

# What determines what YouTube shows on your feed?

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Have you ever opened Youtube and felt like it was reading your mind? You keep scrolling and find interesting videos that engage and keep you engaged. These videos do not appear by accident; all related to the inner workings of the YouTube algorithm.

So what is the YouTube algorithm and how does it determine which videos show up on your feed?

## What is the YouTube algorithm?

The YouTube algorithm is a set of calculations and rules designed to organize and personalize content for you. Its main goal is to recommend videos that match your interests so you can keep watching more videos.

YouTube's algorithm helps recommend videos in two main places. Home feed, control which videos appear on the front page; and the "Up Next" panel, which identifies the recommended videos you'll find when you watch a video. Collectively, these are known as YouTube's recommendation system.

## How does the YouTube algorithm work?



Based on Artificial Intelligence (AI) and Machine Learning technology, the YouTube algorithm continuously learns from your behavior and feedback, evolving and adapting to your preferences.

The official YouTube blog describes it in the following way:

"Our system sorts billions of videos to recommend content tailored to your specific interests."

Although everyone has different viewing preferences, YouTube compares your viewing habits with those of people similar to you and uses this data to recommend other videos.

For example, if you regularly watch cooking videos, the YouTube algorithm will show arts and crafts videos if it detects that other people who love cooking videos also follow the arts and crafts clips. That means you'll get art and craft videos even if you've never searched or watched them before.

## Factors that determine what YouTube shows on your feed



The YouTube algorithm shows videos on your feed based on the following factors:

1. **Videos you watch** : This includes the type of content you watch often and the type you rarely watch. If you watch recipes on YouTube, the algorithm will show more recipe videos on your feed.
2. **Channels you subscribe to** : When you subscribe to a channel, it shows you're interested in that type of content.
3. **Your Search History** : The YouTube algorithm looks at the videos you've previously searched for and watched. The idea is that your search history can reflect your areas of interest.
4. **Your location** : YouTube's algorithm notes your location for a more relevant experience by presenting videos relevant to your geographic area.
5. **Watch time** : How long you tend to watch a particular video, and your viewing habits, also factor into the equation. The algorithm will look at whether you watch to the end of the video or stop after a while.
6. **Engagement** : The YouTube algorithm looks at your likes, shares, dislikes and comments on a video. When you engage with a video through these mediums, it shows that you empathize with a particular type of content and that content should be more recommended.

Understanding the YouTube algorithm and the factors that influence content recommendations can help you shape the content you see on the platform. By actively taking charge of your YouTube viewing experience, you can influence what's shown on your feed and enjoy content tailored to your interests.

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