



Analyzing the Role of User-Generated Content in the Growth of Online Video Platforms

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Abstract

The growth of online video platforms in recent years has been driven by a multitude of factors, including advancements in technology and the increasing availability of high-speed internet. However, one of the most significant factors contributing to the success of these platforms is the role of user-generated content (UGC). UGC refers to content created and shared by users of online video platforms, rather than by the platforms themselves. This thesis aims to analyze the role of UGC in the growth of online video platforms by exploring the ways in which UGC contributes to platform success. By examining the impact of UGC, this research provides insights into the evolving landscape of online video and the ways in which UGC shapes it. The study of UGC and its role in the growth of online video platforms has significant implications for marketers, content creators, and platform owners. By understanding the impact of UGC, stakeholders can develop more effective strategies for creating and distributing content on these platforms. This research contributes to the academic understanding of the evolving landscape of online video and the role of UGC in shaping it. Overall, this thesis provides valuable insights into the ways in which UGC drives the growth of online video platforms and highlights its importance for the future of online video.

Keywords : User-Generated Content, Online Video, internet, Content

1. INTRODUCTION

The proliferation of online video platforms in recent years has revolutionized how people consume and engage with media. As technology grows, the entertainment culture has also evolved. Video content-sharing platforms such as YouTube and TikTok have proliferated recently [1]. Online video platforms such as Youtube, has been popular since its creation in 2005, currently it is widely popular with younger audiences worldwide [2]. YouTube is a virtual space where content producers upload their videos, and viewers can watch, distribute, appreciate, comment, and sign up. The platform is expanding, and it has a global following in the millions. Over the last few years, YouTube's user involvement has risen. Additionally, businesses use it to advertise and market their products, resulting in increased revenue [3]. TikTok also experienced an exponential user growth since its launch in 2017. In 2020, Tiktok has been downloaded 315 million times globally [4]. TikTok is a free-to-download mobile app for Android and iOS devices that allows its users to create brief videos lasting between 3 to 60 seconds by combining audio clips, songs, or pre-recorded footage with a variety of creative tools and effects [5]. While both YouTube and TikTok are video content platforms using UGC as their primary content, both have significant differences. One is that YouTube caters to long-form content, while TikTok caters to short-form content.

UGC is a form of participatory media where users can actively participate in the creation and distribution of content. By sharing their own experiences, ideas, and perspectives, users can create a sense of community and connection with other users on the platform. This type of content is unique in that it is created by the users themselves, rather than by professional content creators or organizations. UGC can play a crucial role in driving engagement, increasing viewership, and enhancing the user experience on online platforms. Hollebeek and Macky defines UGC as any type of content that is created and shared by users of a website or application, rather than by the company or organization that owns or operates the platform. This can include text, images, videos, audio, and other types of media [6]. User-generated content (UGC) has become an increasingly important aspect of these platforms, allowing users to create and distribute content actively [7]. Research by Suwarno and Malvin found that sites utilizing UGC is very important for the content of the Internet [8]. Online communities experience fast growth and thrive in UGC contents as consumers actively seek unbiased informations from online platforms such as forums, blogs, and vlogs [9]. However, the role of UGC in the growth and success of online video platforms still needs to be studied.

2. RESEARCH METHODOLOGY

Research by Ma and Gu in 2022 examined the impact of user generated content on online video platforms in China. The study collected datasets from a Chinese online video platform Bilibili using web crawlers on Bilibili's provided API. The study found that brand identity and engagement are crucial to stimulate the viewership of a user generated video [10].

Research done by Ana and Istudor in 2019 analyzed the role of social media and User Generated Content (UGC) on a travelling site and its effects towards the travel behaviors of millennials. The research uses a quantitative approach and collects data using a questionnaire targeting the millennial age group of 18-38 with a total of 80 respondents. The result of this study is that most respondents tend to trust UGC as a potent tool of information among the younger generation [11].

The research of Naeem and Ozuem in 2021 explores the interaction factors of social media users involving brand related UGC. Data is collected using semi-structured interviews and analyzed using thematic analysis. The study found five motivational reasons that can increase content generation towards a brand: user experiences, social responsibility, staying connected and updated, and reward sharing. After analyzing these motivational reasons, the researchers found that UGC can positively drive brand engagement [12].

Research studies by Lakho et al. in 2019 investigated the influence of UGC and how much consumer behavior is affected. The research studies the impact of consumer feedback on social media platforms on purchasing intentions. The research is carried out using quantitative approach by circulating questionnaires among the three well-known university in Karachi City. The statistical analysis of the questionnaires results is done by using SPSS and AMOS. The findings of this



study demonstrate that numerous factors have a cumulative effect on UGC's ability to influence purchase intention [13].

Research by Koul et al. in 2021 investigates the factors that are important in selecting online video platforms among millennial consumers. Data collection is done through surveys distributed to mainly young adults aged between 18-40 years old, and analyzed using SPSS. The research finds that quality of content, content range, cost, trending content and exclusivity, and a good marketing strategy to be several proven factors that affect the popularity and growth of online video platforms [14].

Table 1. Literature Review Summary

Author	Year	Summary
Ma and Gu	2022	This research is focused on examining the impact of user generated content on online video platforms. This study finds that engagement is crucial to stimulate the viewership of a user generated video.
Ana and Istudor	2019	This research analyzed the role of social media and UGC on travelling sites and its effect towards travel behaviours of millennials using quantitative approach and collecting data by questionnaires with age group of 18-38.
Naeem and Ozuem	2021	This research explores the interaction factors of social media users towards UGC. Data collected through semi-structured interviews and analyzed using thematic analysis. The research finds that user experiences, social responsibility, staying connected and updated, and reward sharing can positively drive brand engagement.
Lakho et al.	2019	This research investigates the influence of UGC on consumer behaviour using quantitative approach. Data collected by distributing questionnaires and analyzed using SPSS and AMOS.
Koul et al.	2021	This research investigates the factors of which millennial customers feel important in selecting online video platforms. The research finds that quality of content, content range, cost, trending content and exclusivity to be several proven factors contributing to online video platform growth among millennials.

Based on the literature reviews above, the author conducts research to understand of how UGC can be leveraged to drive growth and success on online video platforms (Ma and Gu, 2022). This research employs a multi-method or qualitative and qualitative approach. This research uses conceptual model and qualitative data collection method in the form of interviewing online video platform users of Youtube and Tiktok from the research of (Naeem and Ozuem, 2021) and (Koul et al. 2021). The findings from the result of quantitative data analysis will be utilized to create a preliminary operational definition of the variables, which will aid in the development of questionnaire questions. Quantitative data will be collected by distributing questionnaires to millennial users with age group of 18-38 as in the research of (Ana and Istudor, 2019). Data analysis is done using SPSS (Lakho et al. 2019). By analyzing data from online video platform users and content creators, this thesis will provide a deeper The findings of this thesis will

have implications for online video platform owners and content creators and future research on the topic.

The results of previous research have shown that the growth and success of an UGC-based online video platform is affected by numerous factors such as user experience, quality of content, engagement, & viewership. This study uses a conceptual model from previous research. This study measures the factors that influence online video platform growth and success. The research methodology this thesis will be a mixed-methods approach, combining both qualitative and quantitative data analysis techniques.

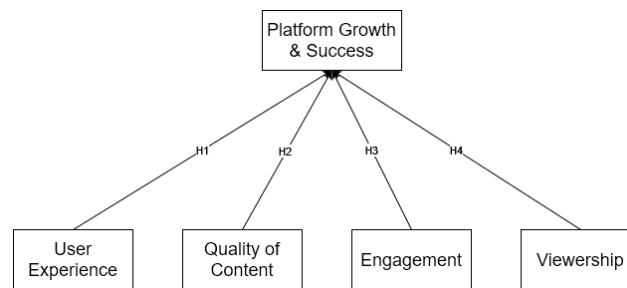


Figure 1. Conceptual Model

2.1. Hypotheses

Based on the research model above, there is several hypotheses that could be arranged, which are:

H10: User Experience does not significantly affect online video platform growth and success.

H1a: User Experience significantly affects online video platform growth and success.

H20: Quality of content does not significantly affect online video platform growth and success.

H2a: Quality of content significantly affects online video platform growth and success.

H30: Engagement does not significantly affect online video platform growth and success.

H3a: Engagement significantly affects online video platform growth and success.

H40: Viewership does not significantly affect online video platform growth and success.

H4a: Viewership significantly affect online video platform growth and success.

2.2. Data Collection

To obtain insights into the usage of user-generated content (UGC) on online video platforms and its effects on the growth and success of the platforms, research data will be gathered through two methods: online questionnaires using



Google Forms, and interviews with online video platform users. The sample size for the online surveys is expected to be around 300 participants, and for the interviews, it is approximately 30. This study employs random sampling with the Slovin formula to identify the target population and determine the sample size. The collected sample data will then be analyzed, and the results will lead to a conclusion. Qualitative data gathered from semi-structured interviews will be transformed into quantitative values using a 0-1 scale through quantification methods. Similarly, the results of the quantitative data collected through questionnaires will also be quantified and transformed into a 0-1 scale. Finally, a systematic comparison of the results from both the qualitative and quantitative data will be carried out to highlight any differences.

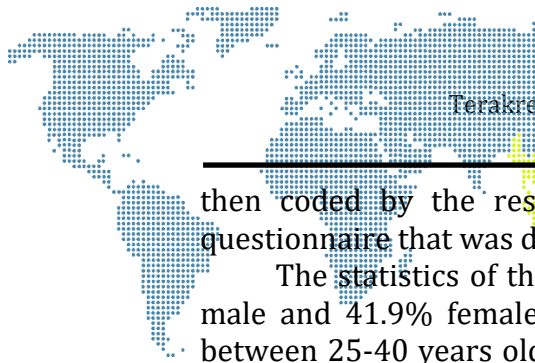
Table 2. Qualitative Interview Questions

Variables	Questions/Statements
User Experience (UE)	a) User Experience is very important for me when I am using an online video platform. b) A good User Experience in an online video platform raises the possibility of me to use the platform more often. c) I am satisfied with the User Experience on my most used online video platform
Quality of Content (QOC)	a) Do you find user-generated content more relevant and authentic than professionally produced content? b) Quality of Content is very important when I am looking a video to watch on an online video platform. c) Video duration is very important when I am looking for a video to watch on an online video platform. d) I prefer videos with a shorter duration (videos under 3 minutes of duration)
Engagement (E)	a) I often interact with videos that I watch. (Like & Comment) b) High quality content increases my chances of interacting with the content. c) I often share videos with high quality of content to friends and families. d) When a content creator responds positively to my comment, it increases my interest to watch the content creator's videos more often.
Viewership (V)	a) The number of viewers on a video is important when I decide which video I want to watch. b) The number of subscribers/followers of a content creator on a video is important when I decide which video I want to watch. c) The number of likes on a video is important when I decide which video I want to watch. d) The number of comments on a video is important when I decide which video I want to watch. e) I often watch videos with a large number of viewers. f) Thumbnail or Video previews is very important to determine the video I want to watch.

Source: (Naeem and Ozuem., 2021)

3. RESULTS AND DISCUSSION

This research was initiated by collecting data using interviews to gather qualitative data. The researchers interviewed 30 young adults and adults mainly aged between 18-40 years old in Batam city, asking them 18 questions about their experiences when using online video platforms. The interview responses were

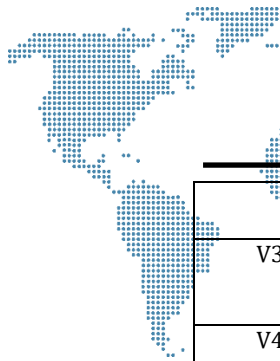


then coded by the researchers, and the codified data was used to create a questionnaire that was distributed to 300 participants.

The statistics of the questionnaire responses are the following: 58.1% were male and 41.9% female. 67% is aged between 18-24 years old, 28.4% is aged between 25-40 years old, 3.6% is aged above 40 years old, and 1% is aged below 18 years old. From the total respondents, 70.6% uses Youtube as their most used online video platform, 26.1% uses TikTok, 3.3% uses Other online video platform.

Table 3. Comparison Results Table

Dimension	Indicator	Measurement Scale	Average Qualitative Data	Average Quantitative Data
UE1	User Experience is very important for me when I am using an online video platform.	0-1	1.000	0.947
UE2	A good User Experience in an online video platform raises the possibility of me to use the platform more often.	0-1	1.000	0.907
UE3	I am satisfied with the User Experience on my most used online video platform	0-1	0.967	0.790
QOC1	Do you find user-generated content more relevant and authentic than professionally produced content?	0-1	0.833	0.756
QOC2	Quality of Content is very important when I am looking a video to watch on an online video platform.	0-1	0.900	0.843
QOC3	Video duration is very important when I am looking for a video to watch on an online video platform.	0-1	0.867	0.717
QOC4	The Quality of Content on my most oftenly used online video platform is very high.	0-1	0.933	0.810
QOC5	I prefer videos with a shorter duration (videos under 3 minutes of duration)	0-1	0.700	0.617
E1	I often interact with videos that I watch. (Like & Comment)	0-1	0.533	0.537
E2	High quality content increases my chances of interacting with the content.	0-1	0.700	0.643
E3	I often share videos with high quality of content to friends and families.	0-1	0.700	0.637
E4	When a content creator responds positively to my comment, it increases my interest to watch the content creator's videos more often.	0-1	0.600	0.497
V1	The number of viewers on a video is important when I decide which video I want to watch.	0-1	0.967	0.820
V2	The number of subscribers/followers of a content creator on a video is	0-1	0.733	0.490



	important when I decide which video I want to watch.			
V3	The number of likes on a video is important when I decide which video I want to watch.	0-1	0.467	0.640
V4	The number of comments on a video is important when I decide which video I want to watch.	0-1	0.333	0.393
V5	I often watch videos with a large number of viewers.	0-1	0.967	0.720
V6	Thumbnail or Video previews is very important to determine the video I want to watch.	0-1	0.933	0.790

Once the data has been separated into two categories of qualitative and quantitative data, the two sets of data are compared against each other. Regarding the User Experience variable, the qualitative and quantitative data both revealed three instances of positive sentiments related to the indicator of “User Experience is very important for me when I am using an online video platform”, “A good User Experience in an online video platform raises the possibility of me to use the platform more often” and “I am satisfied with the User Experience on my most used online video platform”.

Regarding the Quality of Content variable, the analysis of the qualitative and quantitative data both revealed five positive expressions on the indicators “Do you find user-generated content more relevant and authentic than professionally produced content?”, “Quality of Content is very important when I am looking a video to watch on an online video platform”, “Video duration is very important when I am looking for a video to watch on an online video platform”, “The Quality of Content on my most oftenly used online video platform is very high” and “I prefer videos with a shorter duration”.

We conducted a comparison of means between four variables of which are User Experience (UE), Quality of Content (QOC), Engagement (E), and Viewership (V) using SPSS.

Table 4. Statistical Results

Type		UE	QOC	E	V
UGC	Mean	.8136	.7533	.8830	.9200
	Std. Deviation	.39029	.43179	.32317	.27312
Non-UGC	Mean	.1429	.4216	.6458	.3750
	Std. Deviation	.37796	.27430	.48332	.51640
	Difference (Mean)	.6707	.3317	.2372	.5450
	Difference (Std. Deviation)	.1233	.15749	.16015	.24328

For UGC platforms, the mean values are higher for all factors compared to Non-UGC platforms. This suggests that UGC platforms may have an advantage in terms of user experience, quality of content, engagement, and viewership. To determine whether each factor has a significant effect, we compared the differences between the mean values for each factor. The differences between the mean values for User Experience is 0.6707, Quality of Content is 0.3317,

Engagement is 0.2372, Viewership is, and 0.5450. From these differences, Alternative Hypothesis 1 (H1a) is proved that User Experience does significantly affect platform growth and success on platforms that use UGC content. Alternative Hypothesis 2 (H2a) proves that Quality of Content does significantly affect online video platform growth and success on a platform that uses UGC content. Alternative Hypothesis (H3a) is also supported that Viewership does significantly affect platform growth and success on platforms using UGC content, while Null Hypothesis (H3₀) proves that Engagement does not significantly affect online video platform growth and success on a platform that uses UGC content.

4. CONCLUSION

User-generated content (UGC) refers to a type of media that allows users to actively participate in creating and distributing content. Through sharing their experiences, thoughts, and viewpoints, users can foster a sense of community and belonging with other platform users. What makes UGC unique is that it is generated by users, rather than by professional content creators or companies. The inclusion of UGC can have a significant impact on boosting engagement, attracting more viewers, and improving the user experience on online platforms. This study explores how UGC content can affect the growth and success of online video platforms. This study uses a quantitative and qualitative approach, involving the citizens of Batam City of which are 30 interviewees, and 300 questionnaire respondents. All quantitative and qualitative data is collected and analyzed using codification and the results are compared with each other to draw conclusion that User Experience, Quality of Content, and Viewership does affect growth of online video platforms that use UGC contents from its users. Engagement does affect positive growth it is not as significant when compared to User Experience, Quality of Content, and Viewership.

Based on the findings, it is clear that UGC is an essential component in the growth and success of online video platforms. These insights provide valuable information for platform owners, marketers, and content creators, who can utilize the results of this research to develop effective strategies to enhance user experience, increase engagement, and drive growth. This study however, is unable to cover every aspect of the conditions between User Experience, Quality of Content, Viewership, and Engagement. This study is also limited in its data collection to the citizens of Batam City. Suggestions for future researchers is to further the research that has been carried out to obtain a broader result in different areas of living. Overall, this study makes a significant contribution to our understanding of the importance of UGC in the growth and success of online video platforms, and its findings have practical implications for the industry.

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