

WHY KIDS LIKE

You Tube

WHAT'S ALL THE HYPE ABOUT?

IT'S EASY.

How often do you see kids reading in their free time? With the rise of social media and mass-produced user-generated content, videos are at the top of the entertainment chain.

YouTube's accessibility contributes largely to its success. Almost anyone with an internet connection can enjoy its content in a few clicks or taps. Its user-friendly design and autoplay feature make it particularly simple for young children to use. Wasting time on the internet has never been easier--or more addictive.

IT'S VISUAL.

The most popular videos amongst kids are reviews for toys and video game "gameplay." However, YouTube isn't only for entertainment--it's full of information as well. Tutorials are replacing manuals as a more convenient way to learn almost anything.

Our fast-paced world has taught us a new habit of demanding a spoonful of immediate answers, and further rejecting the long process our ancestors used to *achieve* them.

Because anyone can create content, the barrier between viewers and creators is very thin. The videos we watch are made by people just like us. To top it off, vloggers and YouTube channels tend to interact with and acknowledge their subscribers.

IT'S PERSONAL.