

# Testing user controls with children

April 2025



# Contents

[Background](#)

[Methodology](#)

[Results on user controls](#)

[Behaviour on VidScroll](#)

[Appendix](#)

## Experiment design

BIT ran an online experiment with a sample of 2,403 UK children aged 13-17. The experiment tested different ways of framing user controls offered to users during the sign-up process for a mock online platform, VidScroll. The arms were compared to see **what worked to motivate users to apply safety tools to restrict exposure to harmful content**.

We tested three intervention arms against a control arm with approximately 600 children in each arm. Following the sign-up process, children also viewed a video feed comprised of benign (non-harmful) content. We explored whether children used negative sentiment tools<sup>+</sup> to provide feedback on content they saw on the platform.

Participants also completed a survey to collect data on exploratory outcomes (such as why they made their choice on user controls, sentiment to the controls and previous experience with user controls) and gather information for future trials.

*Overview of the different choice architecture of user controls offered at sign-up and the way that these were framed in our online trial.*

**Control arm.** Neither option is preselected.

- Show all content types**  
You may see some videos with harmful content
- Don't recommend harmful content**  
You will see fewer videos with harmful content

**Ordering.** Neither option is preselected, but order of options shown is reversed.

- Don't recommend harmful content**  
You will see fewer videos with harmful content
- Show all content types**  
You may see some videos with harmful content

**Ordering + default.** The Don't recommend option is preselected as a default.

- Don't recommend harmful content**  
You will see fewer videos with harmful content
- Show all content types**  
You may see some videos with harmful content

**Ordering + default + message.** In addition to the preselected default, participants see an additional message.

*This content will still be available to view on the platform, but will not be shown directly to you on your feed.*

- Don't recommend harmful content**  
You will see fewer videos with harmful content
- Show all content types**  
You may see some videos with harmful content

## Key findings

**Defaults were the most important factor that led to participants choosing 'Don't recommend'.** 69% of children stayed with a choice to not have harmful content recommended to them when they were defaulted into this (in the ordering + default arm), compared to 51-54% when neither option was preselected (across the control arm and the ordering arm). The biggest reasons for choosing this option was that they 'don't like this type of content' and that 'it could be distressing'. Among those who chose to show all content types (across all arms), the main reasons for doing so was to 'see what content was available on the platform', to 'start with this setting with the knowledge that they can change it later', and to 'not miss out on content that their friends are seeing'.

**There was a slight backfire when a message was added to the intervention.** In the arm which included a message noting that the content would still be available but would not be shown directly to them (ordering + default + message arm), it led to a slight backfire with 6pp\* fewer children selecting the 'Don't recommend' option in this arm compared to the percentage who selected this option in an arm without the message (ordering + default arm).

**Sentiment towards user controls was high.** Across arms around 90% of children said they'd like platforms to introduce choices like this at sign up. Almost all participants said the controls were easy to understand, made them feel in control, were presented in a fair way and with their best interests in mind, and would like platforms to introduce controls like this in their general settings.

**Children used negative sentiment tools to let platforms know what kind of content they want to see.** During the feed task, 29% disliked at least one post, and 5% clicked 'Not interested' on at least one post. When asked why they would use these tools, the top two reasons were "if they didn't enjoy a video" and to "let a platform know they don't want to see more on the topic". Children expect to see less of this type of content on their feeds after providing feedback.



# Background

## Ofcom was carrying out research to explore if, and how, children can be motivated to apply user control tools



Ofcom has a duty to promote and research [media literacy](#), which includes user ability to control the content they see on their social media feed. Ofcom is also the regulator for video-sharing platforms (VSPs) and since November 2020, VSPs established in the UK must comply with measures designed to protect users. Ofcom commissioned the Behavioural Insights Team (BIT) to run a randomised controlled trial (RCT) to test different interventions to motivate children (aged 13-17) to apply safety tools to restrict exposure to harmful content.



Additionally, this research built evidence with respect to Ofcom's new duties under the [Online Safety Act 2023](#) ('the Act'). Under the Act, in-scope service providers should, where proportionate, apply user support measures to help keep children safe from harm (Section 12(8)(g) and Section 29(4)(e)).



Ofcom looked to build on results from an RCT on [user controls with adults](#) which found that the design of user controls and the way that information regarding these is framed can influence the settings that adult participants selected during signup.

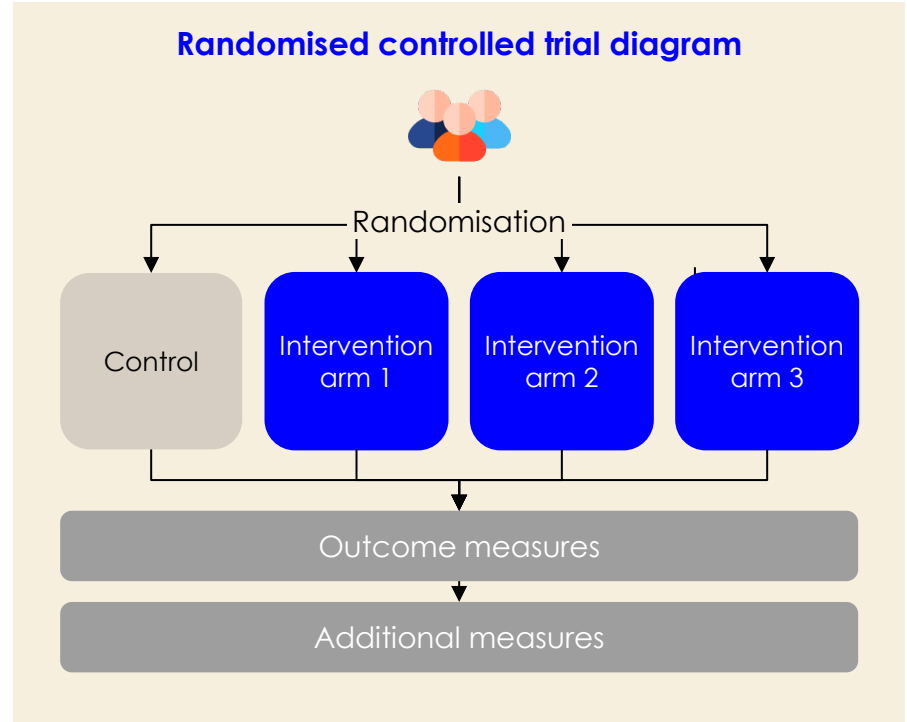
**The objective of this project was to develop the evidence around how to motivate children to apply safety tools to restrict their exposure to harmful content**

## To explore the impact of changes to the choice architecture, we ran an online Randomised Controlled Trial (RCT)

An online RCT is a way to measure the effectiveness of an intervention. RCTs establish a clear cause-and-effect relationship between e.g. features of a social media sign-up process and their impact. They are considered the gold standard for producing causal evidence.

In an RCT, a group of people (participants) are randomly divided into different groups and exposed to either an intervention, in this context a design change, or a control, in this context, the most basic version of user controls.

An RCT enables you to then measure the differences in pre-defined outcomes across the groups to see if the intervention(s) were effective.



## The RCT tested different ways of designing the user control choice offered to children at sign up

- BIT and Ofcom ran an online RCT to test the impact of different ways of framing the choice offered to children at sign up in relation to what type of content they wanted to see.
- Our primary research question was to test what works to encourage children to apply safety tools to restrict exposure to harmful content.
  - The primary outcome measure was whether children chose to restrict exposure to harmful content or not.
- After signup, children were also shown a video feed comprised of videos with benign content. In the feed, we explored whether children used negative sentiment tools to provide feedback on content to help tailor what they saw on the platform.
- After completing the mock sign-up process and viewing the feed, children answered survey questions to collect data on exploratory outcomes and gather useful information for any future trials.

### Choose content to appear in your own feed

**Show all content types**  
You may see some videos with harmful content

**Don't recommend harmful content**  
You will see fewer videos with harmful content

Harmful content doesn't go against our Community Guidelines, but refers to topics some people don't want to see. [Learn more.](#)

**Next**

*Control arm of online RCT testing user controls at sign up*

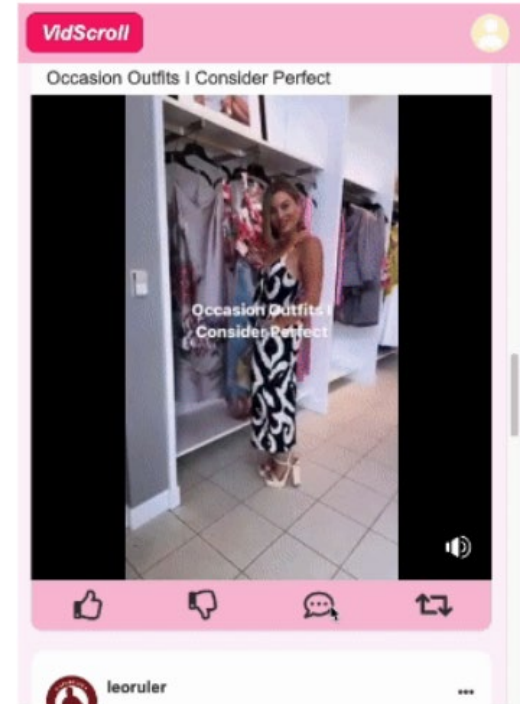


## We used a simulated video sharing platform feed to test engagement with sentiment tools

We built a video sharing platform called VidScroll to test engagement with negative sentiment tools+ (Dislike and 'Not interested') as well as other tools that allow users to provide feedback on content they see on the platform. On the platform, participants could:

- Scroll through videos
- Click the thumbs up to like the video
- Click the thumbs down to dislike the video
- Click the speech bubble to comment on the video
- Click the repost button to repost the video
- Click on the three dots button to open up the option to click 'Not interested'

The feed consisted of eight benign videos on a variety of topics, including sports, music, makeup and comedy. The total length of all the videos combined was 4 minutes 51 seconds.



+ Negative sentiment tools include tools such as a downvote or dislike tool, or buttons that say 'Not interested', 'Show me less of this' or 'I don't want to see this' for example. These would allow children to express unfavourable or negative reactions to content they are exposed to online.

## There are some caveats to be aware of when interpreting the results of this online RCT

Conducting an online RCT enabled us to rapidly test the impact of different designs or choice architecture in the sign-up process to a mock online platform on whether children choose for platforms not to recommend harmful content.

The mock online platform simulated ones that already exist, so we were able to present the sign-up process, and prompts, in a way that imitated real life. However, there are some caveats to be aware of when interpreting results of online RCTs.

### Caveats when interpreting results

How people behave, or say they will behave, in an online lab experiment might differ from what they do in the real world. These differences are likely more pronounced in observed effect sizes (i.e. percentage selecting an option) than in differences between arms (i.e. one arm yielding more selections than another). Therefore, while any relative differences in selection rates between arms can be taken as robust indicators of impact, the observed effect sizes should be interpreted with some degree of caution.

The sample size enabled us to draw robust inferences between treatment arms for our primary outcome of interest (user control choice set at sign up) but not for exploratory outcomes.



# Methodology

## We recruited a sample of 2,403 UK children

BIT worked with Ofcom to test the impact of different user controls on people's choices on an online representative sample of 2,403 UK children between 17 October and 15 November 2024.

Gender			Region			% who use this social media app at all (for reference; no quotas were set)	
	Target	Actual		Target	Actual		
Female	50%	49%	South & East	32%	30%	TikTok	89%
Male	50%	51%	North	23%	26%	YouTube	84%
Non binary or prefer not to say	-	< 1%	Midlands	16%	17%	Snapchat	73%
<b>Age</b>			Scotland, Northern Ireland, Wales	16%	12%	Instagram	71%
	Target	Actual	London	13%	16%	Facebook	62%
13-15	60%	63%	Median time spent completing the trial: 8m 6s				
16-17	40%	37%					

The arms were balanced on these demographics. Results for balance checks are in the appendix.

We ask children their gender, which includes 'Non-binary' and 'Prefer not to say' answer options. However, since the proportion of people who identify as non-binary is so small (< .1% in the adult population), we did not set quotas on this group.

\* Source: [ONS, 2021](#)

## User journey

### Parent/carer's journey

Parent/carer's of 13-17-year-old enters study, confirms child meets eligibility criteria, enters child's month and year of birth, reads information sheet and provides consent

Hands device over to child

### Child's journey

Provides their gender and confirms they meet eligibility criteria, reads information sheet, provides consent and completes attention check

Taken through sign-up for mock video-based platform featuring one of four user controls screens (n = ~600 per arm)

Control
Ordering
Ordering + default
Ordering + default + message

Mock feed where participants can like, dislike, comment on, repost and indicate they're 'not interested' in content

Follow up questions on the user controls and feed, and previous experiences with user controls

Debrief and hands device back over to parent

Parent/carer is debriefed and submits and returns to panel website

## Participants were randomly assigned to see one of four user controls screens

1.

### Control

- Show all content types**  
You may see some videos with harmful content
- Don't recommend harmful content**  
You will see fewer videos with harmful content

N = 594  
Median viewing time = 7s  
(range = 1-21s)

2.

### Ordering

- Don't recommend harmful content**  
You will see fewer videos with harmful content
- Show all content types**  
You may see some videos with harmful content

N = 591  
Median viewing time = 7s  
(range = 1-20s)

## Participants were randomly assigned to see one of four user controls screens

### 3. Ordering + default

- Don't recommend harmful content**  
You will see fewer videos with harmful content
- Show all content types**  
You may see some videos with harmful content

N = 614  
Median viewing time = 6s  
(range = 1-19s)

### 4. Ordering + default + message

**This content will still be available to view on the platform, but will not be shown directly to you on your feed.**

- Don't recommend harmful content**  
You will see fewer videos with harmful content
- Show all content types**  
You may see some videos with harmful content

N = 604  
Median viewing time = 7s  
(range = 1-26s)



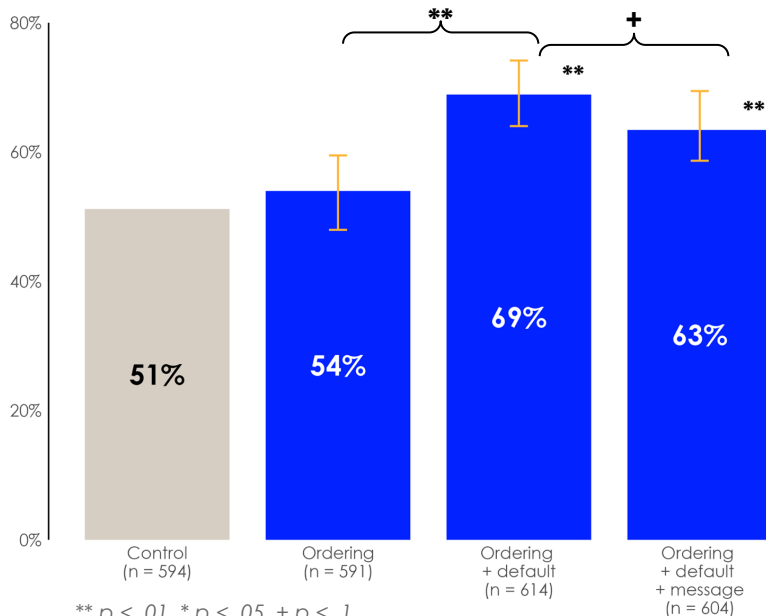
# Results on user controls



## Defaults were the most important factor in participants choosing 'Don't recommend'

### % who chose 'Don't recommend harmful content'

N = 2,403. Data collected by BIT 17 Oct - 15 Nov 2024.



\*\*  $p < .01$ , \*  $p < .05$ , +  $p < .1$

Significance is corrected for multiple comparisons (Benjamini-Hochberg). Confidence intervals (95%) on comparisons to the Control arm are not corrected for multiple comparisons. Logistic regression controls for age, gender and platform use. Treatment bars show the mean for that group.

Nearly 7 in 10 children stayed with a choice to not have harmful content recommended to them when they were defaulted into this (Ordering + default arm), compared to 5 in 10 when neither option was preselected (across the Control and Ordering arms).

Over half of children chose 'Don't recommend harmful content', regardless of how the choice was presented to them.

There was no statistically significant difference for Ordering (54%), compared to the Control (51%),  $p > .05$ .

Adding a default to the 'Don't recommend' option led to a statistically significant increase in people choosing that option in the ordering + default arm (69%) compared to the Ordering and Control arms, both  $p < .01$ .

While the Ordering + default + message arm performed significantly better than the Control (63%,  $p < .05$ ), there was a slight backfire compared to the same arm without a message,  $p < .1$ .

## The backfire effect in the main results was likely driven by male participants

### % who chose 'Don't recommend harmful content'

Subgroup		Control (n = 594)	Ordering (n = 591)	Ordering + default (n = 614)	Ordering + default + message (n = 604)
Gender	Female (n = 1,166)	55%	57% (/)	70% (**, **)	72% (**, /)
	Male (n = 1,226)	48%	51% (/)	68% (**, **)	55% (*, **)
Age group	13-15 (n = 1,512)	53%	55% (/)	68% (**, **)	64% (**, /)
	16-17 (n = 891)	47%	52% (/)	70% (**, **)	63% (**, /)

We reran the primary analysis within gender and age groups.

The results were consistent with the main findings for most subgroups, but male participants were significantly less likely to choose 'Don't recommend' in the Ordering + default + message arm than the same arm without a message (55%/68%),  $p < .01$ . This suggests that these participants were driving this effect in the main analysis.

Female and 13-15-year-old participants appear more likely to choose not to see harmful content, but this was not tested for significant differences.

\*\*  $p < .01$ , \*  $p < .05$ , +  $p < .1$ , /  $p \geq .1$ .

First significance is compared to the Control arm, second (if applicable) is to the arm immediately to the left. Not corrected for multiple comparisons.  
Data collected by BIT 17 Oct - 15 Nov 2024.

## The most stated reasons for choosing ‘Don’t recommend harmful content’ were that they ‘don’t like this type of content’ or that it ‘could be distressing’

Of those who chose ‘Don’t recommend harmful content’, ‘Why did you choose this option?’ (participants could select multiple responses)	Control (n = 304)	Ordering (n = 319)	Ordering + default (n = 423)	Ordering + default + message (n = 383)
I don’t like this type of content	62%	58%	53%	53%
This content could be distressing	56%	54%	47%	45%
I wanted to start with this setting and I know I can change it later	20%	24%	24%	26%
There will be enough other content	21%	23%	22%	22%
I chose randomly	3%	6%	9%	7%
It was preselected for me	-	-	14%	16%

**Other, free text feedback (n = 6):**  
 “Because *less harmful* videos will be exposed to me rather than watching more of it.”  
 “My mum says I can only use social media if I have the safe settings on”  
 “My parent *wouldn't approve.*”

Descriptives

**The most stated reasons for choosing ‘Show all content types’ were ‘wanting to see what content is available on VidScroll’, ‘knowing you can change it later’ and ‘not wanting to miss out on content friends are seeing’**

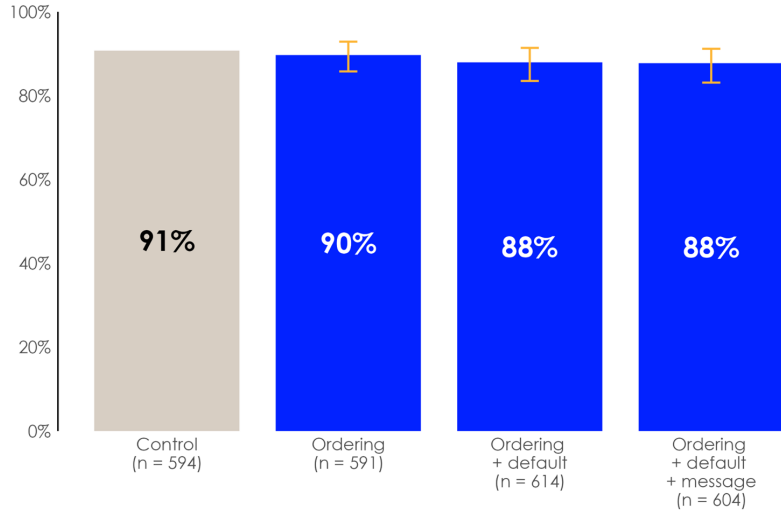
Of those who chose ‘Show all content types’, ‘Why did you choose this option?’ (participants could select multiple responses)	Control (n = 290)	Ordering (n = 272)	Ordering + default (n = 191)	Ordering + default + message (n = 221)
I want to see what content is available on VidScroll	54%	57%	57%	57%
I wanted to start with this setting and I know I can change it later	43%	39%	42%	38%
I don’t want to miss out on the content my friends are seeing	31%	33%	35%	30%
I already see harmful content on other platforms I’m on	22%	29%	37%	29%
I am curious to see harmful content	14%	18%	19%	23%
I chose randomly	9%	14%	9%	10%
I don’t understand what harmful content is	7%	4%	5%	4%

**Other, free text feedback (n = 5):**  
 “I don’t have a weak stomach or sensitivity to things.”  
 “I like seeing **all different types of things.**”  
 “**It’s for babies** if you turn it on.”

## Nine in 10 would like platforms to introduce settings like this at sign up

### % who say they would like this to be introduced at sign up

N = 2,403. Data collected by BIT 17 Oct - 15 Nov 2024.



\*\*  $p < .01$ , \*  $p < .05$ , +  $p < .1$

Significance is corrected for multiple comparisons (Benjamini-Hochberg). Confidence intervals (95%) on comparisons to the Control arm are not corrected for multiple comparisons. Logistic regression controls for age, gender and platform use. These findings are consistent with an Ordinal logistic regression (results in the appendix). Treatment bars show the mean for that group.

The settings were popular with children, with 9 in 10 saying they would like this to be introduced at sign up.

Overall, 89% of children would like platforms to introduce settings on how much harmful content they see, at sign up.

This was not statistically significantly different between the Control arm and any of the treatment arms,  $p > .05$ .

There were also no significant differences between the Ordering and Ordering + default arms, or between the Ordering + default and Ordering + default + message arms, both  $p > .05$ .

## Across all arms, positive sentiment to the controls was high

% who agree that the controls...	Control (n = 594)	Ordering (n = 591)	Ordering + default (n = 614)	Ordering + default + message (n = 604)
Are easy to understand	97%	98% (/)	97% (/, /)	96% (/, /)
Make them feel in control	94%	95% (/)	95% (/, /)	93% (/, *)
Are presented in a fair way	96%	96% (/)	94% (+, *)	95% (/, /)
Presented with their best interests in mind	93%	92% (/)	92% (/, /)	91% (/, /)
<b>% who would like platforms to introduce this in their general settings</b>				
	90%	88% (/)	90% (/, /)	90% (/, /)

The addition of the message led to a statistically significant decrease in the proportion of children who think the controls make them feel in control,  $p < .05$ .

The addition of a default on 'Don't recommend' led to a statistically significant decrease in the number of children who think the controls were presented in a fair way,  $p < .05$ .

However, these differences are small, and a large majority still feel positively about the controls, regardless of treatment arm.

Across arms, 13 participants clicked to learn more about what 'harmful content' is.

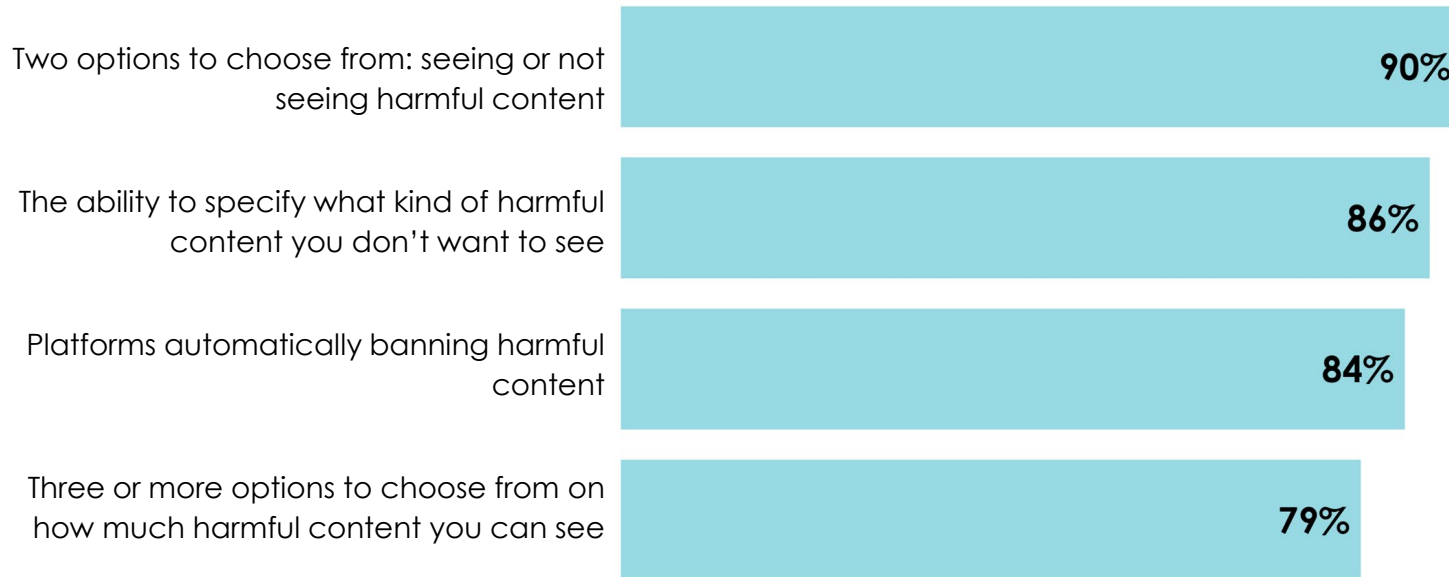
\*\*  $p < .01$ , \*  $p < .05$ , +  $p < .1$ , /  $p \geq .1$

First significance is compared to the Control arm, second (if applicable) is to the arm to immediately to the left.

Significance and confidence intervals (95%) on comparisons to the Control arm are not corrected for multiple comparisons. Logistic regressions controls for age, gender and platform use. These findings are consistent with Ordinal logistic regressions (results in the appendix).

## Children say they would find binary settings on harmful content the most useful

**'How useful would you find the following to control how much harmful content you see?'  
(% who would find this quite or very useful; whole sample, n = 2,403)**

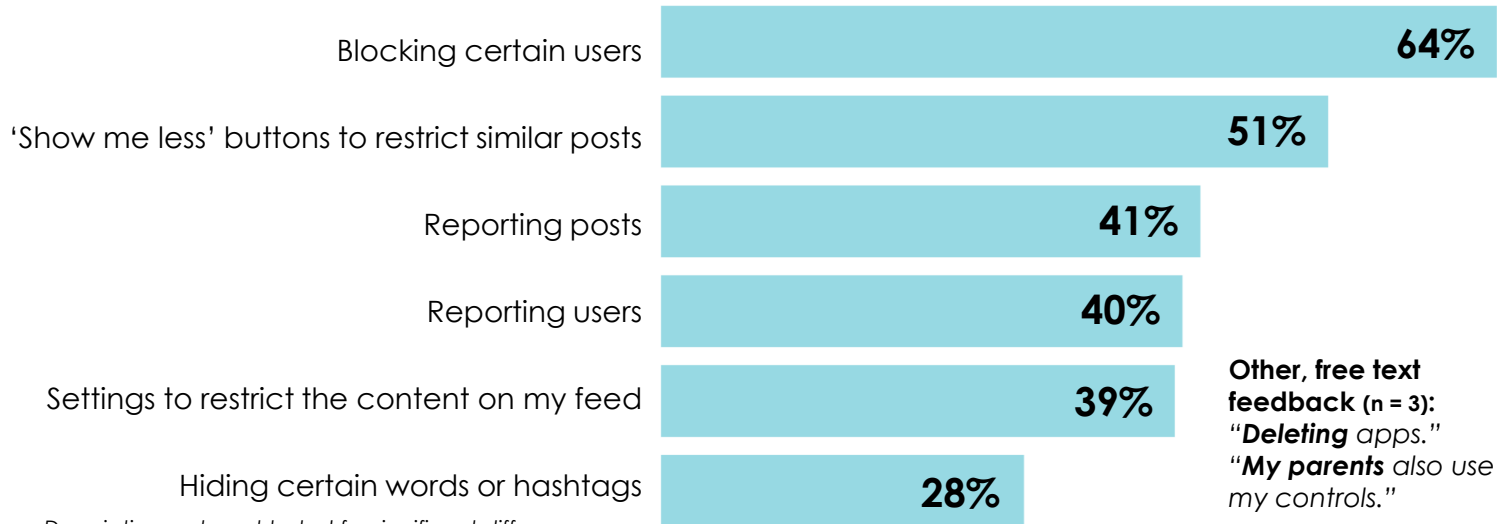


## Two in five say they've changed settings to change the content they see. The most common way children say they do this is by blocking users.

**42% say they have changed the settings on social media platforms** in the past, to change the content they see (12% say they're not sure).

### 'Which settings have you used before?'

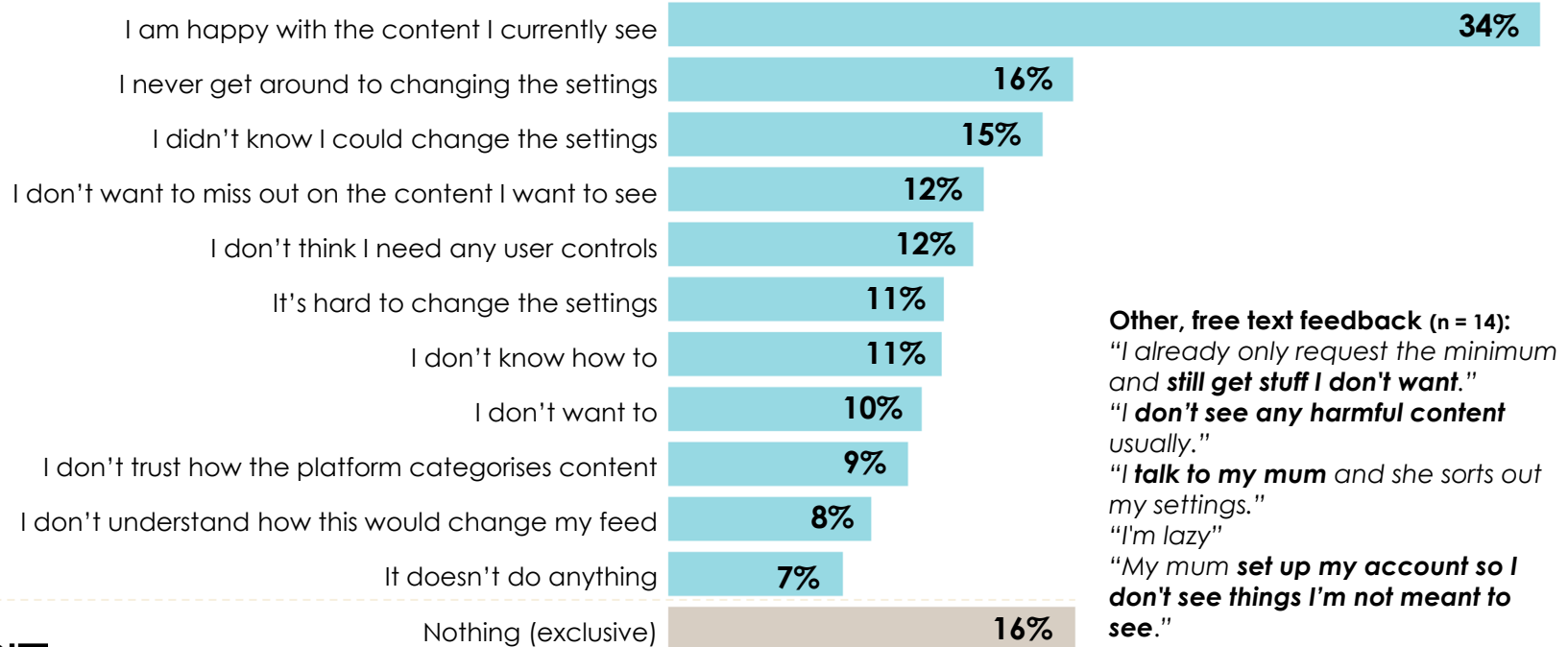
(of those who say they have changed their settings, n = 1,019; participants could select multiple responses)





## The main stated reason for not engaging with user controls is that they are happy with the content they see

**'What, if anything, has prevented you from changing the settings that determine what kind of content you see on social media?' (whole sample, n = 2,403; participants could select multiple responses)**



**Other, free text feedback (n = 14):**  
"I already only request the minimum and **still get stuff I don't want.**"  
"I **don't see any harmful content** usually."  
"I **talk to my mum** and she sorts out my settings."  
"I'm lazy"  
"My mum **set up my account so I don't see things I'm not meant to see.**"



# Behaviour on VidScroll

## Children engaged with content on VidScroll, including through negative sentiment tools

**57%** engaged with at least one video on VidScroll in any way.

Participants spent a median of 65 seconds on the feed. (8 videos, total length of 4m 51s)



**54% liked** at least one post



**29% disliked** at least one post



**9% commented on** at least one post



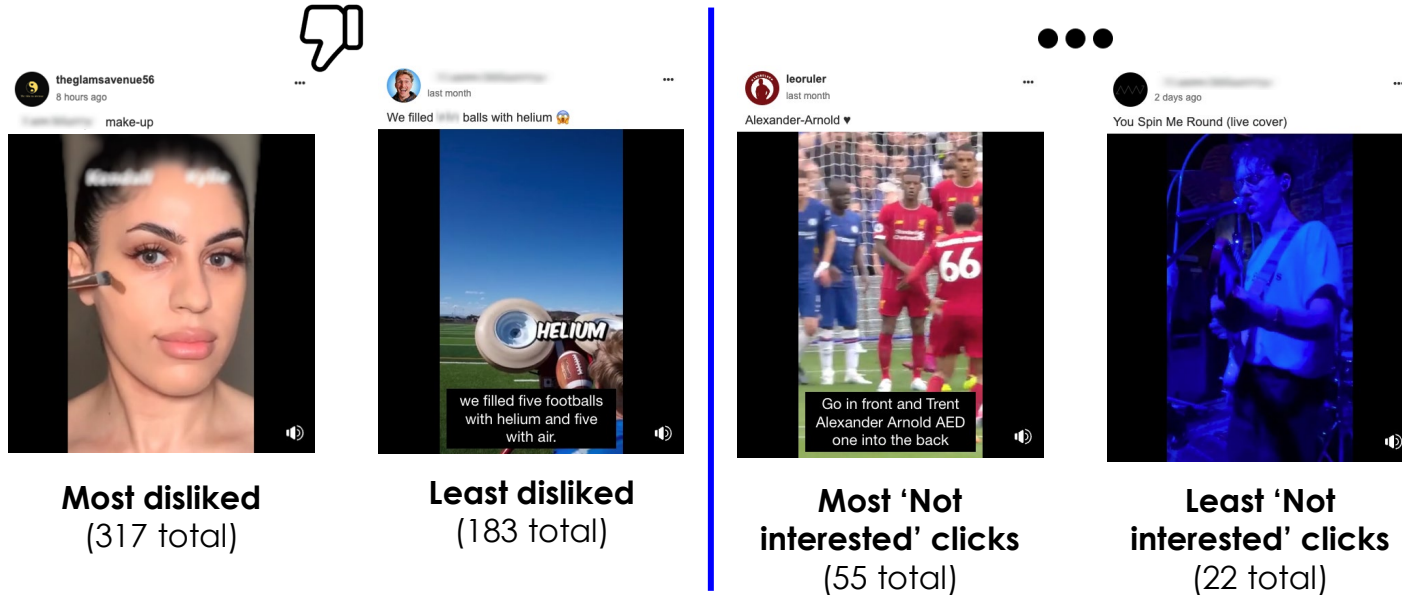
**7% reposted** at least one post



**5% clicked 'Not interested' by clicking through a three dot button** on at least one post

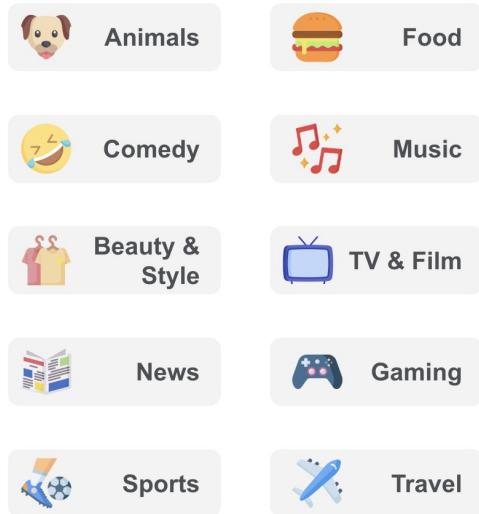
Behaviour for children is very similar to that of adults in WeConnect trials. Comparison in appendix.  
Engagement by subgroup is reported in the appendix.  
N = 2,403. Data collected by BIT 17 Oct - 15 Nov 2024.

## The post with the most dislikes and 'Not interested' clicks were ones related to specific interests like makeup or football



## Children mostly use the negative sentiment tools on videos on topics they didn't select as an interest during sign up

During sign up, participants were asked to select their interests and what they would like to see on the feed.



26% disliked at least one video that **didn't match** the interests they selected at sign up

12% disliked at least one video that **did match** the interests they selected at sign up



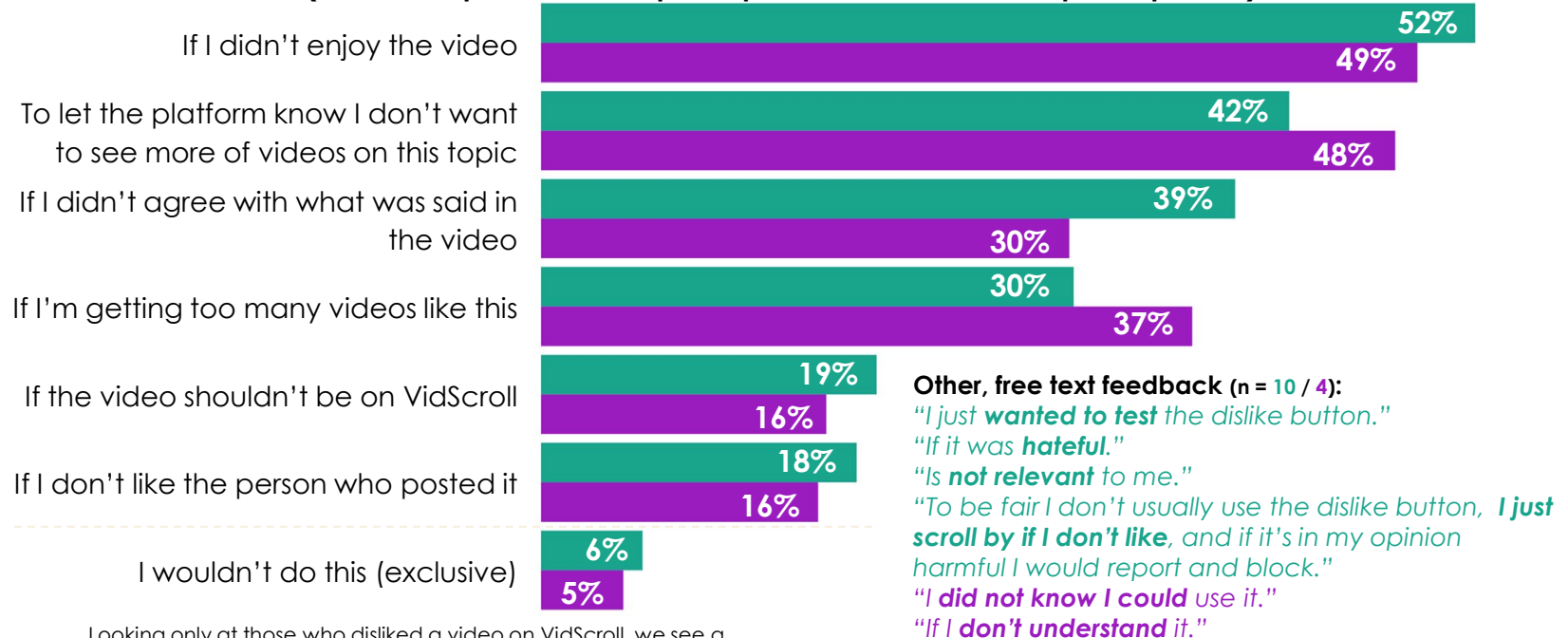
5% clicked 'Not interested' on at least one video that **didn't match** the interests they selected at sign up

1% clicked 'Not interested' on at least one video that **did match** the interests they selected at sign up

## Children would use negative sentiment tools when they do not enjoy videos, or to let platforms know their preferences

'What would make you **dislike** / **click 'Not interested'** on a video?'

(whole sample, n = 2,403; participants could select multiple responses)

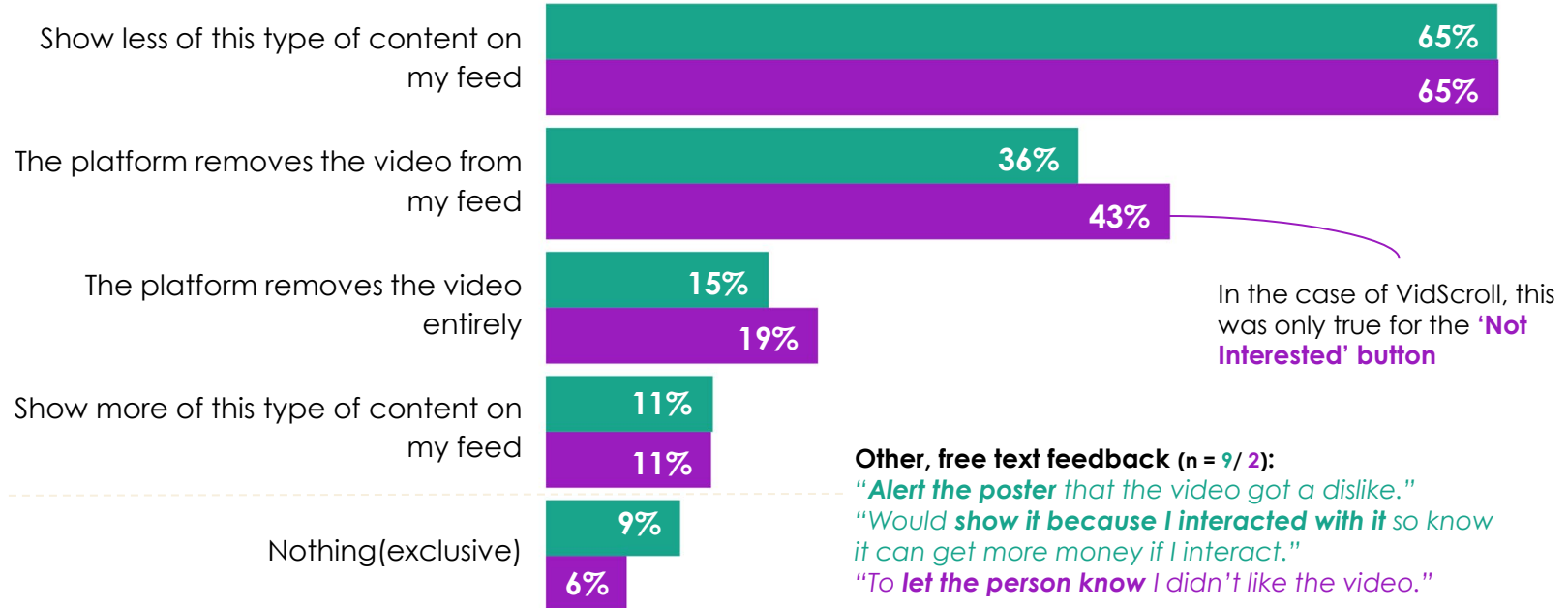


Looking only at those who disliked a video on VidScroll, we see a similar trend in results (see appendix).  
N = 2,403. Data collected by BIT 17 Oct - 15 Nov 2024.

## Children expect to see less of the same type of content after using negative sentiment tools

'What did you expect the **dislike button** / **clicking 'Not interested'** to do?'

(whole sample, n = 2,403; participants could select multiple responses)



Looking only at those who disliked a video on VidScroll, we see a similar trend in results (see appendix).

N = 2,403. Data collected by BIT 17 Oct - 15 Nov 2024.



**Get in touch:**

**Dr Sujatha Krishnan-Barman**

Senior Advisor

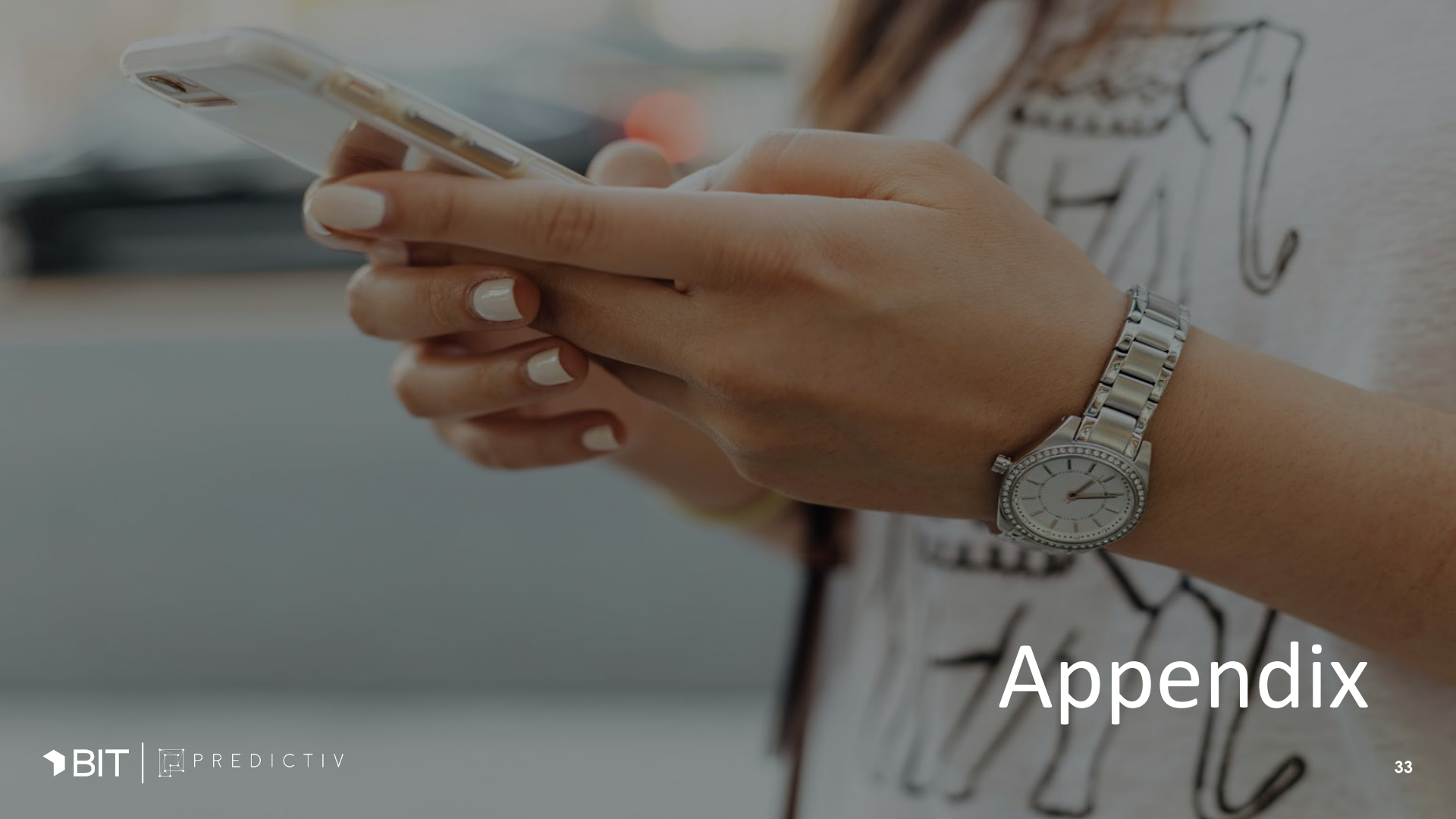
[sujatha.k-barman@bi.team](mailto:sujatha.k-barman@bi.team)

**Elena Meyer zu Brickwedde**, Research Advisor

**Dr Abi Mottershaw**, Principal Research Advisor

**Eva Kolker**, Principal Advisor





# Appendix

## Eligibility and attrition

### 4,441 unique entries from parents

- 806 were excluded because they didn't meet our eligibility criteria:
  - don't have a 13-17 year old who can participate (n = 118), their child doesn't use online platforms (n = 147) or both (n = 69)
  - when confirming their child's MOB/YOB, they were under 13 or over 18 (n = 472)
- 458 dropped out without confirming their child's eligibility
- 90 dropped out without giving consent

### 3,087 parents gave consent for their child to take part

- 129 children were excluded because they don't use TikTok or YouTube (15 dropped out without confirming their eligibility)
- 2,926 children consented to taking part in the study (17 dropped out without giving consent)
- 296 failed the attention check. (4 dropped out without finishing the attention check)

### Eligible and attentive

n = 2,626

Control  
(n = 654)

Ordering  
(n = 643)

Ordering +  
default  
(n = 668)

Ordering +  
default +  
message  
(n = 661)

219 dropped out after randomisation (no evidence of differential attrition,  $F(3, 2441) = 0.53, p > .05$ )  
2 failed the second attention check  
2 were removed for missing data on the primary outcome

Final sample n = 2,403

Control  
(n = 594)

Ordering  
(n = 591)

Ordering + default  
(n = 614)

Ordering + default + message  
(n = 604)

## Balance checks

		Control (n = 594)	Ordering (n = 591)	Ordering + default (n = 614)	Ordering + default + message (n = 604)
Age	13-15	63%	62%	64%	63%
	16-17	37%	38%	36%	37%
	Balance check	$X^2(3) = 0.49, p > .05$			
Gender	Female	49%	50%	47%	48%
	Male	51%	50%	52%	51%
	Balance check	$X^2(3) = 0.71, p > .05$			
Region	South & East	26%	29%	31%	30%
	North	28%	24%	23%	28%
	Midlands	16%	18%	18%	15%
	Scotland, Northern Ireland, Wales	12%	11%	12%	13%
	London	17%	17%	16%	14%
	Balance check	$X^2(12) = 13.02, p > .05$			
Platform use*	Mean score	18.3	18.0	18.0	18.4
	Balance check	$F(3) = 0.53, p > .05$			

\* Platform use was measured by asking participants if they had accounts with any of the following platforms and how often they use them: TikTok, Instagram, Facebook, YouTube, Snapchat, Twitter/X. For each platform, if the participant did not have an account then they were coded as 0. Otherwise, "I don't use this anymore" coded as 0; "Less often" coded as 1; "Once a week" coded as 2; "Several times a week" coded as 3; "Once a day" coded as 4; "Several times a day" coded as 5). The platform use score is the sum across platforms.

Chi-squared test for categorical variables, ANOVA for continuous variables.

N = 2,403. Data collected by BIT 17 Oct - 15 Nov 2024.

## Breakdown of social media usage

% who say they use this platform*...							
	Several times a day	Once a day	Several times a week	Once a week	Less often	I don't use this anymore	Don't have an account
TikTok	72%	9%	6%	1%	1%	< 1%	11%
YouTube	56%	13%	12%	2%	1%	< 1%	16%
Snapchat	57%	9%	5%	1%	1%	< 1%	26%
Instagram	45%	13%	8%	2%	2%	1%	28%
Facebook	33%	11%	9%	3%	5%	1%	37%
X/Twitter	15%	8%	5%	2%	2%	1%	67%

\* Participants in the trial had to have at least one account with either YouTube or TikTok that they still use. Therefore this may not be representative of the wider population.

N = 2,403. Data collected by BIT 17 Oct - 15 Nov 2024.

## Secondary analysis - Results for Ordinal logistic regression and Brant test

Is this something you would like to see other platforms introduce in their sign up processes?	Control (n = 594)	Ordering (n = 591)	Ordering + default (n = 614)	Ordering + default + message (n = 604)
Not sure	3%	3%	5%	5%
No, definitely not	1%	1%	1%	1%
No, probably not	5%	6%	6%	6%
Yes, probably	37%	37%	33%	36%
Yes, definitely	54%	52%	55%	52%
Significance		/	/, /	/, /
Brant test	$X^2(16) = 249.65, p < .01$			

\*\* p < .01, \* p < .05, + p < .1, / p ≥ .1

First significance is compared to the Control arm, second (if applicable) is to the arm to immediately to the left.  
N = 2,403. Data collected by BIT 17 Oct - 15 Nov 2024.

## Exploratory analysis (Whether it's easy to understand) - Results for Ordinal logistic regression and Brant test

To what extent do you agree that this page is easy to understand?	Control (n = 594)	Ordering (n = 591)	Ordering + default (n = 614)	Ordering + default + message (n = 604)
Not sure	1%	1%	1%	1%
Strongly disagree	< 1%	< 1%	< 1%	1%
Disagree	2%	1%	2%	2%
Agree	43%	41%	39%	39%
Strongly agree	53%	57%	58%	57%
Significance		/	+, /	/, /
Brant test	$X^2(16) = 11.45, p > .05$			

\*\* p < .01, \* p < .05, + p < .1, / p ≥ .1

First significance is compared to the Control arm, second (if applicable) is to the arm to immediately to the left.  
N = 2,403. Data collected by BIT 17 Oct - 15 Nov 2024.

## Exploratory analysis (Whether it's makes them feel in control) - Results for Ordinal logistic regression and Brant test

To what extent do you agree that this page makes you feel in control of the content you will see on VidScroll?	Control (n = 594)	Ordering (n = 591)	Ordering + default (n = 614)	Ordering + default + message (n = 604)
Not sure	2%	2%	2%	2%
Strongly disagree	< 1%	< 1%	1%	1%
Disagree	4%	3%	1%	4%
Agree	47%	44%	46%	45%
Strongly agree	47%	51%	50%	48%
Significance		/	/, /	/, /
Brant test	$X^2(16) = 24.18, p < .1$			

\*\* p < .01, \* p < .05, + p < .1, / p ≥ .1

First significance is compared to the Control arm, second (if applicable) is to the arm to immediately to the left.  
N = 2,403. Data collected by BIT 17 Oct - 15 Nov 2024.

## Exploratory analysis (Whether it's presented in a fair way) - Results for Ordinal logistic regression and Brant test

To what extent do you agree that this page was presented in a fair way, allowing you to form your own opinions without being influenced?	Control (n = 594)	Ordering (n = 591)	Ordering + default (n = 614)	Ordering + default + message (n = 604)
Not sure	1%	1%	2%	1%
Strongly disagree	1%	1%	1%	< 1%
Disagree	2%	2%	3%	4%
Agree	48%	42%	46%	49%
Strongly agree	48%	54%	47%	46%
Significance		+	/, **	/, /
Brant test	$X^2(16) = 15.68, p > .05$			

\*\* p < .01, \* p < .05, + p < .1, / p ≥ .1

First significance is compared to the Control arm, second (if applicable) is to the arm to immediately to the left.  
N = 2,403. Data collected by BIT 17 Oct - 15 Nov 2024.



## Exploratory analysis (Whether it's presented with best interests in mind) - Results for Ordinal logistic regression and Brant test

To what extent do you agree that the choices were presented to you with your best interests in mind?	Control (n = 594)	Ordering (n = 591)	Ordering + default (n = 614)	Ordering + default + message (n = 604)
Not sure	3%	4%	4%	5%
Strongly disagree	1%	< 1%	1%	1%
Disagree	4%	4%	4%	3%
Agree	55%	48%	50%	48%
Strongly agree	38%	44%	42%	43%
Significance		+	/, /	/, /
Brant test	$X^2(16) = -57.43, p > .05$			

\*\* p < .01, \* p < .05, + p < .1, / p ≥ .1

First significance is compared to the Control arm, second (if applicable) is to the arm to immediately to the left.  
N = 2,403. Data collected by BIT 17 Oct - 15 Nov 2024.

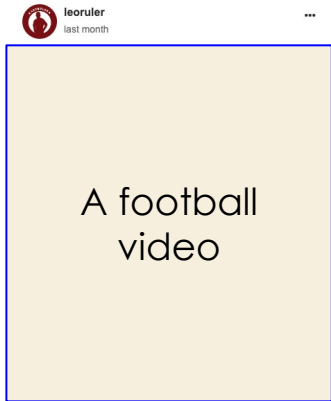
## Exploratory analysis (Whether platforms should introduce this in settings) - Results for Ordinal logistic regression and Brant test

Is this something you would like to see other platforms introduce in their general settings, after you've signed up?	Control (n = 594)	Ordering (n = 591)	Ordering + default (n = 614)	Ordering + default + message (n = 604)
Not sure	3%	5%	4%	4%
No, definitely not	1%	1%	< 1%	1%
No, probably not	5%	6%	6%	5%
Yes, probably	39%	34%	37%	37%
Yes, definitely	52%	55%	53%	52%
Significance		/	/, /	/, /
Brant test	$X^2(16) = 272.52, p < .01$			

\*\* p < .01, \* p < .05, + p < .1, / p ≥ .1

First significance is compared to the Control arm, second (if applicable) is to the arm to immediately to the left.  
N = 2,403. Data collected by BIT 17 Oct - 15 Nov 2024.

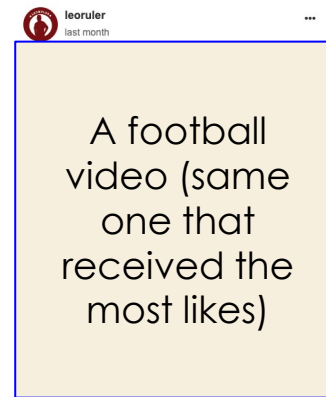
## Most and least liked and reposted posts



**Most liked video**  
(636 likes total)



**Least liked video**  
(451 likes total)



**Most reposted** (54 total)



**Least reposted** (24 total)

## What makes people dislike a video, of those who disliked at least one video

<b>% who said this would make them dislike a video</b>	<b>Of the whole sample (n = 2,403)</b>	<b>Of those who disliked at least one video (n = 685)</b>
If I didn't enjoy the video	52%	66%
To let the platform know I don't want to see more of videos on this topic	42%	48%
If I didn't agree with what was said in the video	39%	34%
If I'm getting too many videos like this	30%	32%
If the video shouldn't be on VidScroll	19%	14%
If I don't like the person who posted it	18%	18%
I wouldn't do this (exclusive)	6%	2%

## What people expect after disliking a video

% expect the dislike button to do this	Of the whole sample (n = 2,403)	Of those who disliked at least one video (n = 685)
Show less of this type of content on my feed	65%	70%
The platform removes the video from my feed	36%	38%
The platform removes the video entirely	15%	12%
Show more of this type of content on my feed	11%	8%
Nothing (exclusive)	9%	7%

## Engagement by gender and age groups

Subgroup		% who engaged with at least one post in any way	% who engaged with at least one post				
			Likes	Dislikes	Comments	Reposts	'Not interested'
Gender	Female (n = 1,166)	58%	55%	29%	7%	7%	5%
	Male (n = 1,226)	57%	54%	28%	11%**	8%	5%
Age group	13-15 (n = 1,512)	57%	55%	28%	10%	8%	5%
	16-17 (n = 891)	57%	54%	29%	9%	7%	6%

\*\* p < .01, \* p < .05, + p < .1

Significance on males in comparison to female participants. Significance on 16-17 year olds in comparison to 13-15 year old participants. Not corrected for multiple comparisons.

Data collected by BIT 17 Oct - 15 Nov 2024.

## Source of video content used for the trial

- All video content shown to participants in the trial were sourced from publicly available and freely reusable content on YouTube (uploaded under a Creative Commons License).
- The table below provides hyperlinks to the videos shown to participants in the trial and acknowledges the creators of these videos.

Text accompanying the post	Source	Creator
You Spin Me Round (live cover)	<a href="#">YouTube</a>	@AmvLiveMusic
This is Why I Drop My Crown.. 🤪	<a href="#">YouTube</a>	@Reputate
Alexander-Arnold ♥	<a href="#">YouTube</a>	@leoruler1511
Kendall vs Kylie make-up	<a href="#">YouTube</a>	@theglamsavenue56
Occasion Outfits I Consider Perfect	<a href="#">YouTube</a>	@EXPRESS
We filled NFL balls with helium 🤪	<a href="#">YouTube</a>	@MMG69
I Paid \$271.67 for a haircut	<a href="#">YouTube</a>	@ActDaVerse
Germany 🤪🤪🤪	<a href="#">YouTube</a>	@InspireYou-Official