

The informants

The thirteen informants consisted of four women and nine men, all aged between 20 and 25. There was never a conscious attempt made to have an even distribution between men and women; doing so I feared might present a skewed reality of the “average political YouTube watcher.” Besides, as numbers from Ipsos show us that men are more frequent users of YouTube as a whole.

The informants were asked to quickly introduce themselves at the start of the interview

Helen, 22, is a former media student currently living in Oslo, working in customer service. She’s active in politics, and calls herself an active YouTube-user.

George, 25, grew up in Tromsø, but currently studies media science in Bergen, and has a degree in theater science. YouTube is his main source for media consumption.

Eileen is 21 and lives in Tromsø, where she studies English literature, but is planning on switching over to psychology. Her hobbies include art, music and reading, and says that YouTube to her is what TV is to a lot of other people; her main source of entertainment.

Kevin is also from Tromsø. He studies Russian language at the university, and has a job in customer service, and likes music. He uses YouTube to make time pass, and watches a lot of politics and gaming videos.

Steve, 23, studies law, and has been active in politics for a decade. As a student he likes YouTube because it’s a source of free content, and he uses it to learn about new things.

Hank, 23, studies history and politics. He uses YouTube for both education and entertainment purposes, and gets more news from YouTube than from traditional news sources.

Carl is 22, from Oslo, but currently studies politics in Bergen. He describes himself as an “active internet user,” and says that YouTube is the medium that takes up most of his free time. He enjoys the freedom the platform allows for.

Mary is a history student at the University of Bergen, with a special interest in middle eastern history. She has been using YouTube actively almost her entire life, but her interest has shifted over towards more political channels.

Jack, 23, studies economy and administration in Bergen. He is not politically active outside of YouTube and the internet. To him, YouTube is a platform that allows him to engage with different views.

Theo studies history at the University of Bergen and is politically active. He became interested in politics first through YouTube and politics. YouTube is a source of both

entertainment and just a nice way to waste some time.

Matthew is 21 years old and studies medicine in Oslo. He says he is interested in politics, and likes talking about it. He fears he might be spending a little *too* much time on YouTube.

Richard, 24, is a student. He is very active in politics, and holds several positions in his youth party. YouTube is his main source of entertainment, apart from video games.

Finally, Anna is the youngest participant, aged 20. She's a member of you youth party and a student, studying pharmacy. To her, YouTube is both entertainment and a source of information.