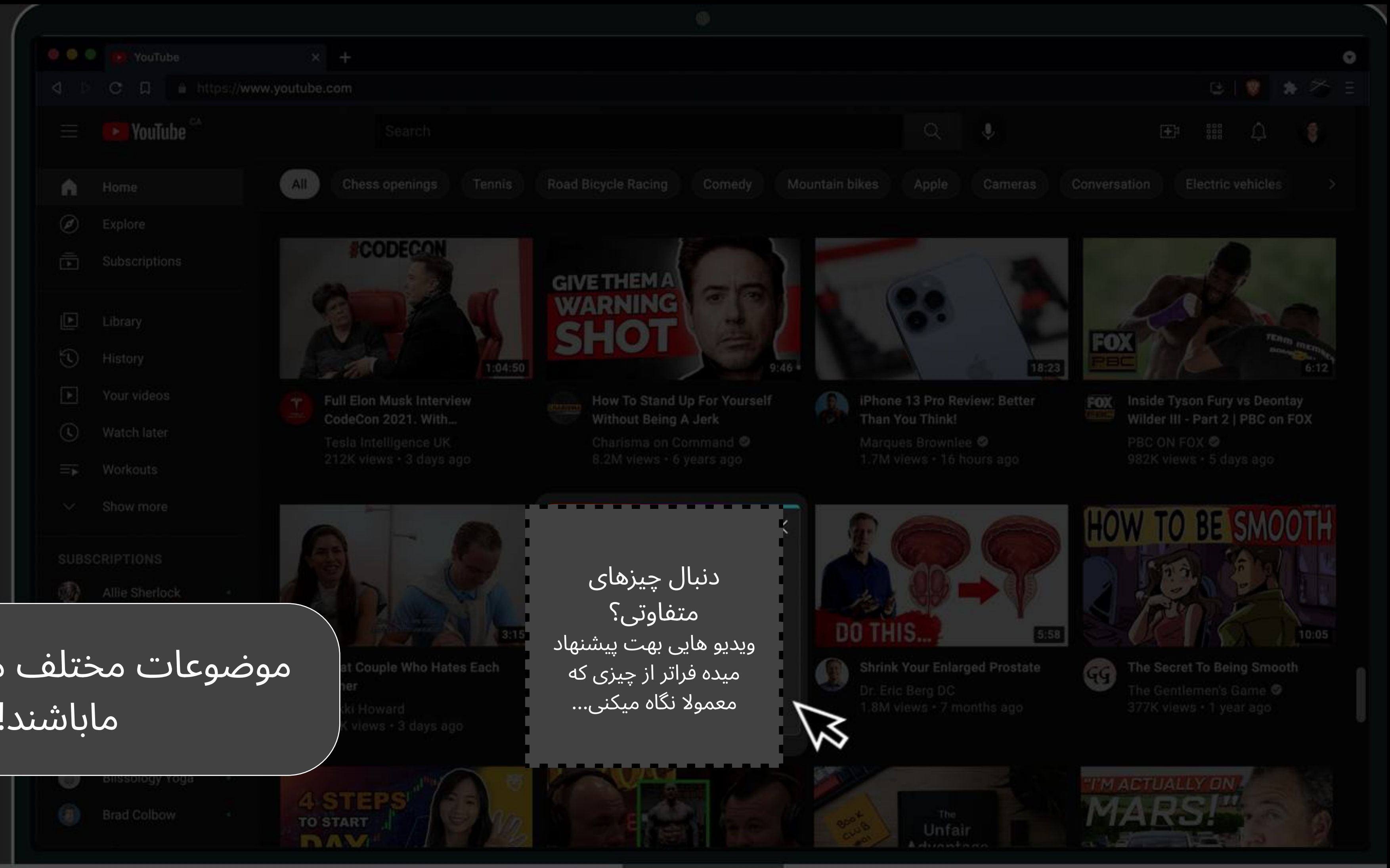
اوه اين چيه؟



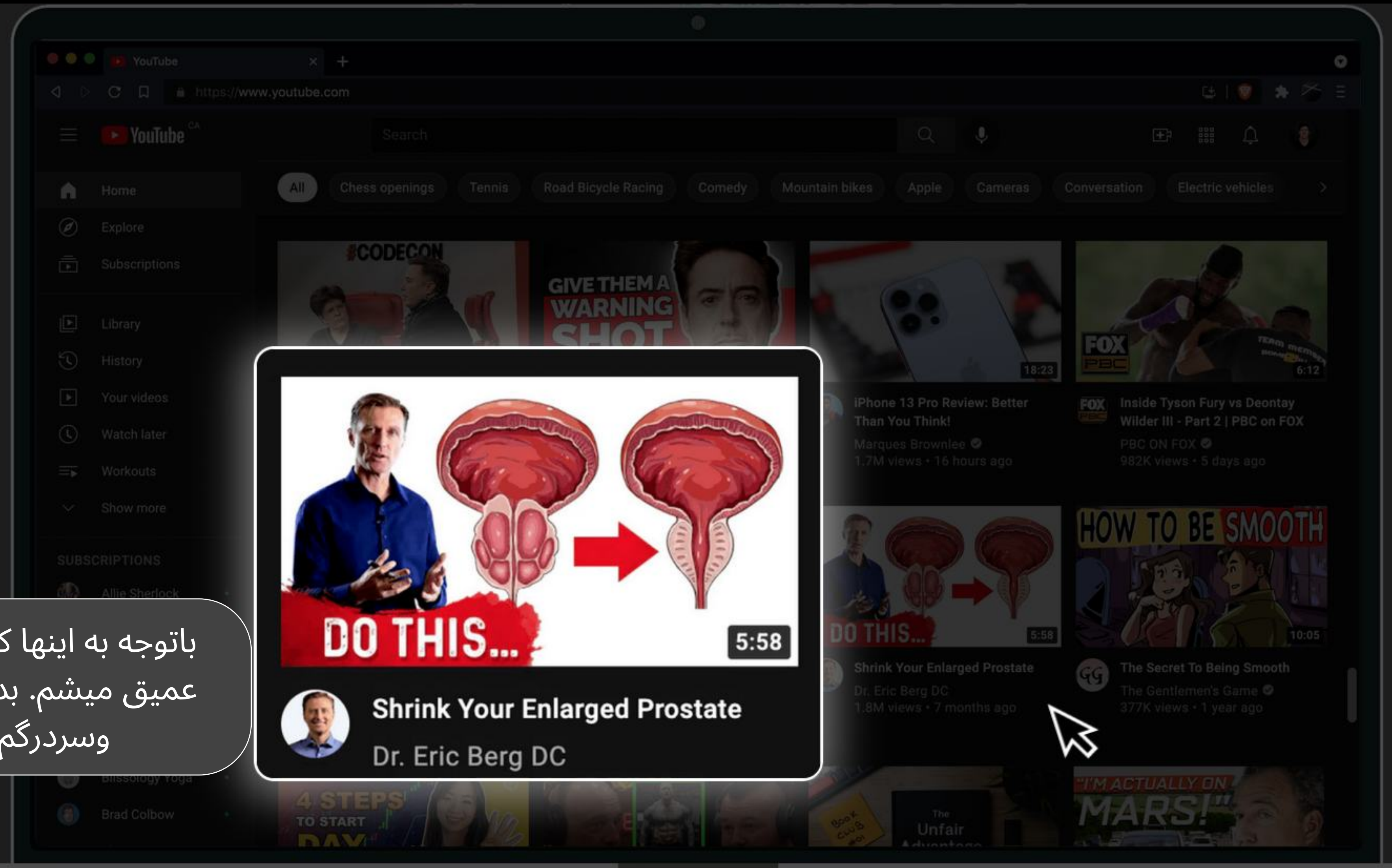
موضوعات مختلف میتونن ناجی
ماباشند!

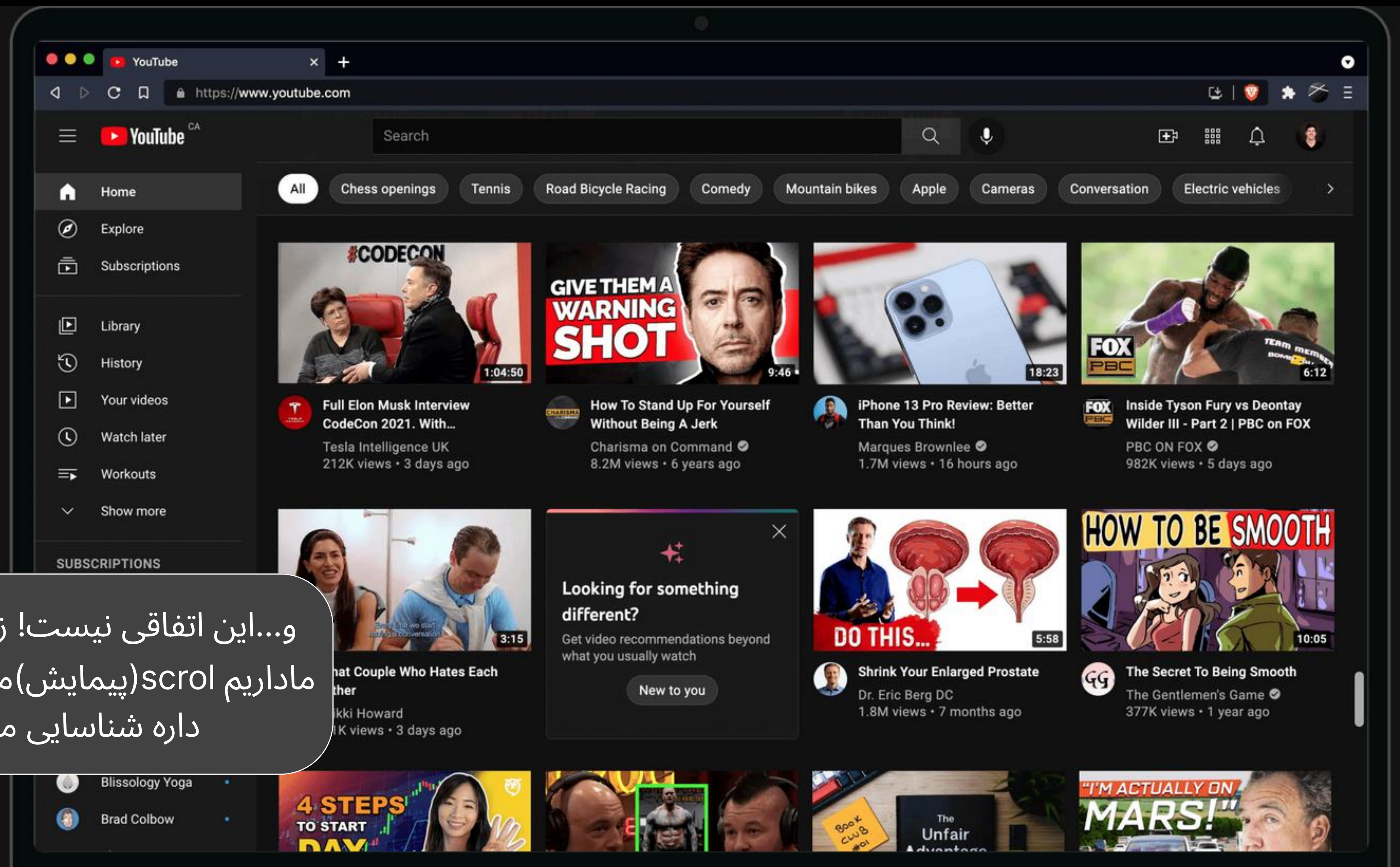


دنبال چیزهای
متفاوتی؟
ویدیو هایی بهت پیشنهاد
میده فراتر از چیزی که
معمولا نگاه میکنی...



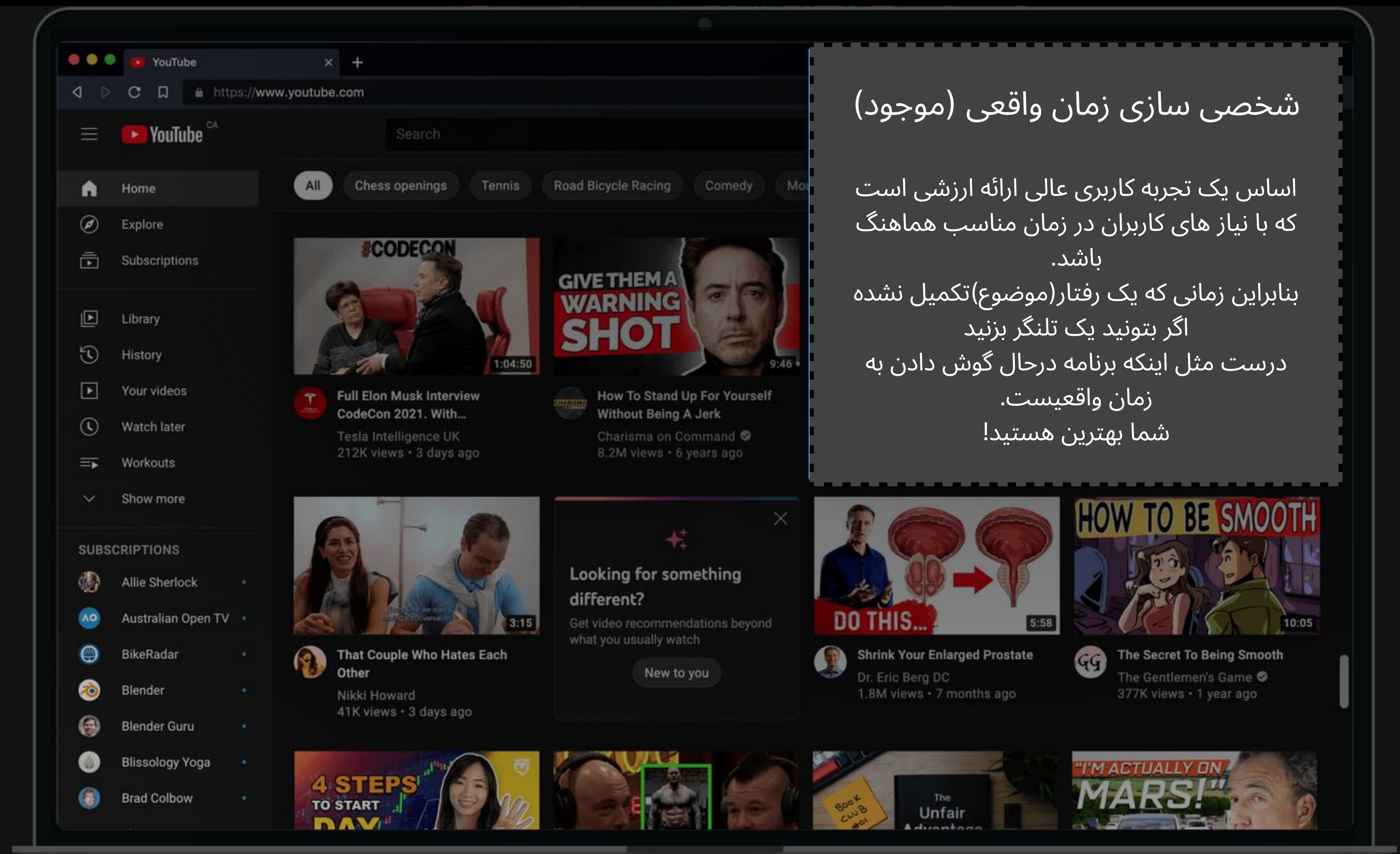
باتوجه به اینها کاملا تومسائل
عمیق میشم. بدون اینکه گیج
وسردرگم بشم..





و...این اتفاقی نیست! زمان هایی که ما داریم scrol (پیمایش) میکنیم، یوتیوب داره شناسایی میکنه!





شخصی سازی زمان واقعی (موجود)

اساس یک تجربه کاربری عالی ارائه ارزشی است که با نیاز های کاربران در زمان مناسب هماهنگ باشد.
بنابراین زمانی که یک رفتار(موضوع)تکمیل نشده اگر بتوانید یک تلنگر بزیند درست مثل اینکه برنامه درحال گوش دادن به زمان واقعیست.
شما بهترین هستید!

+10

بازی خوبی بود یوتیوب!
وحالا که بهش فکر میکنم.....



YouTube CA

Search

Home Explore Subscriptions Library History Your videos Watch later Workouts Show more

Subscriptions Allie Sherlock Blissology Yoga Brad Colbow

Chess openings Tennis Road Bicycle Racing Comedy Mountain bikes Apple Cameras Conversation Electric vehicles

#CODECON

GIVE THEM A WARNING SHOT

1:04:50 9:46 18:23 6:12

Full Elon Musk Interview CodeCon 2021. With... Tesla Intelligence UK 212K views • 3 days ago

How To Stand Up For Yourself Without Being A Jerk Charisma on Command 8.2M views • 6 years ago

iPhone 13 Pro Review: Better Than You Think! Marques Brownlee 1.7M views • 16 hours ago

Inside Tyson Fury vs Deontay Wilder III - Part 2 | PBC on FOX PBC ON FOX 982K views • 5 days ago

Looking for something different? Get video recommendations beyond what you usually watch New to you

DO THIS... 5:58

Shrink Your Enlarged Prostate Dr. Eric Berg DC 1.8M views • 7 months ago

HOW TO BE SMOOTH 10:05

The Secret To Being Smooth The Gentlemen's Game 377K views • 1 year ago

4 STEPS TO START DAY

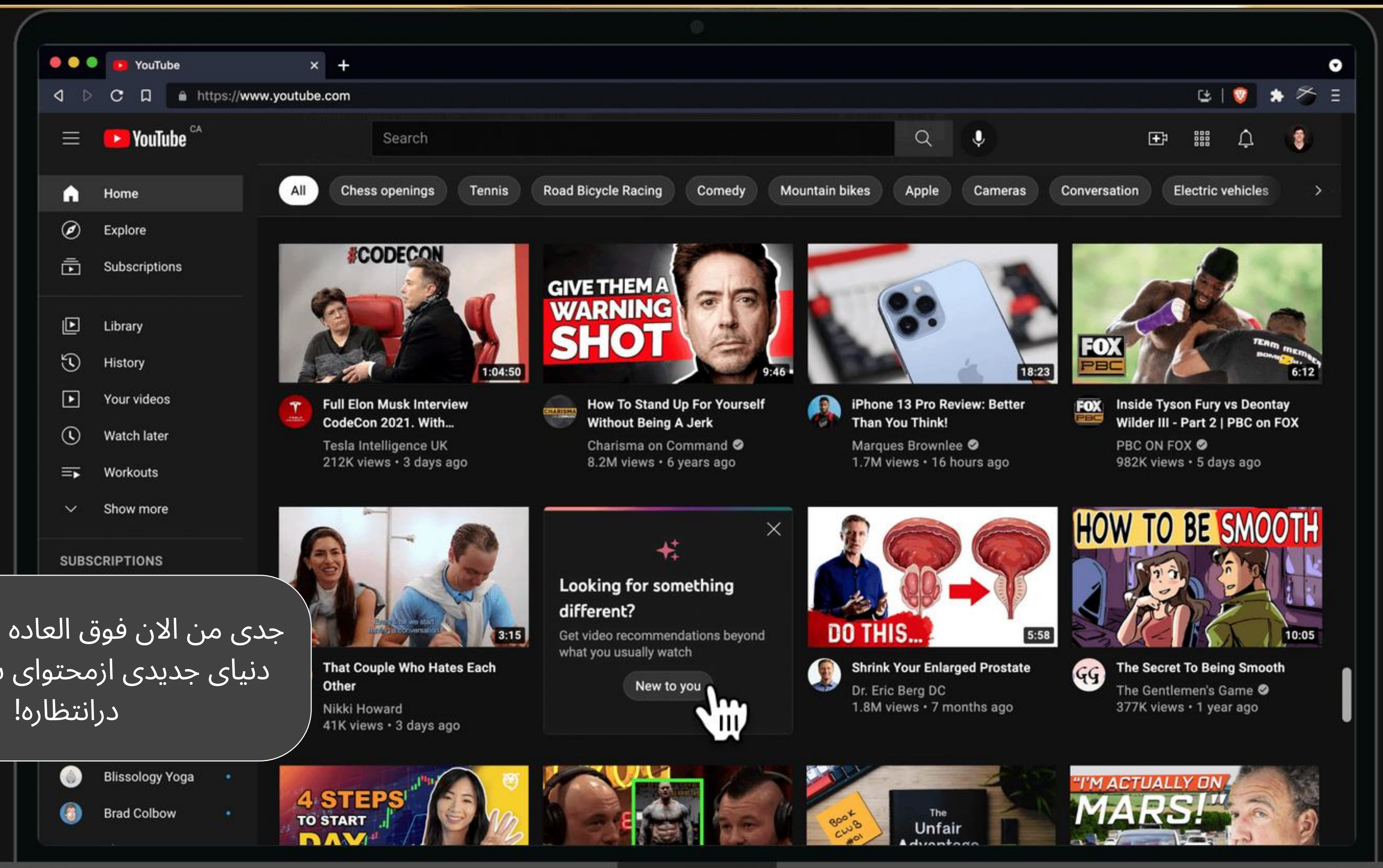
"I'M ACTUALLY ON MARS!"

The image shows a YouTube interface with a prominent overlay. The overlay has a red-to-black gradient background. At the top, there is a logo consisting of two curved arrows, one blue and one red, forming a circle. Below the logo, the text reads "Not Sure What to Watch?". Underneath that, it says "Choose Play Something and we'll pick things for you to watch based on your tastes." At the bottom of the overlay, there is a white button with the text "Play Something". Below the button, there are several small video thumbnails, including one for "NETFLIX" and another for "MARIPOSA DE BARRIO".

نتفیلکس اخیرا کارهای مشابهی انجام داده!

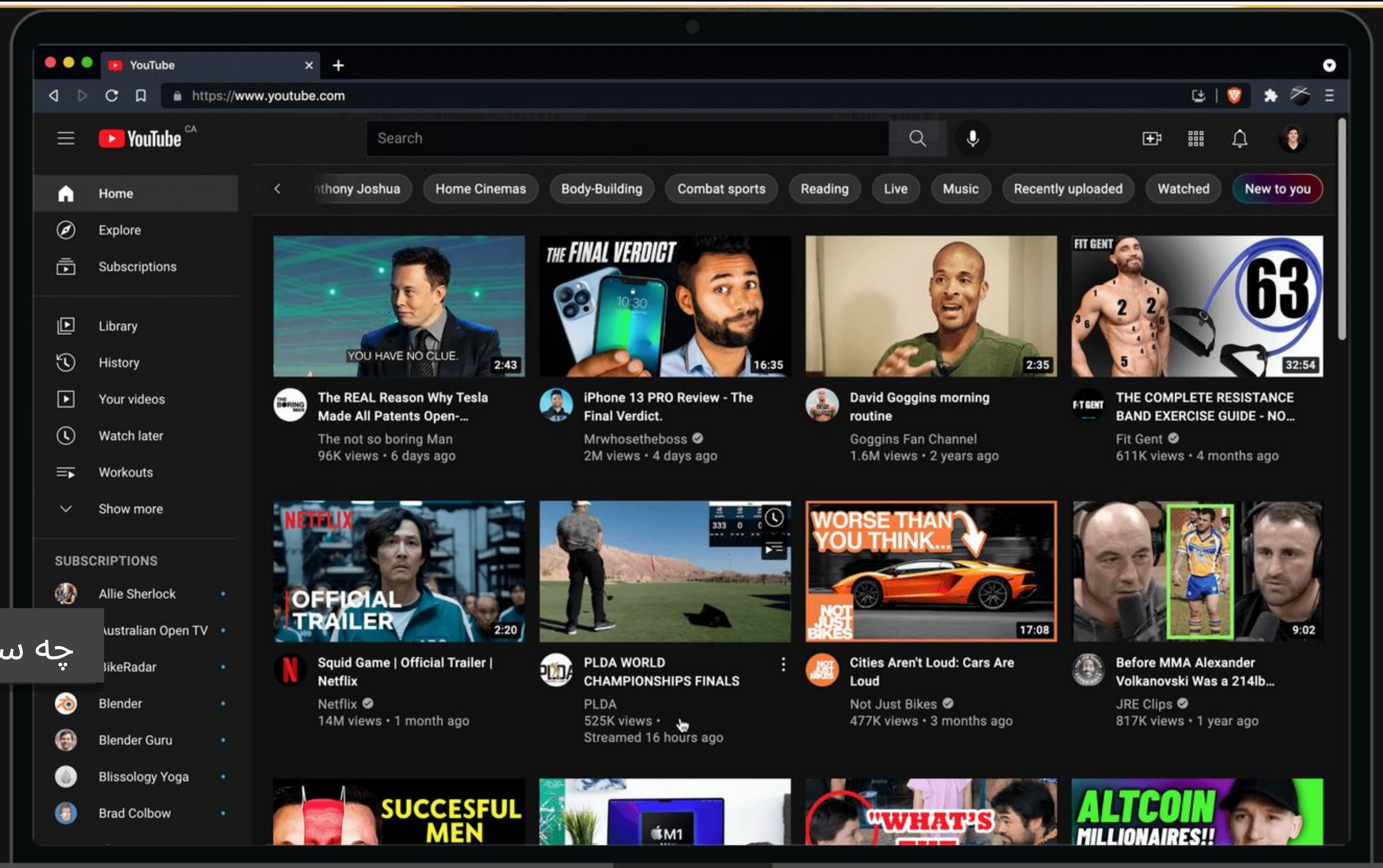


The image shows a YouTube homepage interface. At the top, there is a search bar and navigation icons. Below that, there are several video thumbnails. The first row includes a video titled "GIVE THEM A WARNING SHOT" by Charisma on Command, a video titled "iPhone 13 Pro Review: Better Than You Think!" by Marques Brownlee, and a video titled "Inside Tyson Fury vs Deontay Wilder III - Part 2 | PBC on FOX". The second row includes a video titled "How To Stand Up For Yourself Without Being A Jerk" by Charisma on Command, a video titled "Looking for something different?" by New to you, a video titled "DO THIS..." by Dr. Eric Berg DC, and a video titled "HOW TO BE SMOOTH" by The Gentlemen's Game. The third row includes a video titled "Who Hates Each" by Blissology Yoga, a video titled "4 STEPS TO START DAY" by Brad Colbow, a video titled "The Unfair Advantage" by Book Club, and a video titled "I'M ACTUALLY ON MARS!" by The Unfair Advantage.



جدی من الان فوق العاده هیجان زده ام!
دنیای جدیدی ازمحتوای شگفت انگیز
درانتظاره!



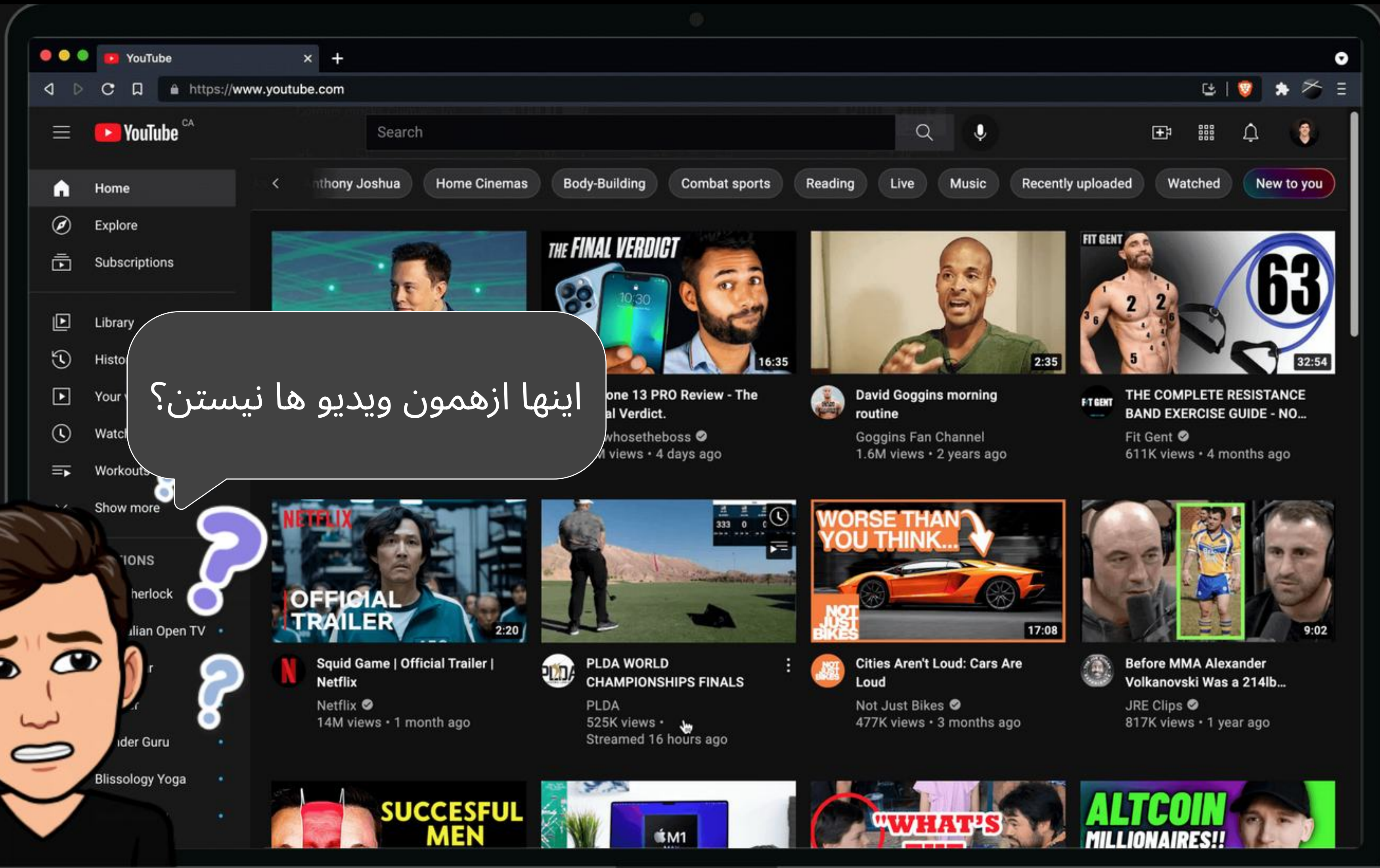


چه ساده بودم!



The screenshot shows the YouTube homepage in a browser window. The address bar displays 'https://www.youtube.com'. The top navigation bar includes the YouTube logo, a search bar, and icons for home, explore, subscriptions, library, history, your videos, watch later, workouts, and show more. Below the navigation bar, there are category tabs: 'Anthony Joshua', 'Home Cinemas', 'Body-Building', 'Combat sports', 'Reading', 'Live', 'Music', 'Recently uploaded', 'Watched', and 'New to you'. The main content area features a grid of video thumbnails. The first row includes: 'The REAL Reason Why Tesla Made All Patents Open...', 'iPhone 13 PRO Review - The Final Verdict.', 'David Goggins morning routine', and 'THE COMPLETE RESISTANCE BAND EXERCISE GUIDE - NO...'. The second row includes: 'Squid Game | Official Trailer | Netflix', 'PLDA WORLD CHAMPIONSHIPS FINALS', 'Cities Aren't Loud: Cars Are Loud', and 'Before MMA Alexander Volkanovski Was a 214lb...'. The third row includes: 'SUCCESFUL MEN', 'M1', 'WHAT'S', and 'ALTCOIN MILLIONAIRES!!'. The left sidebar contains a 'SUBSCRIPTIONS' section with a list of channels: Allie Sherlock, Australian Open TV, BikeRadar, Blender, Blender Guru, Blissology Yoga, and Brad Colbow.



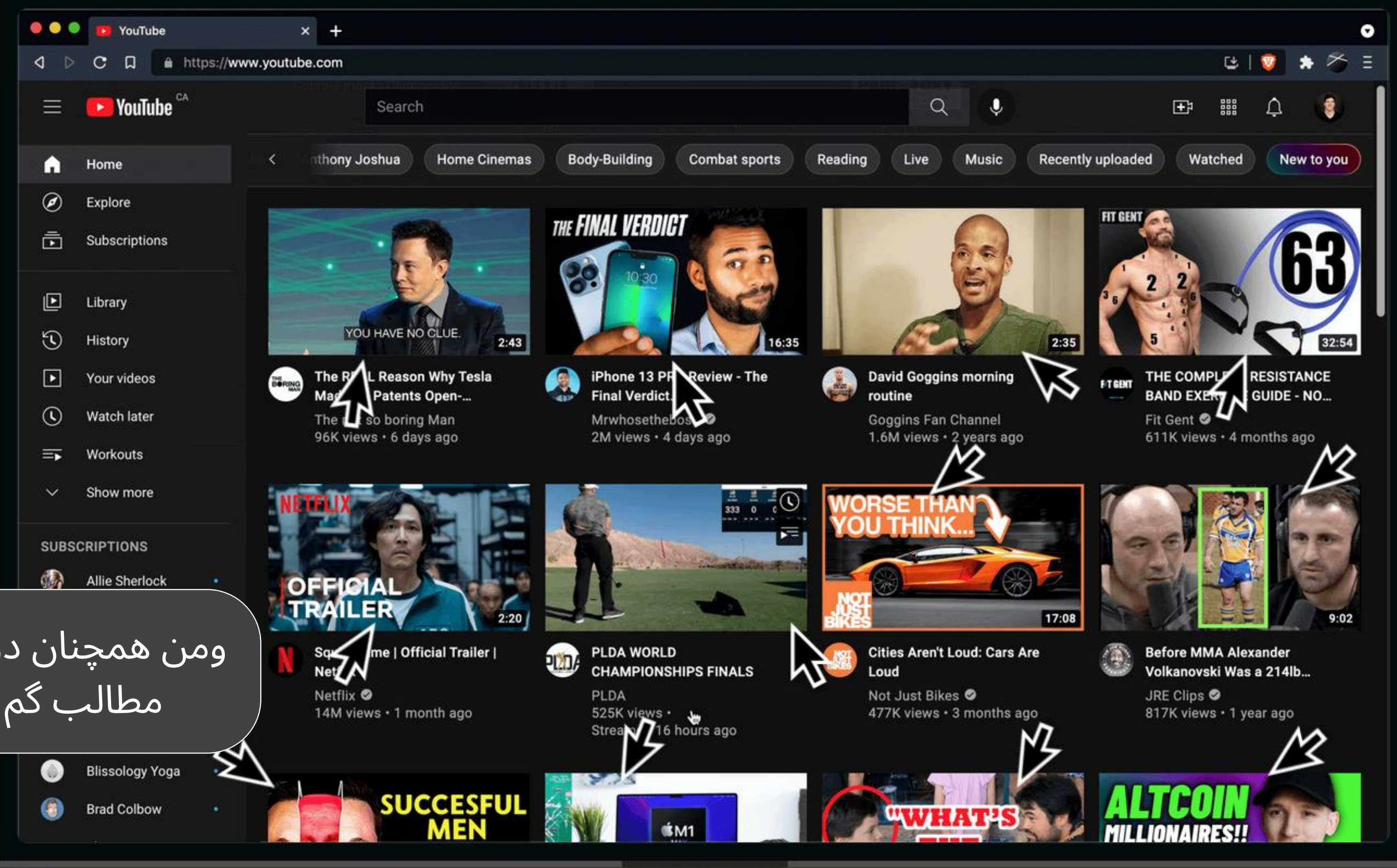


اینها از همون ویدیو ها نیستن؟



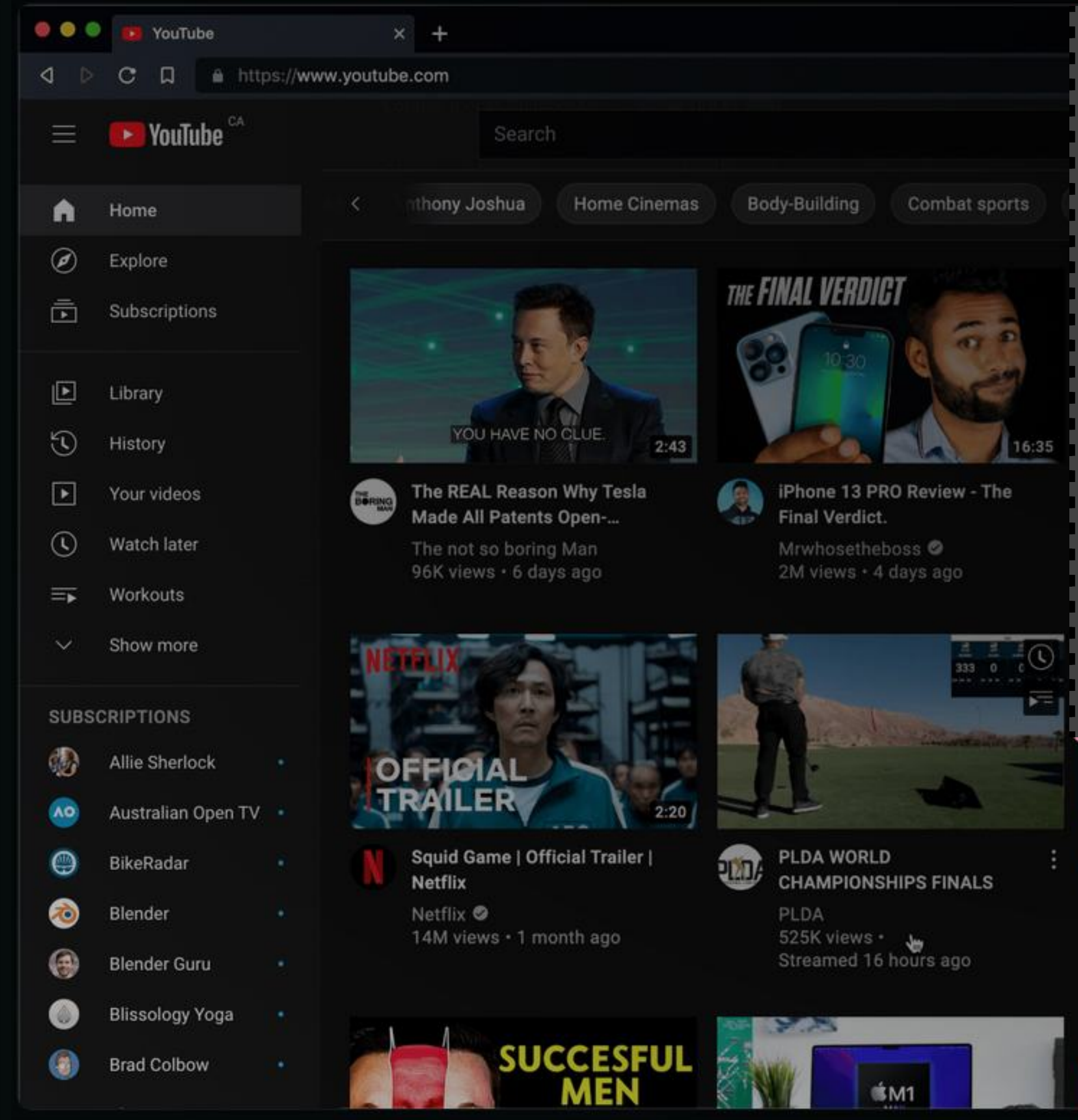
ایلان ماسک، آیفون جدیدو...
این ناامید کنندست...





ومن همچنان در دریایی از مطالب گم شدم!



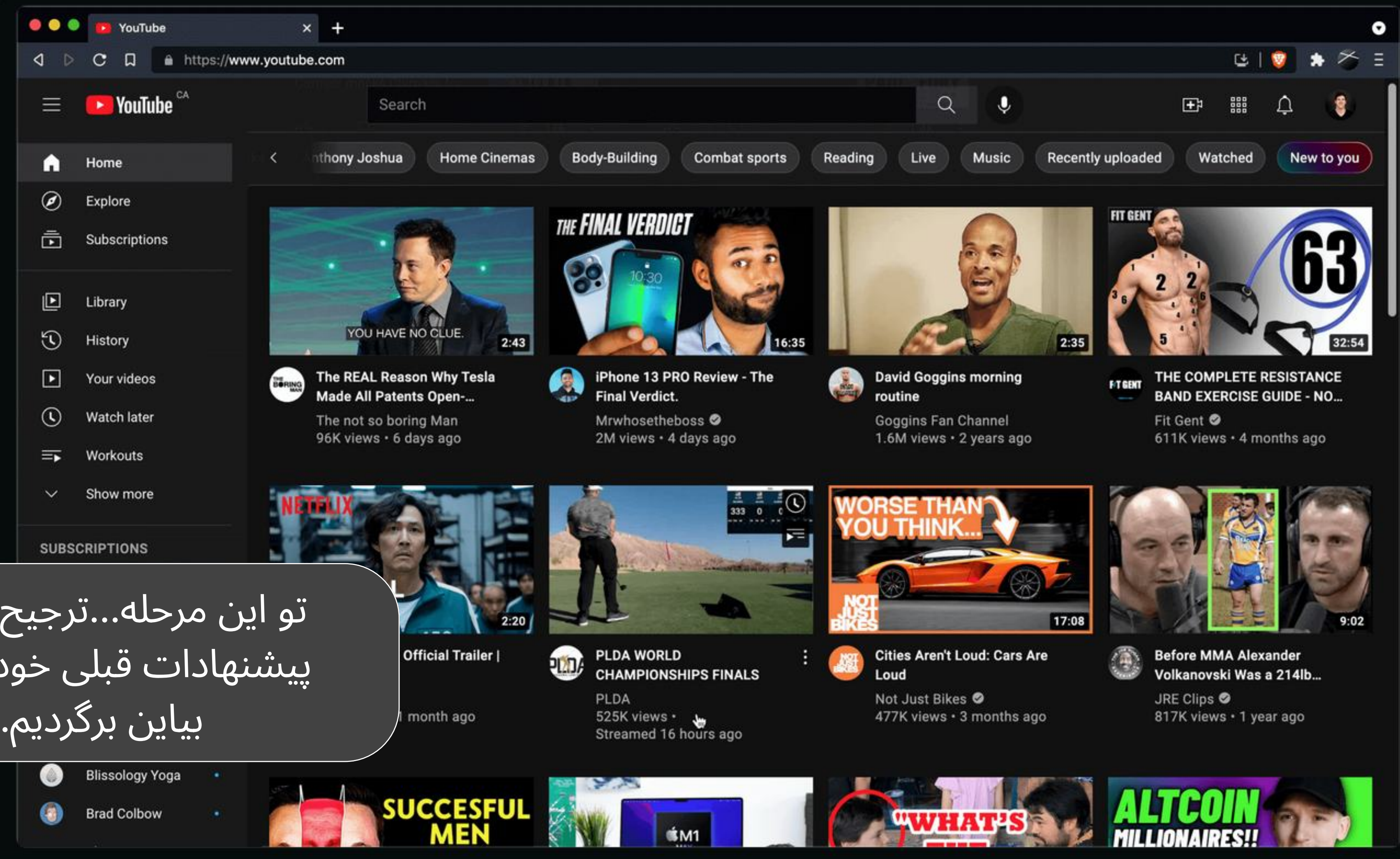


پارا دوکس انتخاب:

یوتیوب و نتفلیکس میلیون ها ساعت محتوا در پلتفرم خود دارند. این عالیه! چون میتونن برای افراد زیادی جذاب باشن.

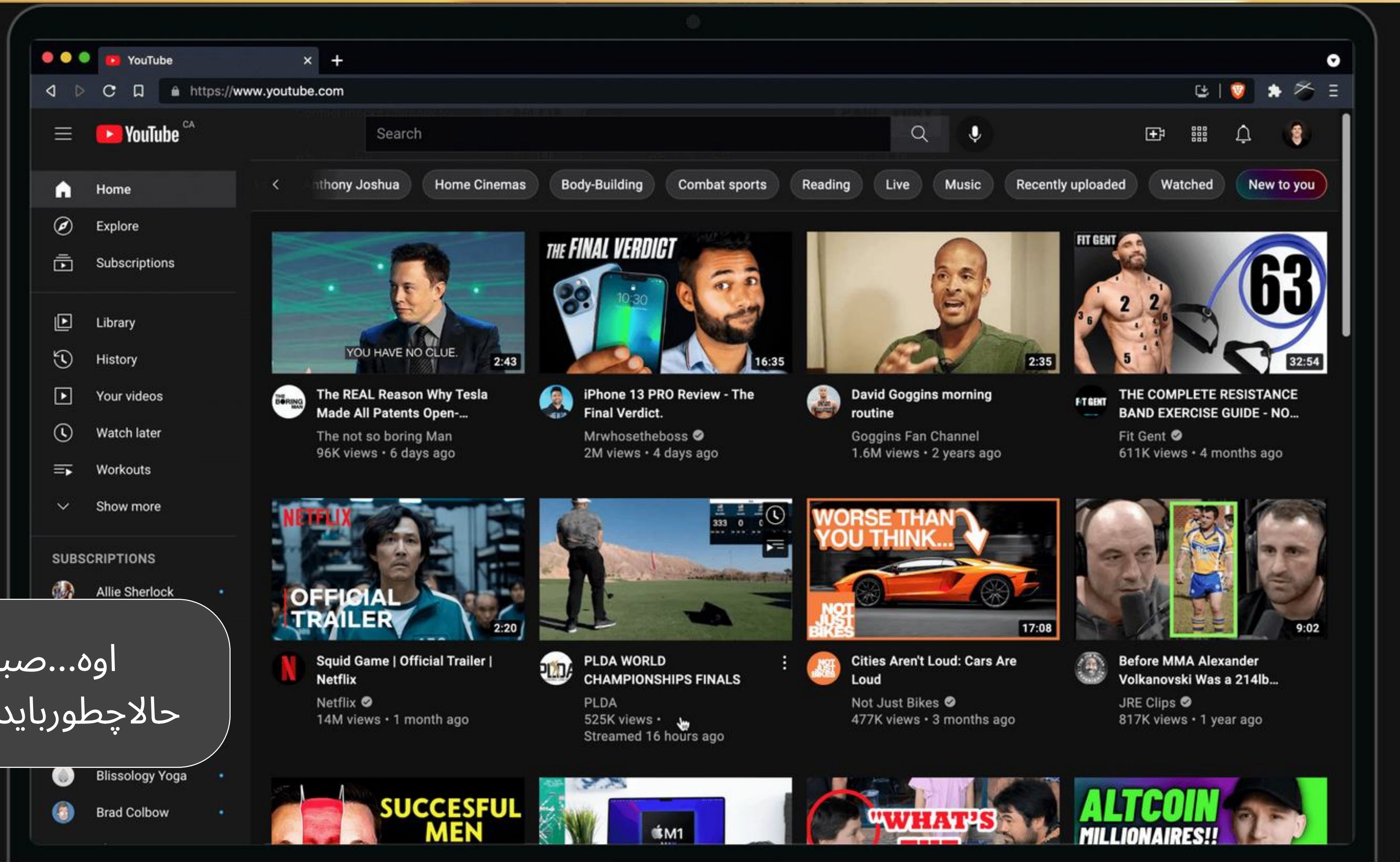
باین حال هرچه تعداد انتخاب هابیشتر باشه افراد شانس بیشتری برای انتخاب ندارن! تا به حال چندبار نتفلیکس رو باز کردید و در نهایت تریلرها رو پشت هم نگاه کردید؟





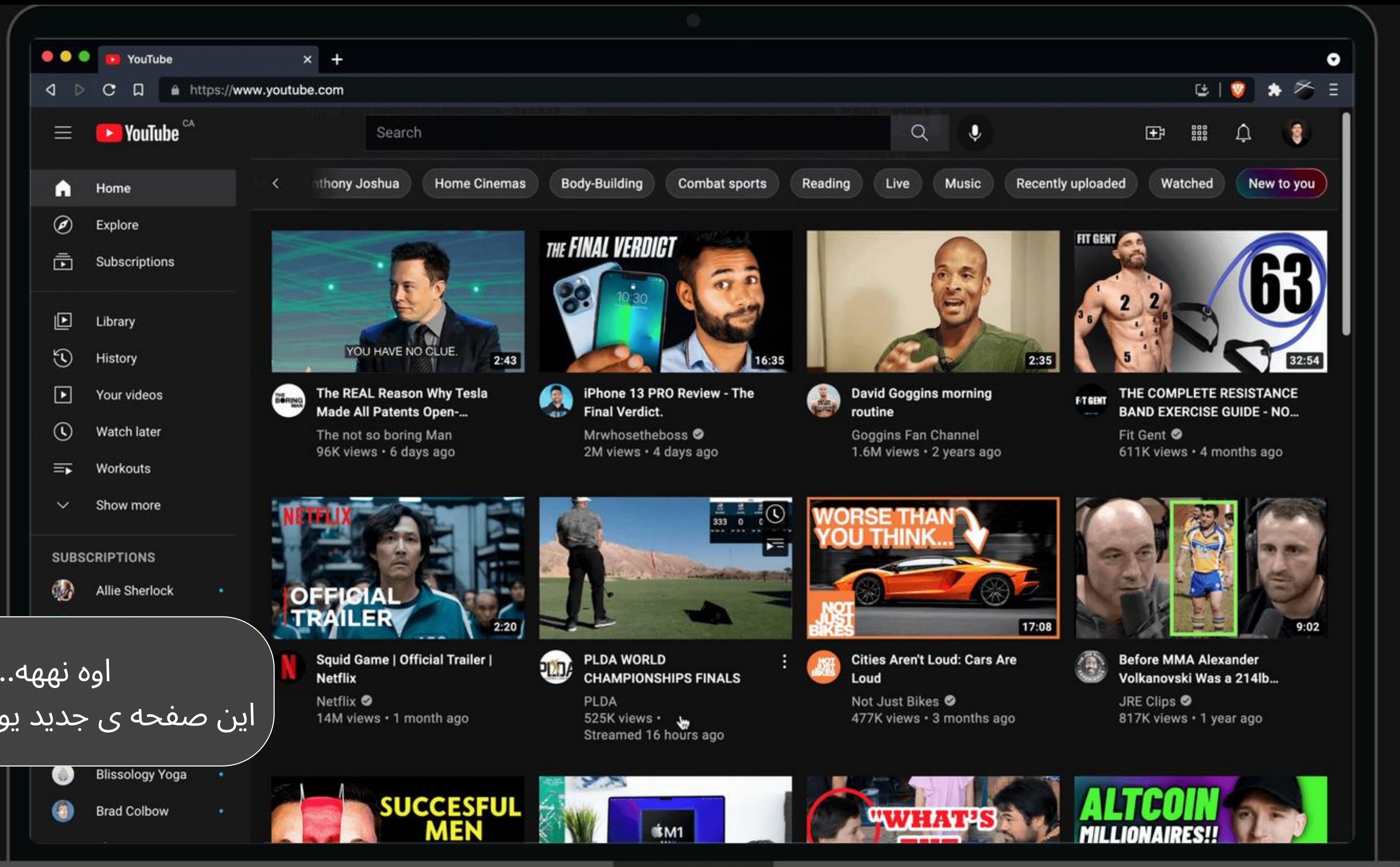
تو این مرحله...ترجیح میدم تو پیشنهادات قبلی خودم بگردم! بیان برگردیم...





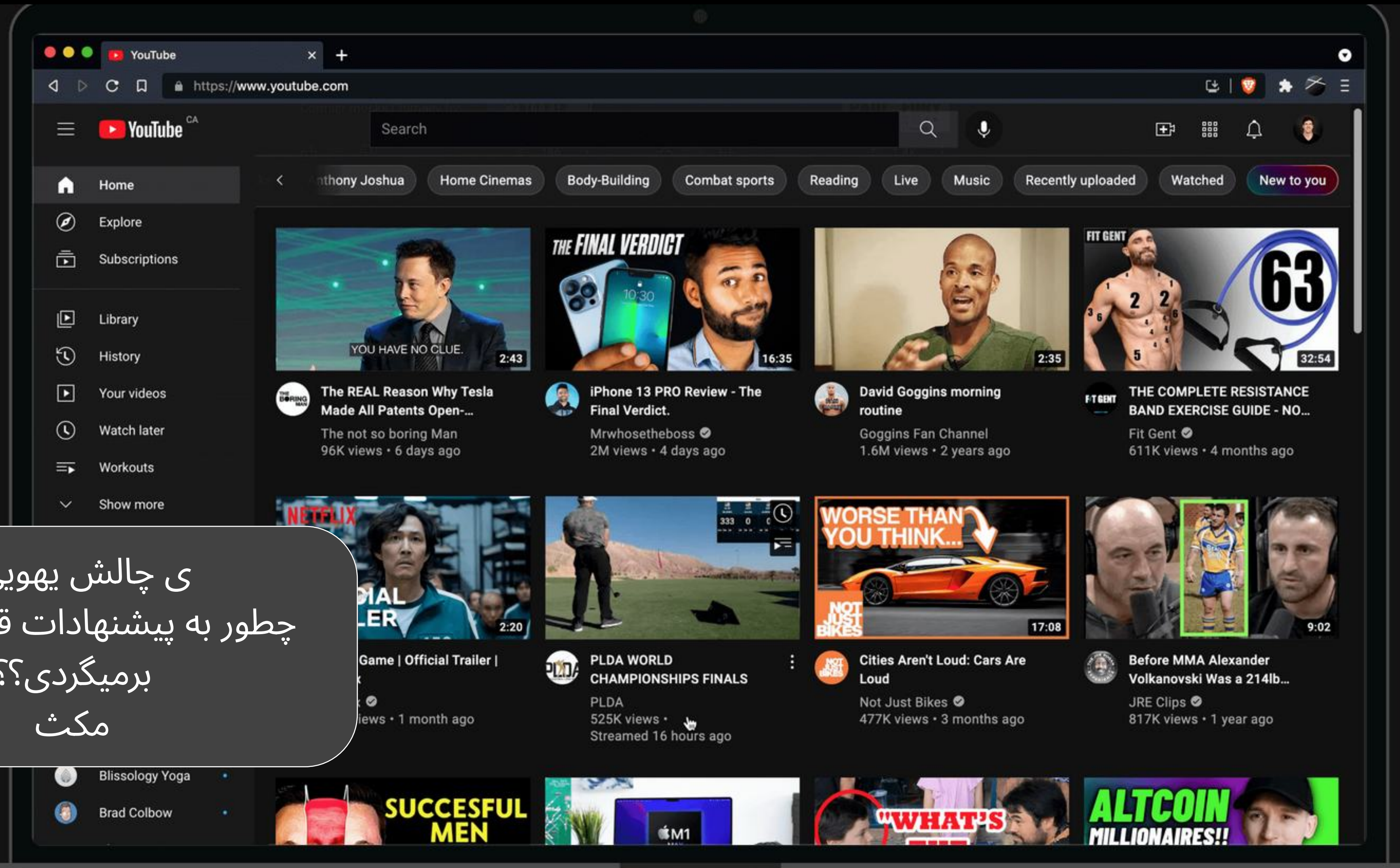
اوہ... صبر کن
حالا چطور باید برگردم؟





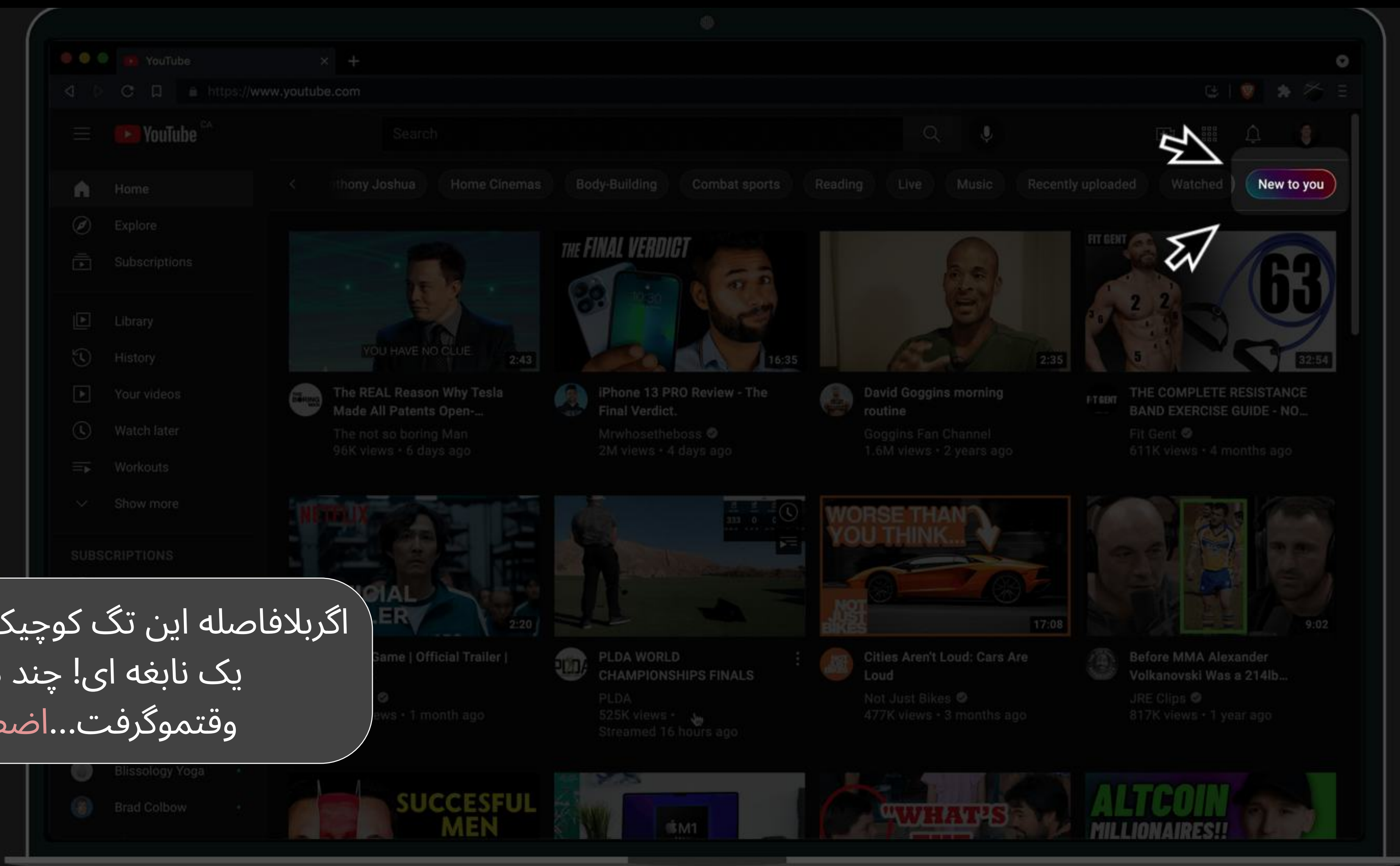
اوه نهه...
این صفحه ی جدید یوتیوب منه؟!!





ی چالش یهویی؟!
چطور به پیشنهادات قبلی خودت
برمیگردی؟؟
مکت





اگر بلافاصله این تگ کوچک رو دیدی، تو
یک نابغه ای! چند دقیقه
وقت موگرفت... اضطراب





قابلیت کشف و بازخورد:
هنگام پیمایش از یک صفحه به صفحه
ی دیگه قانون شماره ی یک همیشه باید
این باشه که به مردم اطمینان داده بشه
که درمکان منسبی هستن و اگر نه میتونن
به راحتی راهی برای بازگشت پیداکنن!





YouTube

Search

Home Cinemas Body-Building Combat sports Reading Live Music Recently uploaded Watched New to you

The REAL Reason Why Tesla Made All Patents Open...
The not so boring Man
96K views · 6 days ago

iPhone 13 PRO Review - The Final Verdict.
Mrwhosetheboss
2M views · 4 days ago

David Goggins morning routine
Goggins Fan Channel
1.6M views · 2 years ago

THE COMPLETE RESISTANCE BAND EXERCISE GUIDE - NO...
Fit Gent
611K views · 4 months ago

PLDA WORLD CHAMPIONSHIPS FINALS
PLDA
525K views · Streamed 16 hours ago

Cities Aren't Loud: Cars Are Loud
Not Just Bikes
477K views · 3 months ago

Before MMA Alexander Volkanovski Was a 214lb...
JRE Clips
817K views · 1 year ago

SUCCESSFUL MEN

ALTCOIN MILLIONAIRES!!

حالا...چطور میتونیم جستجو برای چیزهای متفاوت رو به تجربه ی بهتر تبدیل کنیم؟





مثل این...
پنج تغییر اساسی
اینجا هست.





گزینه های کمتر انتخاب رو آسون تر میکنه!...



The image shows a screenshot of the YouTube homepage with several annotations. A green checkmark in a circle is at the top left. A yellow line connects it to a speech bubble. A yellow circle with the number '1' is placed over the 'Watch something random' button. Two white arrows point to the video thumbnails.

YouTube CA Search

Home Explore Subscriptions Library History Your videos Watch later Workouts Show more

SUBSCRIPTIONS Allie Sherlock Blissology Yoga Brad Colbow

Chess openings Tennis Road Bicycle Racing Comedy Mountain bikes Apple Cameras Conversation Electric vehicles

back to normal view Try something new 3

NEVER TOO SMALL 23sqm/247sqft Micro Apartment - The Cairo Flat NEVER TOO SMALL 5.5M views · 1 year ago Architecture

David Adjaye on evolving typologies in Architecture Design Indaba 30K views · 5 years ago Architecture

Watch something random



The image shows a screenshot of the YouTube homepage. A green checkmark icon is in the top left. A yellow circle with the number '2' is next to the 'back to normal view' button. A white arrow points to this button. A yellow circle with the number '3' is next to the 'Try something new' button. A purple button at the bottom says 'Watch something random'. The main content area shows two video thumbnails: 'NEVER TOO SMALL 23sqm/247sqft Micro Apartment - The Cairo Flat' and 'David Adjaye on evolving typologies in Architecture'.

اگر خوشحال نباشم میتونم سریع برگردم.





The screenshot shows the YouTube homepage with a search bar at the top. Below the search bar are several category buttons: All, Chess openings, Tennis, Road Bicycle Racing, Comedy, Mountain bikes, Apple, Cameras, Conversation, and Electric vehicles. The main content area features a 'Try something new' banner with a yellow circle containing the number '3'. Below this are two video recommendations. The first video is titled 'NEVER TOO SMALL 23sqm/247sqft Micro Apartment - The Cairo Flat' by 'NEVER TOO SMALL' with 5.5M views and 1 year ago. The second video is 'David Adjaye on evolving typologies in Architecture' by 'Design Indaba' with 30K views and 5 years ago. A 'Watch something random' button is located at the bottom right of the video grid.

در واقع جدیده وهمچنان به چیزی که
من معمولا تماشا میکنم مرتبطه...





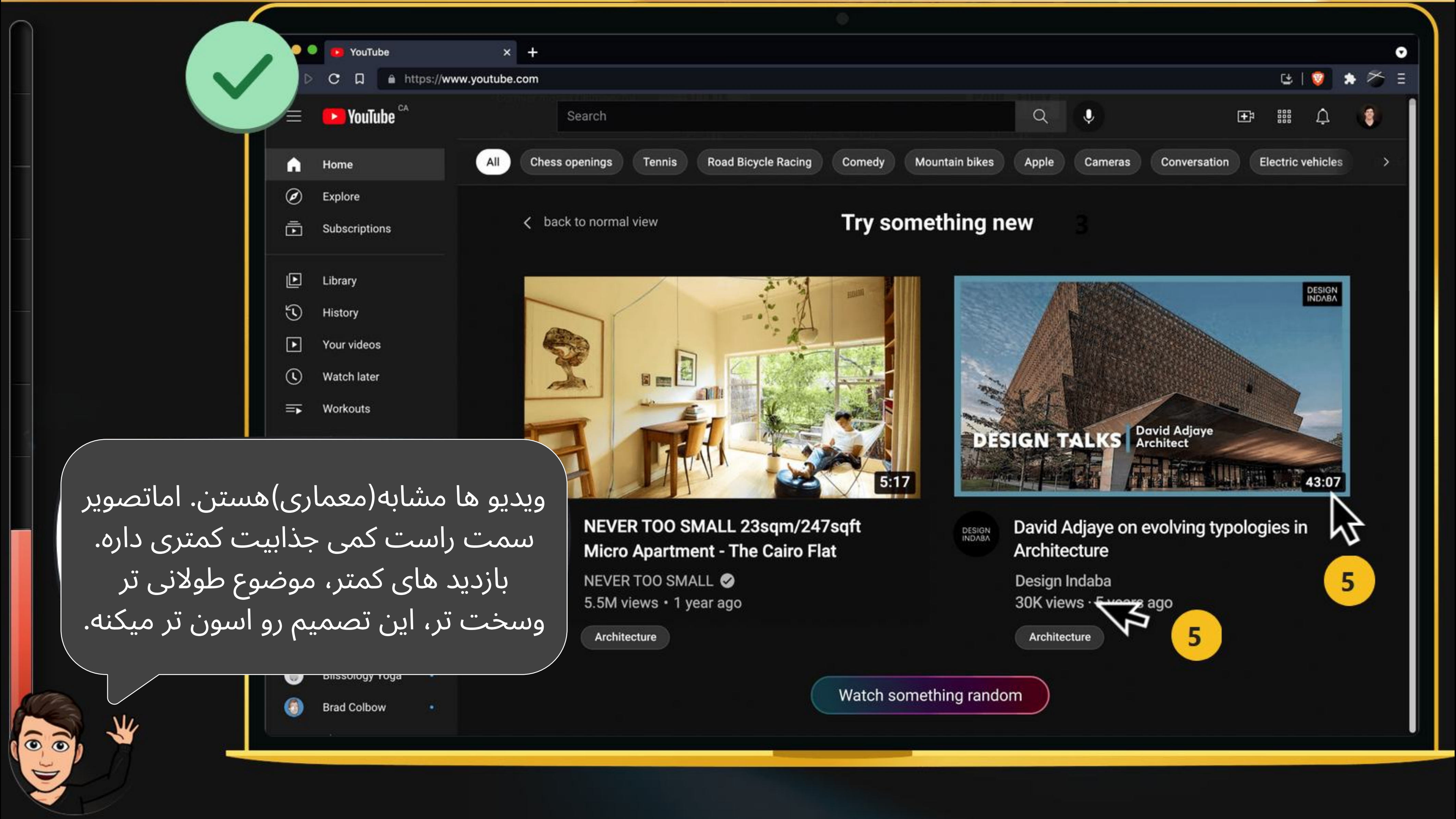
اگر حس میکنید خوش شناسید،
همیشه میتونید با این دکمه تاس
بیاندازید (پاداش متغیر)



The screenshot shows the YouTube homepage with a dark theme. At the top, there's a search bar and navigation icons. Below that, a row of category buttons includes 'All', 'Chess openings', 'Tennis', 'Road Bicycle Racing', 'Comedy', 'Mountain bikes', 'Apple', 'Cameras', 'Conversation', and 'Electric vehicles'. A 'Try something new' section features two video thumbnails: 'NEVER TOO SMALL 23sqm/247sqft Micro Apartment - The Cairo Flat' and 'David Adjaye on evolving typologies in Architecture'. A yellow circle with the number '4' is overlaid on the first video's view count, with a white lightning bolt icon pointing to it. A 'Watch something random' button is visible at the bottom right of the video grid.



ویدیو ها مشابه (معماری) هستن. اما تصویر سمت راست کمی جذابیت کمتری داره. بازدید های کمتر، موضوع طولانی تر وسخت تر، این تصمیم رو اسون تر میکنه.



**NEVER TOO SMALL 23sqm/247sqft
Micro Apartment - The Cairo Flat**
NEVER TOO SMALL ✓
5.5M views · 1 year ago
Architecture



**David Adjaye on evolving typologies in
Architecture**
Design Indaba
30K views · 5 weeks ago
Architecture

5

5

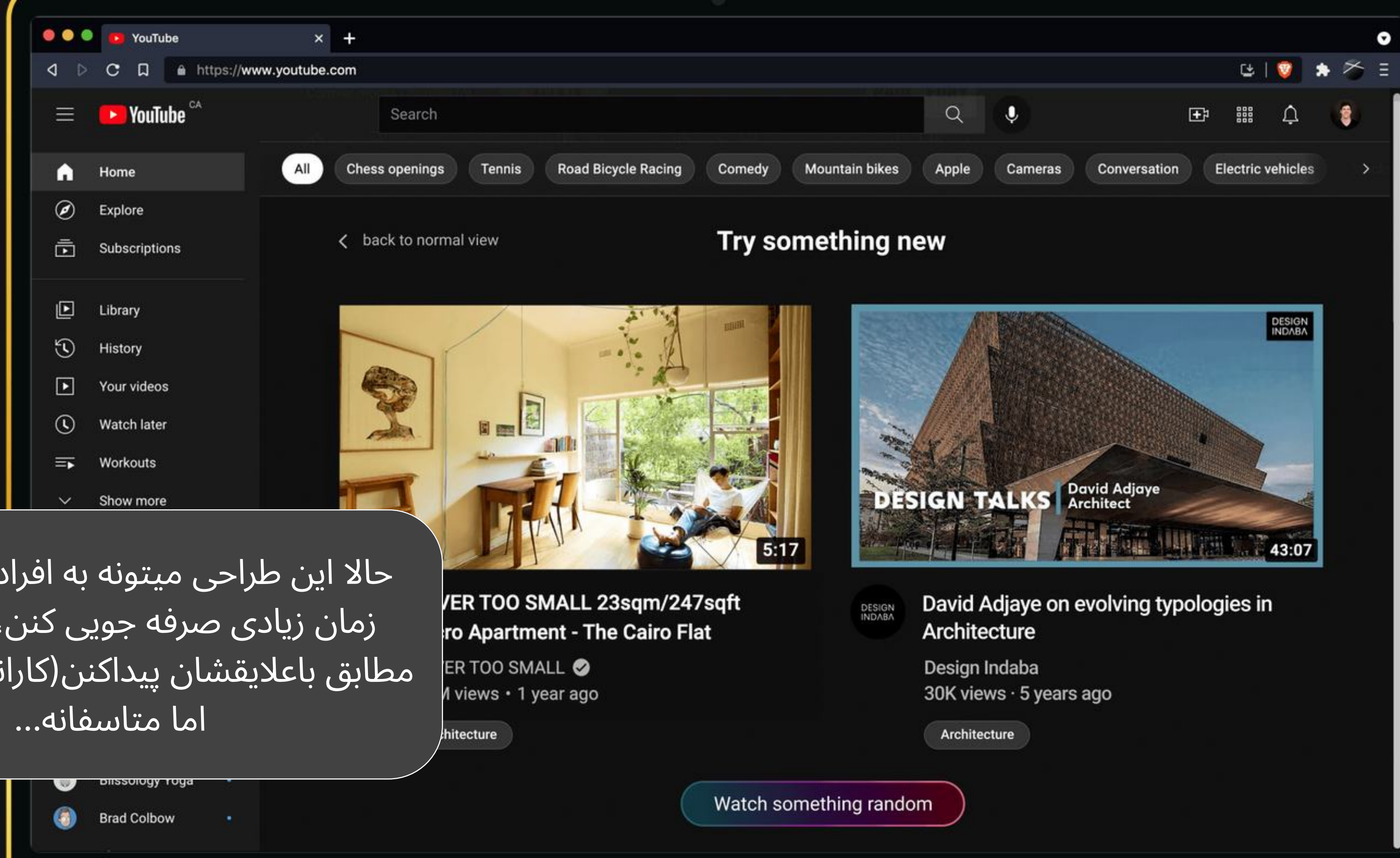
Watch something random



The screenshot shows the YouTube homepage interface. At the top, there's a search bar and navigation tabs for 'All', 'Chess openings', 'Tennis', 'Road Bicycle Racing', and 'Comedy'. Below this is a 'back to normal view' link and a 'Try some' button. The main content area features a video player showing a person sitting in a hammock in a modern apartment. Below the video, the title reads 'NEVER TOO SMALL 23sqm/247sqft Micro Apartment - The Cairo Flat' with a 'NEVER TOO SMALL' badge and '5.5M views · 1 year ago'. To the right, there are two recommended video thumbnails: 'David Adjaye on evolving typologies in Architecture' and 'David Adjaye Architect'. A 'Watch something random' button is located at the bottom right of the video player area.

اثر فریب:
وقتی چیزهای مشابه رو باهم
مقایسه میکنیم انتخاب بسیار
آسون تر میشه و مغز میتونه به
سرعت تفاوت هارو ارزیابی کنه!





حالا این طراحی میتونه به افراد کمک کنه در زمان زیادی صرفه جویی کنن، تا محتوایی مطابق باعلاقشان پیداکنن(کارانسان دوستانه) اما متاسفانه...



یوتیوب اخیرا تعداد تبلیغات رو به طرز چشم گیری افزایش داده! جدیدا اضافه شده...



The screenshot shows the YouTube homepage with a search bar at the top. Below the search bar are navigation tabs for 'Home', 'Explore', and 'Subscriptions'. A horizontal menu of topic filters includes 'All', 'Chess openings', 'Tennis', 'Road Bicycle Racing', 'Comedy', 'Mountain bikes', 'Apple', 'Cameras', 'Conversation', and 'Electric vehicles'. The main content area features a 'Try something new' section with two video thumbnails. The first video is titled 'NEVER TOO SMALL 23sqm/247sqft Micro Apartment - The Cairo Flat' by 'NEVER TOO SMALL' with 5.5M views. The second video is 'David Adjaye on evolving typologies in Architecture' by 'Design Indaba' with 30K views. A 'Watch something random' button is located at the bottom right of the video grid.

Do Your Best Schoolwork Faster Results With Grammarly

grammarly

Better Results
www.grammarly.com
TRY NOW

- [Boy] Sorry coach!

Skip ad ▶

Ad · 1:42 · grammarly.com

0:07 / 1:49

11K 103 SHARE CLIP SAVE

GMHikaru
1.14M subscribers

JOIN SUBSCRIBE

Write faster with better results.
TRY NOW

Hikaru Nakamura Chess Blitz chess

EASY WIN
1:13:16

SUPER AGGRESSIVE SUPER-BLITZ | The London is NOT a...
Eric Rosen
419K views · 10 months ago

\$1,999 vs \$2,099
24:06

14" MacBook Pro vs RTX Surface Laptop Studio: RIP...
Max Tech
63K views · 6 hours ago

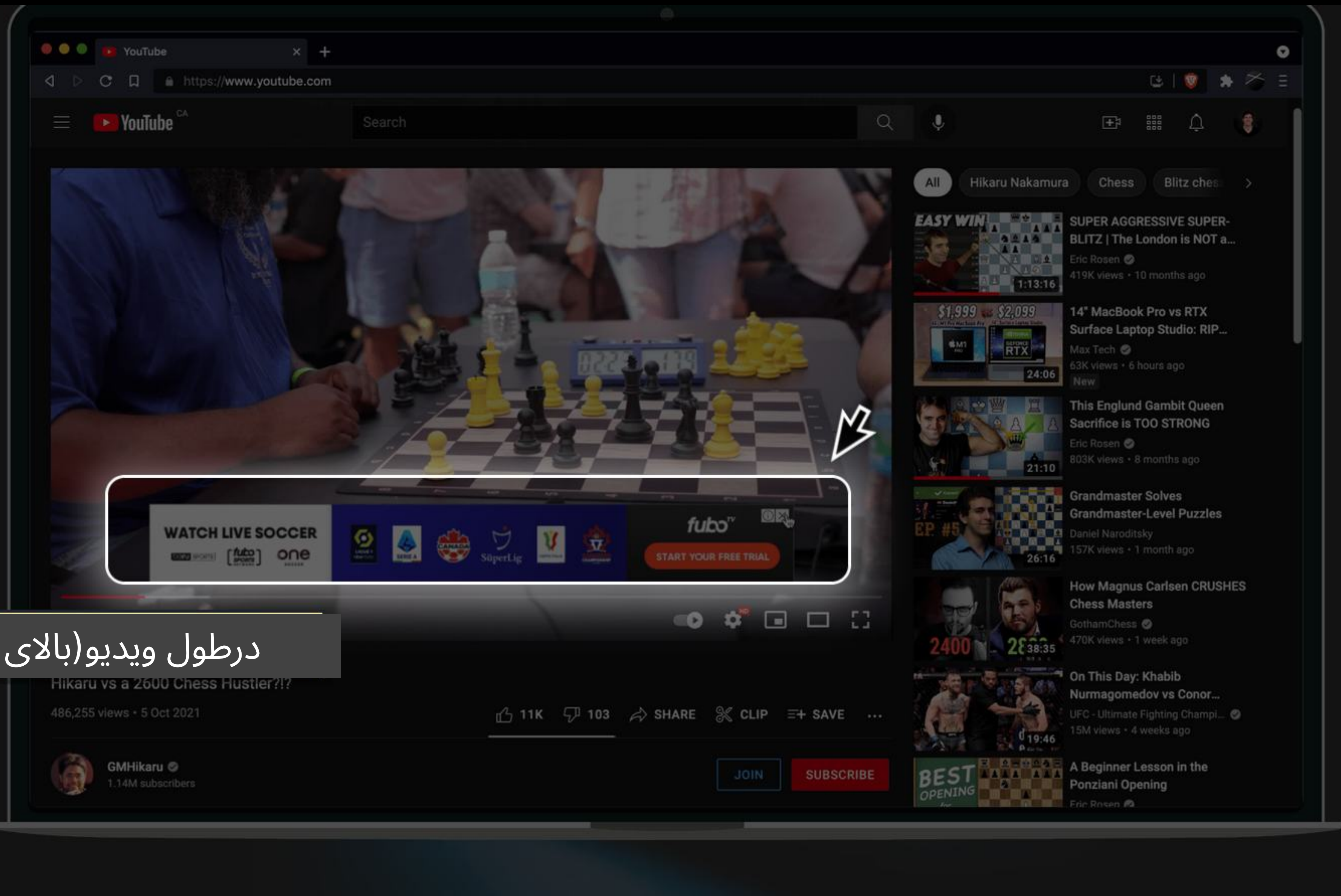
This England Gambit Queen Sacrifice is TOO STRONG
Eric Rosen
803K views · 8 months ago

Grandmaster Solves Grandmaster-Level Puzzles
Daniel Naroditaky
157K views · 1 month ago

How Magnus Carlsen CRUSHES Chess Masters
GothamChess
470K views · 1 week ago

قبل از شروع ویدیو!





در طول ویدیو (بالای ویدیو)



-5

YouTube

https://www.youtube.com

YouTube CA Search

LG OLED evo

LG OLED TV lg.com/ca_fr

Intelligent a9 de quatrième génération

Une expérience de visionnement et d'écoute supérieure grâce à l'IA avec apprentissage profond

* Appliqué aux modèles Z1, G1 et C1

Video will play after ads

11K 103 SHARE CLIP SAVE

GMHikaru 1.14M subscribers

JOIN SUBSCRIBE

EASY WIN 1:13:16

SUPER AGGRESSIVE SUPER-BLITZ | The London is NOT a... Eric Rosen 419K views · 10 months ago

\$1,999 \$2,099 24:06

14" MacBook Pro vs RTX Surface Laptop Studio: RIP... Max Tech 63K views · 6 hours ago

This Englund Gambit Queen Sacrifice is TOO STRONG Eric Rosen 803K views · 8 months ago

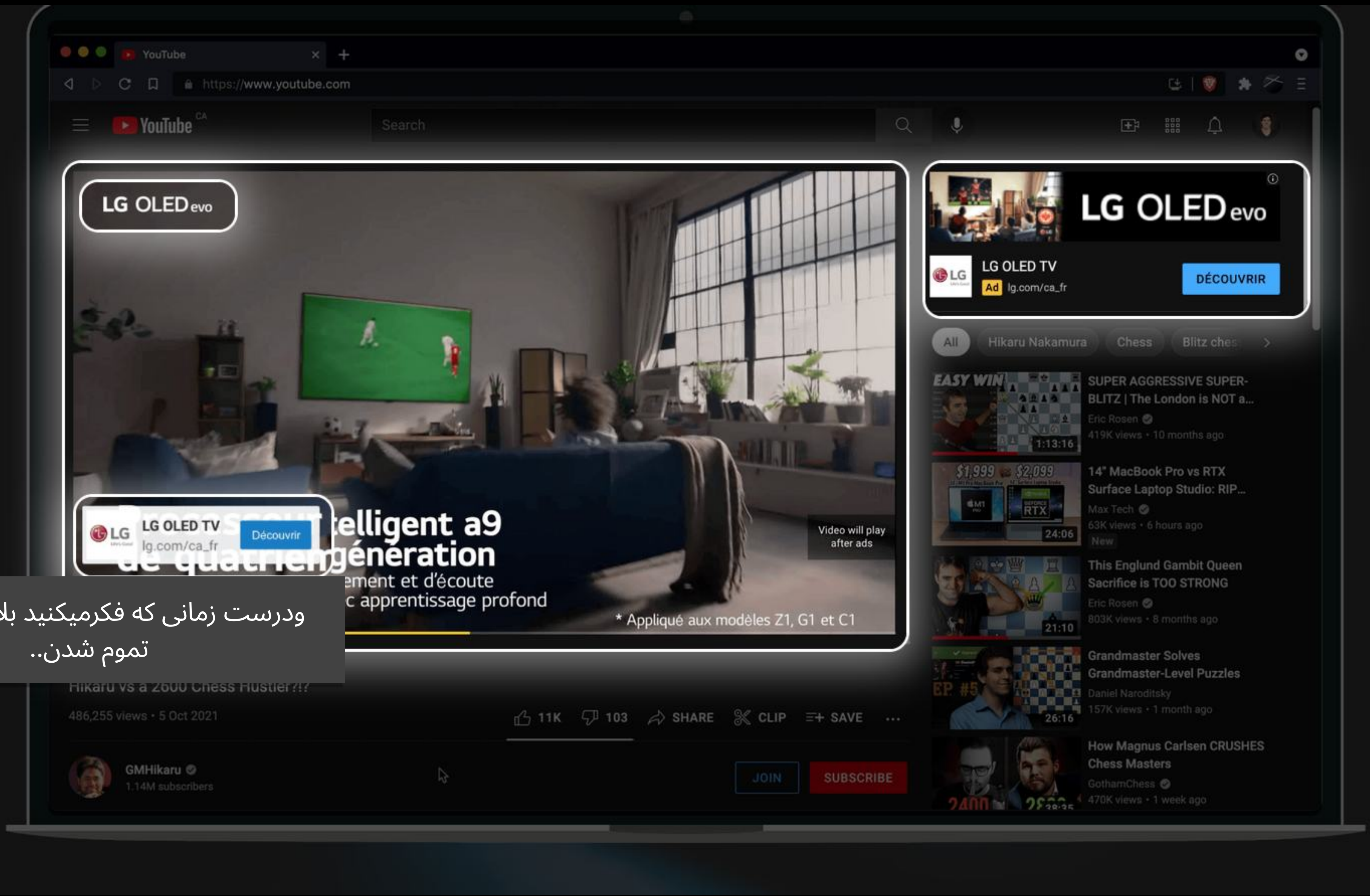
Grandmaster Solves Grandmaster-Level Puzzles Daniel Naroditsky 157K views · 1 month ago

How Magnus Carlsen CRUSHES Chess Masters GothamChess 470K views · 1 week ago

بعد از ویدیو

-5





و درست زمانی که فکر میکنید بلاخره تبلیغات
تموم شدن..



YouTube
Search

Home Explore Subscriptions Library History Your videos Watch later Workouts Show more

SUBSCRIPTIONS
Allie Sherlock
Blender Guru
Blissology Yoga
Brad Colbow

YouTube Premium
Watch everything you love - ad-free
GET IT NOW

INTERROGATING ZUCKERBERG
A BAD LIP READING 5:48

Kapil Gupta: Conquering the Mind
Naval
352K views · 8 months ago

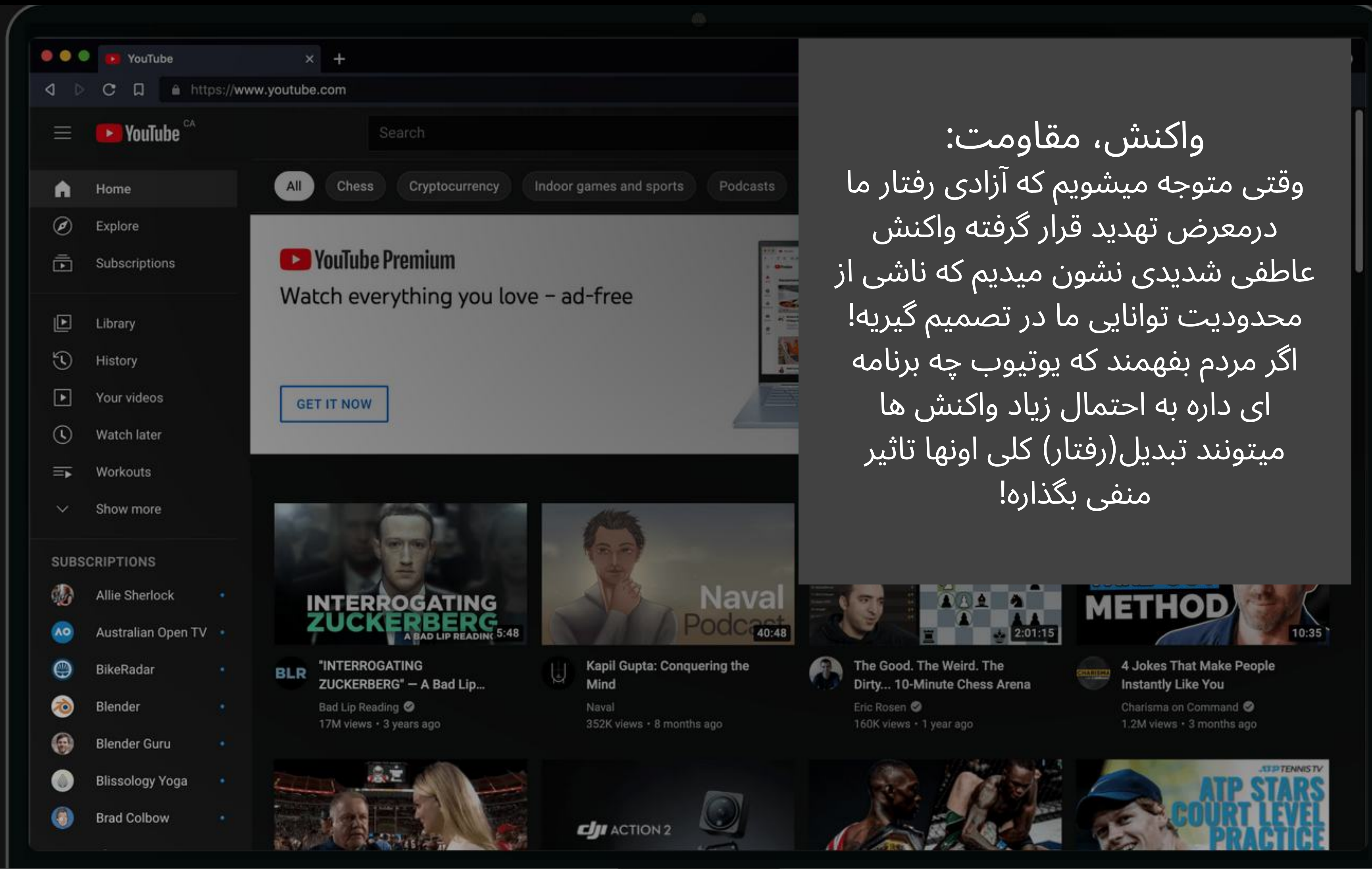
The Good. The Weird. The Dirty... 10-Minute Chess Arena
Eric Rosen
160K views · 1 year ago

4 Jokes That Make People Instantly Like You
Charisma on Command
1.2M views · 3 months ago

ATP STARS COURT LEVEL PRACTICE

توضیحه ی اول هم دارم یک بنر بزرگ...





واکنش، مقاومت:
وقتی متوجه میشویم که آزادی رفتار ما
در معرض تهدید قرار گرفته واکنش
عاطفی شدیدی نشون میدیم که ناشی از
محدودیت توانایی ما در تصمیم گیریه!
اگر مردم بفهمند که یوتیوب چه برنامه
ای داره به احتمال زیاد واکنش ها
میتونند تبدیل (رفتار) کلی اونها تاثیر
منفی بگذاره!



در اینجا لحظات کلیدی سفر یوتیوب رو داریم:

دیروقته..
پشت هم دارم میگردم و چیزی که
مورد علاقم باشه پیدا نمیکنم!...

Psych Level



Customer Journey

Psych Level



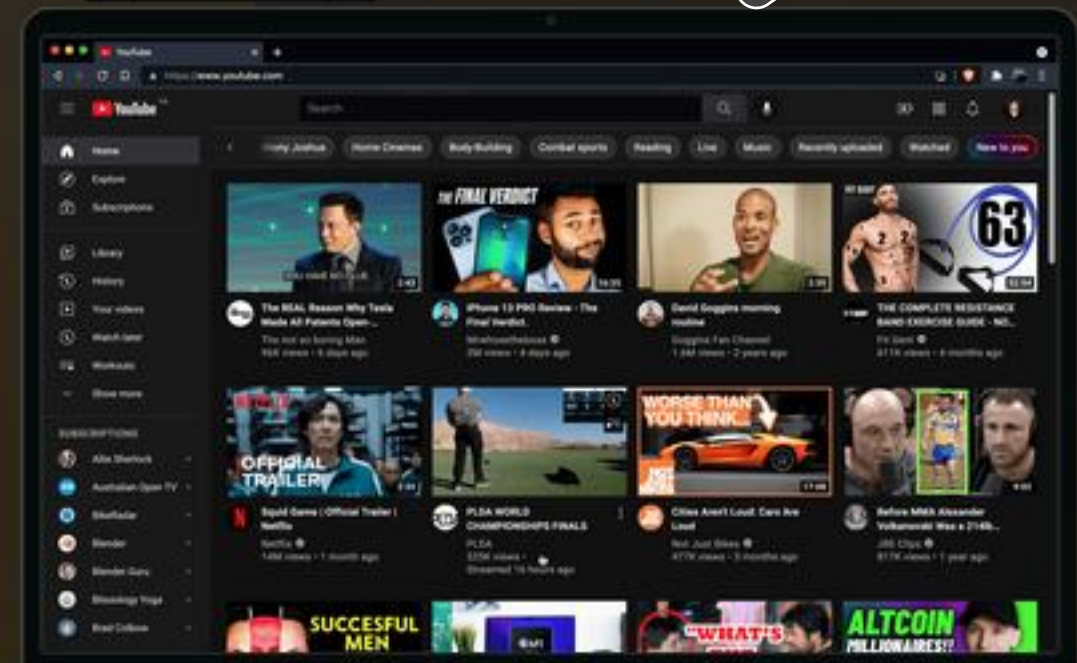
یوتیوب تشخیص میده که علاقه مند
نیستم، پس از من میپرسه آیا چیز
متفاوتی میخوام؟!
متعجب شدم!



Customer Journey

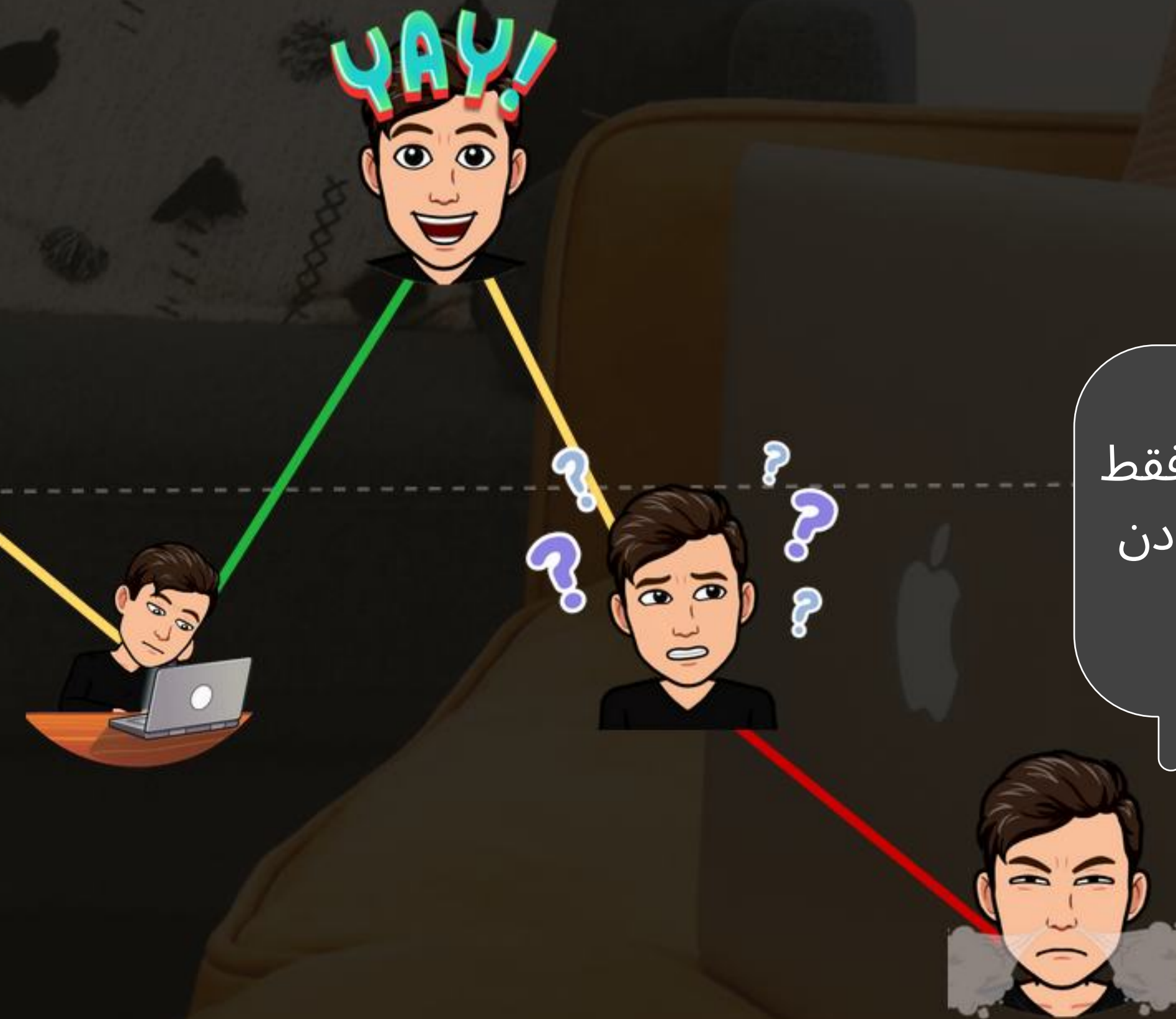


متاسفانه همین تجربه رو داشتم...
بعلاوه، نمیتونم راه برگشتو پیداکنم بدون
اینکه لحظاتی اضطراب شدیدو تحمل کنم.

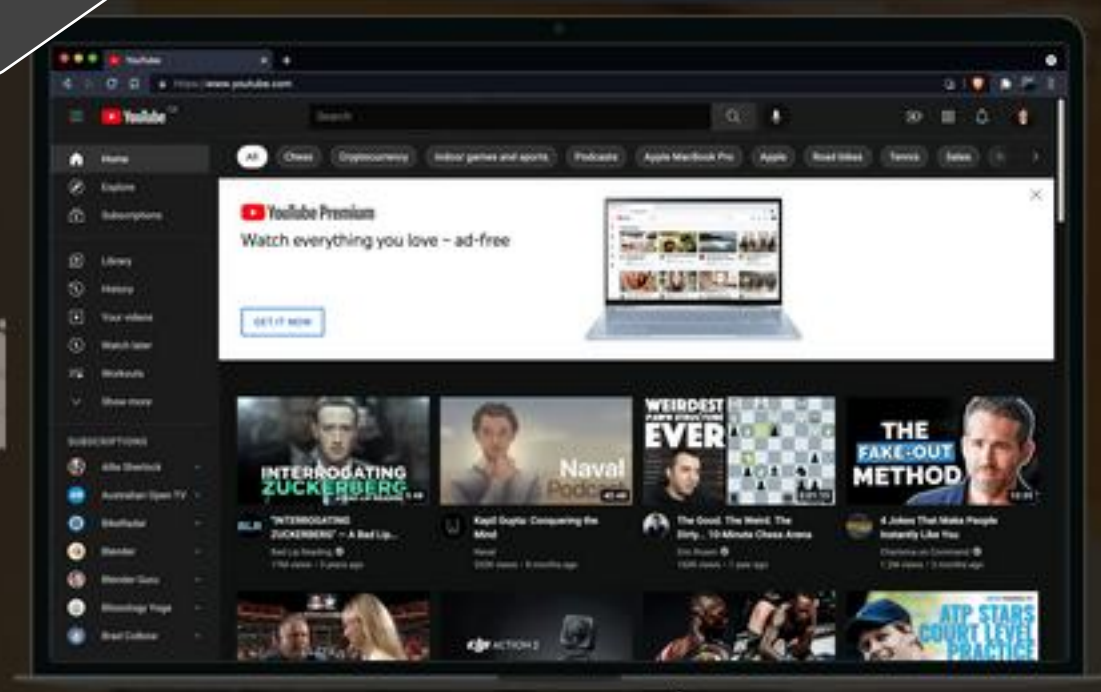


Customer Journey

Psych Level



در نهایت من با تبلیغات بمباران میشم فقط برای اینکه پی ببرند که این کارو انجام دادن تا پیشنهاد برترشون رو ارائه بدن.



D

Humane Experience Score

Before you go...

Customer Journey