PERCEPTION ON YOUTUBE POP UP ADVERTS AMONG YOUTHS IN MOUNTAIN TOP UNIVERSITY

BY

ADEDIRAN BOSEDE REBECCA
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A PROJECT REPORT SUBMITTED TO THE
DEPARTMENT OF MASS COMMUNICATION,
COLLEGE OF HUMANITIES, MANAGEMENT AND SOCIAL SCIENCES,
MOUNTAIN TOP UNIVERSITY, OGUN STATE.

IN PARTIAL FUFILLMENT OF THE REQUIREMENTS
FOR THE AWARD OF BACHELOR OF SCIENCE (B.Sc.) DEGREE IN MASS COMMUNICATION.

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CERTIFICATION

I certify that this research work was carried out by ADEDIRAN, BOSEDE REBECCA at the department of Mass Communication, Mountain Top University, Ogun State, Nigeria under my supervision.

_____

(Signature and date)

Mrs. S.F Richard

Supervisor

_____

(Signature and Date)

Dr. Babatunde Oni

Head of Department

DEDICATION

This work is humbly dedicated to God Almighty for his unending love and mercies that has helped me all through this journey. Also, I dedicate it to my loving parents for their support and commitment, and to all lecturers of the department of Mass communication in Mountain Top University who have impacted me greatly.

ACKNOWLEDGEMENTS

Finally, the members of staff of Mountain Top University, Ogun State, Nigeria, are worthy of appreciation, for all their positive parts towards making my undergraduate journey a success.

And to all those who contributed directly or in directly to the accomplishment of this work, I say thank you for your contributions. God bless you all.

Adediran Bosede Rebecca

Department of Mass Communication,

Mountain Top University.

ABSTRACT

The advancement in technological operations has brought about a lot of transformation to all aspects of life, including advertising. This development is what has invited advertisers to move their goods and services online and employ social platforms for advertisements. This study was based on the perception on YouTube pop up adverts among youths in Mountain Top University. The aim of the study was to access how the presence of pop up adverts on YouTube is commonly perceived by youths who use the medium. In line with the objectives of this research, the instrument of data collection used was the structured questionnaire, distributed to a sample size of 306 out of the 1,300 students of the school. The data gathered was thereafter analyzed, presented and interpreted using the descriptive data analysis technique; by presenting the data in tables and graphs. The results from the data analysis showed that majority of the youths find YouTube pop up adverts to be distracting, and because of its experiences, they rather prefer their adverts viewing channels to be the traditional media. However, advertising in such forms have been able to communicate with its audience based on the fact that many of them pay attention to the ads for reasons of non-skippable option. This project recommended that the choice of pop up viewing should be reformed into a more palatable way that the decision to view it will lie greatly on the viewer.

Keywords: YouTube, pop up adverts, youths, perception.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Over the years, the advertising industry has evolved alongside technology in the transmission of advertising messages to their audience. Advertisers find their space within the landscape of the latest media by complying with whichever new media channel that will make their activities visible and captivating.

The advent of the internet is one great advancement in the world of technology, its development has brought about a tremendous impact in the lives of most people in the world. So far in history, the remarkable transformation of the internet has been of great advantage, and despite its advancement, it remains flexible for anybody to use, thereby qualifying it for the most accessed channels for entertainment, information seeking, and even education. As consumers are increasingly spending more time online, hours spent on the internet are starting to eclipse hours spent on the other forms of media (Beauvillain and Tiger, 2013 P.1).

Now, advertising has seized the opportunity of the wide reach of the internet, to get their products, goods, and services, across to their potential customers. Since advertising is aimed at creating awareness of goods and services, with the expectation of getting patronage in return; the internet has been discovered to be very useful for achieving that because many people now devote more time on the internet than ever before. This therefore has become an occasion for brands to reach their audiences.

Business owners have developed even closer contact with their customers, taking their business online has eased their work, they now get to transact easily and get things delivered to their customers without necessarily meeting physically.

According to Aslan and Karjaluoto, the advertising paradigm is now changing from traditional advertising media (TV, outdoor, direct marketing, etc.) to digital-centric approaches and advertisers are increasingly investing digitally at the expense of the traditional format. The reason is that advertisers have discovered a great deal of the population that is attracted to the new media.

Online advertising conveys commercial messages visually using texts, logos, animations, video, photographs, and other forms of advertising, it also aims at sales of the advertised product or services whilst creating brand recognition and awareness (Jamdal, 2011). Advertisers now go into the creation of captivating messages that befits the online media, seeking the attention of prospective customers, thereby establishing such brand credit.

Following the trend of this time, it is remarkable and obvious that one of the most powerful tools for disseminating information and reaching an intended audience is social media. For even companies and organizations who have one or two things to inform or update their public about, they have the hope of achieving it by the use of social media. And since these digital platforms are so catchy, the choice of medium has turned into a very vital subject for marketers and advertisers to consider. They are to go for the most suitable channel and will effectively transmit a message (Shinnawy & Marcus, 1997).

Of the types of adverts online, the banner and pop up display advertising strategies are the most employed by many businesses. About banner ads, Dahlen (2001) as cited in Sigel, Braun, and Senq (2008 p. 338) states that when it comes to interactive marketing, brands spend more on banner ads than almost anything else because they allow for immeasurable numbers and real-time tracking of online users,

One of the popular ways that online advertisers get to their target audience is the use of *pop-ups,* developed by Ethan Zuckerman in the late '90s for advertisement purposes. Pop-ups started from ordinary web pages where adverts suddenly appear in the foreground of the page in a way that the advert will not relate with the page content, thus avoiding a link between them. Chatterlee (2008) upheld that the advertisers that use intensive ad formats like pop-up ads are on the increase as they cannot be cognitively avoided and this ensures exposure to ad stimuli.

In recent times, pop-ups not only exist on web pages but also on video platforms such as the popular YouTube channel. YouTube is a wide digital medium that has earned the patronage and attention of many online users. Because of its effectiveness in diffusing messages, the advertising industry has employed this medium to get across to their audience via pop-ups. Even the traditional media has taken interest in investing in online video advertising, thereby making their goods and services surface online via pop ups.

YouTube is a platform that has offered limitless opportunities for people to upload, share, download, comment, and watch videos endlessly. The existence of YouTube birthed another form of entertainment that has improved society's taste of entertainment. In fact, the medium is embedded with so much content, attractive enough for people to stay tuned to it. For example, the youths are fascinated by so many things happening in the social world, they do not want to be outdated when it comes to the subject of what they love, so they seek means to stay updated to it. Nowadays, celebrities are involved in many activities they take to social media and YouTube, for their sakes, many people do not fail to visit YouTube just to check their channels and see the newest thing they are up to. The newest form of fame is launched by YouTube influencers who drive their audience to the YouTube channel and make them consume as many YouTube videos as possible.

And according to the YouTube report, billions of people patronize the channel on a daily basis. This platform has come to be a channel that interests many people including the youths and the young adults. Many of them no longer want to seek their information from the traditional media, they are rather dependent on social media for such needs. Thus, advertisers have transitioned from the traditional media to new media such as YouTube by popping up their adverts on different videos.

Advertising on YouTube is one source of revenue for YouTube and profit for the YouTuber. Ads are created on YouTube by Google AdSense which helps to present to viewers, adverts on products and services. These adverts are programmed in such a way that users come across them in the course of viewing a particular video and they show either before, during, or after a video and in many cases, they pop up at different times before the end of a video. Different ads at different times pop up differently, while many long ads become skippable after 5-10 seconds, some other are there to play till the end, but the non-skippable ones happen if the advert is short.

The scope behind adverts popping up on YouTube is the guarantee that a great deal of audience will be present on such sites and that will make them come across their goods and services. The projection of brands to get more customers this way, motivates them to incorporate the idea into their business strategy. However, it is not enough to agree that this is an effective method for businesses, the attitudes of the audience towards this need to be considered too. Often times when

adverts come up while a user is watching a video, it seems to break the interest of the user thereby disrupting and distracting their activities.

Previous studies in psychology (Oulasvirta & Saariluoma 2004), have found that interruptions can impede people's ability to process information and affect their judgments. So, adverts coming up can be perceived differently by people who come across them while busy on another thing on YouTube.

Internet users have been observed to be irritated by intrusive ads (Edwards et al. 2002) that conflicts with their original seeking and browsing attempts, which causes them to avoid the ads.

Most recently, the space of advertisements on the YouTube channel has fusion into viewers' space such that consumers come across them in the course of watching another thing other than the ads that pop up.

1.2 STATEMENT OF THE PROBLEM

The trend of pop-up advertisements on YouTube works by coming up before, during, and after viewing a video on the channel, without the viewers' solicitation. These pop-ups become a problem when the users find it offensive as they become a constant disruption. However, Disruptive ads are not annoying themselves; they are only considered intrusive if they actually interfere with users' information-seeking tasks at an unwanted time (Edward et al., 2002).

Pop-up ads are capable of disrupting (a break in viewers' activity) and distracting (draw their attention away from the activity) users' attention from the intended activity. It becomes more provocative when it does not leave the user with one experience of the pop-up. That is, the longer the video, the more the adverts pop.

1.3 OBJECTIVES OF THE STUDY

The objective of this research study is to gather opinions about the trend of adverts that pop up while viewing videos on YouTube. These opinions are for analysis that will generate a popular perception about these pop-up ads.

The following are the detailed objectives of this research:

1. To establish the perception of youths about YouTube pop up adverts.

2. To examine the patronage of YouTube pop up adverts among youths

3. To determine if YouTube pop-up adverts influence viewers' preference for viewing video adverts.

4. To determine the percentage of youths who pay attention to pop up adverts.

1.4 RESEARCH QUESTIONS

1. What is the perception of youths about YouTube pop up adverts?

2. What is the patronage of YouTube pop up adverts among youths?

3. How does YouTube pop-up advert influence viewers' preference for viewing video adverts?

4. What's the percentage of youths that pay attention to YouTube pop up ads?

1.5 SIGNIFICANCE OF STUDY

The findings from this study will help to create awareness of consumers' preferences of YouTube pop up adverts in the advertising industry. The YouTube content producers will benefit from the findings by developing content that goes with what the advertisers want based on the perception or choice of their audiences.

1.6 SCOPE OF STUDY

This study centered on Viewers' Perceptions of YouTube pop adverts. The materials used include online publications and hard copy books. The youths that make up this scope are the students of Mountain Top University and both genders served as the respondents. However, the limitation of this scope to MTU is because the researcher wants their opinion first and probably go outside it in the future.

1.7 DEFINITION OF TERMS

To establish a common understanding, keywords or concepts contained in this study were defined operationally.

Perception: Perception as used in this study means the idea or notion that has been conceived by youths concerning pop-up adverts on YouTube.

YouTube: This is a popular social media platform that allows people to view, share, and watch videos on the internet.

Pop up adverts: As used in this study, it refers to the advert messages in audiovisual format, that comes up when a viewer is on a particular YouTube page.

Ads: This means adverts in its abbreviated form.

Youths: The youths here refer to young people between the ages of 17-25.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 CONCEPTUAL REVIEW

The concepts to be reviewed to enhance further knowledge on the subject of the study are:

1. Concept of perception
2. Concept of advertisement
3. Concept of internet advertising
4. Concept of Pop-up Ads
5. YouTube and video ads

2.1.1 CONCEPT OF PERCEPTION

The Longman dictionary of contemporary English defines perception as the way you think about something and your idea of what it is like. It also says that it's the way you notice things with your senses of sight, hearing, etc.

Another definition by philosophy, psychology, and cognitive science, explains that perception is the process of attaining awareness or the understanding of sensory information. The word 'perception' is rooted in the Latin words "*Perceptio* and *percipio*", which means "to receive, to collect; an action of taking possession, and apprehension using mind or senses".

When it comes to social research, the perception concept is considered to be central that even theorists have looked into it and they've been able to find out that realism can only be placed by the observer who can define it in his own mind. As such, it is a crucial thing to heed people's perception of their surroundings and even the world in general. Also, we need to back up our understanding with the thoughts that these people's perceptions are like an imprint of the experiences they've had.

According to Yolanda Williams, a psychology professor; perception can be defined as our way to recognize and interpret the information we've gathered through our senses. Perception is the process through which the information from the outside environment is selected, received, organized, and interpreted to make it meaningful to you. This input of meaningful information results in decisions and actions. Perception is very important in understanding human behavior

because every person perceives the world and approaches life problems differently. With the help of perception, the needs of various people can be determined, because people's perception is influenced by their needs.

Perception process

The subject of perception is a process that is made up of stages that helps us to reach our conclusion of how we perceive something. The process of perception is to a large extent cognitive and psychological; how we perceive the people and objects around us affects our communication.

The three stages involved are: 1) the selection, 2) the organization and 3) the interpretation stage.

- **Selection stage:** This is the fir\st stage in the process of perception, and it entails that every human experience impulse, generated as a result of a situation, and in the course of receiving this, we tend to convert those impulses into expressive experiences. As we participate in activities every day of our lives, we come across lots of information about things around and far from us. Examples of this are, the different opinions we hear, the little sounds that come from things we hardly notice, the witness of violence, and many other such things. These things are unavoidable occurrences that have become part of our everyday living. Since we have incorporated them into our world, they become stimuli that meet with our sensory organs, waiting to be processed.

  Nevertheless, it is quite impossible to be able to observe all information available, at the same time. If we dare to perceive every information, we will experience what is called "*Information load and disorder*". Hence, it's only some parts of the information that we can perceive. Singer (1987, P.85) notes that "We experience everything in the world not as it is- but only as the world comes to us through our sensory receptors". That is, how we perceive things are not exactly how we encountered them, rather they are the translations of what our sensory organs have accepted. Bruner (1958, P.85), for instance, posits that "In the interest of not overloading ourselves with too much information, we limit our attention to those aspects of strangers or situations that are essential to what we are doing". This is a highly selective endeavor as we control our reception of information by driving them towards our lane of interest. So as humans, we make some parts of information significant, as we transfer to them attention that we won't give some others, just because we are not interested in them.

In the process of selection, we tend to only consider stimuli that we are accustomed to and also the ones that interest us. This exemplifies the selective process of perception.

- **Organization**

The second stage in the perception process is *organization*. After we select information from the outside world, there is a need to put them together and make out of them meaningful patterns, by unifying that information in your head. This stage of organization is made possible by classifying things or people, hence the reason why some researchers termed it '*categorization*'. As we begin to organize these things, we'll realize that the raw information we are processing will begin to take form, with the attributes of texture, size, weight, and so on. We qualify them with these attributes ourselves and begin to register them in our minds. An example is answering the question of which clothing material is best for hot weather, this type of question will be answered by different people from their different perspectives, with each person giving a convincible reason for their choice.

The process of organization allows us to "structure and give coherence to our general knowledge about people and the social world, providing typical patterns of behavior and the range of likely variation between types of people and their characteristics, actions, and attributes" (Cantor et al, 1982, P.34). This stage enables the human perception to take proper form as raw impetus transits to becoming a significant thought and experience.

The process of organization brings out our products of selection as a strong and independent stimulus.

- **Interpretation**

The third stage of the perception process is known as the interpretation stage. At this stage, there are already selected stimuli to which we want to confer meaning to. Since the former stage has taken charge of the categorization, then we have well-controlled patterns. It is out of these firm patterns that we logically produce meaningful results. However, the process of interpretation comes out in different dimensions in different individuals who have received the same stimulus. That is, different people interpret things differently, even though they are interpreting the same thing. An instance is the sight of a policeman at a crime scene, the people present at that crime scene will interpret it differently, for a victim, it is a moment of safety but for the criminal there, it is a moment of doom.

Also, the interpretation of certain things for some people is inspired by some past experiences and cultural backgrounds. "Culture provides us with a perceptional lens that greatly influences how we interpret and evaluate what we receive from the outside world" (Samovar et al,2000, Pg. 57).

Of course, there are situations that everybody or the majority of the people agree on a particular idea, but still, there are people in that environment who will still have a different opinion about that situation. Opinions like that aren't just birth out of nowhere, they are rather based on cultural background and past experiences. Therefore, it is important to note that such things influence the way different people will find meaning to the same stimulus, this is where diversity in perception comes in.

The differences present in each people are mostly the result of the cognitive processes. Although there are several cognitive processes (Imagination, perception, and even thinking), the perceptional process is a very important one and is most relevant to the study of people's behavior in organizations.

In other to appreciate perception, we need to understand that it's an exclusive business, that is, it takes different forms in different individuals, under their exceptional reasoning and interpretation of events. This is exceptional because we do not perceive things just the way we receive them, we rather perceive them based on what we have made out of them, with the influence of some factors. For instance, the observation that a department head and a subordinate may react quite differently to the same top management directive, can be better understood and explained by the perceptional process (Luthans, 1998). Everybody in the world today sees things differently and this is because the way we think of the world itself, is different. This makes it a complex and dynamic process. Although we might be observing the same situation, still we'll come out with different opinions about it.

This subject of perception makes us transfer interpretations, judgment, and evaluation on situations, people, and environment, in a way that the other person might not, even though we are discussing the same thing.

One dominant role of the mass media is to inform people about events happening around and far from them. And with this, the receivers develop their own conceptions about what they've heard. These pieces of information also make them develop certain attitudes towards the media, as they continually hear from them. Opinions about media may be a

popular one (e.g., the media are liberal; Lee, 2005), or targeted to the way specific topics are covered by news media (e.g., media are against genetically modified foods; Gunther & Liebhart, 2007). The people's perception about a part of the media determines the way they judge or welcome messages they encounter in that area.

Concerning this study, the target audience which is the youths of Mountain Top University, have different opinions which makes each of them perceive YouTube pop-up ads differently.

2.1.2 CONCEPT OF ADVERTISING

Over the years, the role of the advertisement hasn't declined, it has rather advanced and proven to be more effective than before. The subject of advertisement is very relevant to the research subject and thus needs to be clarified.

According to a dictionary definition, advertising refers to the act or practice of calling public attention to one's products, service, need, etc., especially by a paid announcement in newspapers and magazines, over the radio or Tv, or on billboards. That is, people are made to know about a producer's products, a worker's service, and a consumer's desired needs, in a structured and designed manner, via channels that are been paid for.

Another definition is by the American Marketing Association; they defined advertising as the non-personal communication of information usually paid for and usually persuasive in nature, about products, services or ideas by identified sponsors through the various media. Going by this definition, advertising as a non-personal communication implies that messages are directed to concerned people, thereby targeting a specific audience. Also, payment in advertising is meant for two things which are time (on broadcast media) and space (internet and print media). These messages are designed to convince and move the audience to be persuaded to patronize what is been advertised.

The concise oxford dictionary describes the verb, 'to advertise' to mean making generally or publicly known.

In the field of mass communication, the advertising industry is one of the main divisions and it is an effective form of communication. The whole essence of it is to relay messages about a

product/service to an audience. The audience here could be the consumer or serve as another channel to the consumer.

Origin of advertising

Etymology- The word advertising originates from the Latin word "advertere", which means to turn the minds or direct one's attention towards something. It also has a French background from the word "advertir/advertis" which means to make aware, to call or attract attention. This root word explains well enough the reason why advertising as a concept plays the function of attracting customers and also succeed in increasing patronage.

Advertising began in ancient empires like Egypt, where they used Papyrus to promote slaves' sales and rewards. Also, in Babylon, they used dirt splitty with inscriptions that told things about workers like the salesman, shoemakers, and clerks. Greeks made use of street callers who usually go about, making announcements of ship arrivals and its cargos of metals, wine, and species.

Early advertising can be proven by the archaeological pieces of evidence that are available in Greece and Rome. In 3000 BC, Babylonian merchants hired some people to hawk their wares to their prospective customers, they also had signs over their doorways to tell whoever comes across it, what they are selling. Likewise, ads were placed on street walls of the excavated Roman city of Pompeii. Another evidence of a piece of Papyrus preserved in the British Museum provides the earliest direct reference to written ads.

Also, about 3,000 years ago, an Egyptian once made an advertisement for a runaway slave, asking for a return. Oral advertisement is still the older form of advertisement, as it was very much employed.

In Rome, they did the first touristic advertisement of a tavern; in Pompeii, a stone wall said 'traveler, if you go from here to the twelfth tower, there Sarinus have a tavern, with those we invite you to come in, bye".

Also, in Rome, there was an important media then that was known as *the album*, the album consisted in a board of blanched wall where they had the publications of edicts and laws, together with promotions of gladiators, fights, and theater representation. Another media was

the *libellus*, made with Papyrus; a sort of poster which announced possessions sales, shows, programs, and the loss of several things.

Painted announcements were important too. For example, a goat meant milk stores, and a bakery could be described by using a mule that has a mill in it back.

Advertising proceeded to the middle age, where brands came into existence and their products were used to identify them as the makers. This is when manufacturers were recognized as different from each other. In this period, many people weren't able to read and so they wouldn't have been able to identify the activities in a shop if it was written over them. Therefore, identifying services rendered was simplified for them by the use of images that will best describe a particular work. Trades such as sowing, milling, cobbling, and the likes were described using images of things like sandals, garments, a clock, and the likes. With this, products were advertised and better understood by the people.

Again, advertising developed, and this was made possible by the invention of printing and the subsequent attempt to print notices, posters, and bills in large numbers. Gutenberg's printing press was established in 1438 and this really began the era of mass communication, as it allowed the mass production of printed items. Whereas, before the printing press, books and other printed materials had to be made individually.

The use of handbills, posters, and newspaper advertisement emerged after Gutenberg developed movable type in the 15th century.

In places like Nigeria, the history of advertising dates back to traditional ways of making people aware of goods and services. This was done through hawking, meeting people to tell them, town crying, and also the use of dance drama. "The town crier was the news reporter, correspondent, newsagent, messenger; spokesperson, envoy, contact person, courier, postman, and broadcaster (Olatunji, 2013, P.230).

Types of advertising

1)   **Newspaper**: this is the display of one's products, goods, and services, on the pages of a newspaper. To feature one's brand for advertisement in a newspaper, a particular amount of space has to be bought and that determines how well the advert will fill the page/pages of the

paper. Adverts could be a full-size page, a half-page, a watermark page, or even take more than one page. The newspaper is a good medium for promoting your business to a wide range of customers. Display advertisement is placed throughout the paper, while classified listings are under subject headings in a specific section.

2) **Magazine**: magazines are a colorful and entertaining product of the print media. There are usually classified according to interests and specializations. Adverts placed in a specialist magazine can reach your target market quickly and easily. The Readers of such magazine, who are your target audience have a tendency to continually read the magazine and keep them for some other time, thereby increasing the possibility for them to be fascinated by your advert and give it better consideration.

3) **Radio:** the radio is an interesting medium that brings life into the presentation of new/updated products and services. It's a medium meant for the ears, as there is no visual display in the course of the broadcast. To advertise on this medium, the advertiser has to pay for the total time the advertisement is going to take. The radio is also a good medium for advertisement.

4) **Television:** television is another medium for adverts that can reach a very large audience. The Tv medium comprises elements such as sight, sound, movement, and color; which makes it advantageous and persuasive enough for people to patronize.

The issue with Television is that to produce an advert and buy a slot for it is generally expensive. The advert is sold in units (e.g. 20, 30, 60 seconds) and the cost varies according to: 1) Time slot. 2) Tv program, 3) whether it is metro or regional, 4) if you want to buy a spot on multiple networks.

5) **Outdoor and transit:** Outdoor adverts include billboards. Nowadays, billboards are fixed in most places such that one cannot drive throughout a day without coming across them. Billboards usually catch the attention of drivers and pedestrians; and this makes it reach a reasonable amount of people.

6) **Online advertising:** Online advertising is a trending mode of advertising, it has to do with companies and business owners bringing their goods and the information about them, to online platforms. Nowadays, even brands that engage in the traditional medium of adverts are now bringing the advertisement to the internet. Websites and social media have become popular channels for advertisement now.

2.1.3 THE CONCEPT OF INTERNET ADVERTISING

It is no surprise that "as people started spending more time online, this became another channel through which advertisers can promote their products".

Online advertising is also identified to be online marketing, internet advertising, digital advertising, or web advertising. It is defined as a form of marketing and advertising which uses the internet to deliver promotional marketing messages to consumers. Many consumers find online advertising disruptive and have increasingly turned to ad blocking for a variety of reasons.

The World Wide Web is part of the internet and its history of ads began in 1994 (Briggs and Hollos 1997). Before, advertisers took to the traditional means of communication to advertise their products and services but as things began to evolve, companies began to invest a portion of their advertising budget in online ads. It is important to note that online advertising did actually evolve into the fastest growing advert category. It was indeed ready to adapt to these changes and bring desirable results.

Some of the types of internet advertising are:

1) **Social media advert:** Advertising on social media has become a popular business that even the newest entrepreneur makes use of. It is a kind of online advertising that is popularly used. Topmost social networks include Twitter, Facebook, Instagram, Pin interest, etc. with an account in any of these media, anybody can advertise anything.

2) **Display ads:** it consists of
   a) Banner ads- a graphic image on a website with catchy and concise information. Banner ads may include some flash header or videos in other to attract consumers.
   b) Text ads are pasted on the internet in words only.
   c) Pop up ads and pop-under are ads that appear on the top or other the current web page that a user view.

3) **E-mail:** This type of ad is a form of online ads that involves receiving ads via electronic letters. Nowadays, companies are likely to send a mail with information on particular upcoming sales, new collections, or events.

Internet advertising is based on relatively few channels that coalesce to bring forth a mechanized target customer. Internet is the world's most powerful media advertising. The Internet has a daily greater audience.

2.1.4 CONCEPT OF POP-UP ADS

A Pop up is a graphical User Interface (GUI) display area, usually a small window, that suddenly appears (pops up) in the foreground of the visual interface. They are called pop-up ads because they aren't present at the outset, they just surface in the course of activity.

Pop up ads originated on the Tripod.com webpage hosting sites in the late 1990s. The capability for a webpage to open another window was made possible by JavaScript.

According to Techopedia (2016), there is no standard size or shape of the window for pop up ads. Pop-up ads frequently appear as a standalone website, sponsored web pages, interactive games, or some other form that is likely to get people to interact. One of the features of pop up ads is that visitors need to close them before proceeding, and this ensures that the message in the pop-up ad is viewed.

In online advertising, pop up ads are highly unavoidable and more effective than banner ads. They are versatile and can accommodate most types of ads. For advertisers, this remains one of the more popular methods to reach out to online consumers, as the click-through rate is higher than other forms of advertising.

Pop up ads often annoy users, as they typically cluster desktop and the required time in an effort to close the ad window. Many view these ads with annoyance and see them as obtrusive, as they cover other windows and become the active window.

The founder of pop-up ads, Ethan Zuckerman, claims he used that capability to launch advertisements in separate windows as a response to complaints from advertisers about their ads appearing on pages with sexual content. Zuckerman later apologized for the unforeseen nuisance pop-up ads had evolved into.

Pop-ups became a common form of online advertising, just like banners.

2.1.5 YOUTUBE AND VIDEO ADS

YouTube is a popular American online video sharing platform that has its headquarters in San Bruno, California. The founders of YouTube are Chad Hurley, Steven Chen, and Jawed Karim. The trio worked formerly at PayPal before they established this service in February 2005. YouTube is a video platform that allows its users to upload, view, rate, share, comment on videos, report, add to playlist, and subscribe to channels of other YouTube users. YouTube offers contents such as music videos, movies, live streams, and the likes. After the launch of YouTube, its primary function was test run by uploading the first video on April 23, 2005; the video was titled "Me at the zoo". Now YouTube operates as one of Google's subsidiaries, as the latter bought the site in November 2006.

As of February 2017, there were more than 400hours of content uploaded to YouTube each minute, and 1 billion hours of content has been watched on YouTube every day. As of October 2020, YouTube is the second most popular website in the world, behind Google.

Videos uploaded on YouTube can also be an advertisement and the part of YouTube that's responsible for this is the Google AdSense. YouTube selected creators earn advertising revenue from Google AdSense, a program that targets ads according to site content and audience and according to google AdSense, 2 million people have chosen them.

The video advertisement on YouTube can take the form of a pre-roll ad, that is the video ad will pop up and play before the content requested. Users sometimes have an option to skip the ad after five seconds and go to the selected content. There are also mid-roll ads, these ads pop up during the content the viewer has selected and it's usually 15-20 seconds in length; this particular type gives an option to skip it after the first few minutes if you are not interested in it. Post-roll ads are the ads that are placed after the video at the end, it may have the least viewership as once the video is over, the viewer will either see the next video or close the video.

The YouTube channel gives details about ads on its website. It says that "with Google ads, you can create compelling video campaigns with a range of video ad formats to engage customers in different ways on YouTube and across video partner sites". The channel offers the opportunity of giving out a platform for advertisers to reach their audience, for a price. The formats available for video ads, as provided by YouTube include:

- **Skippable in-stream ads:** this kind of video ad is meant for and should be used when a person/company has video content they'll like to promote and therefore bring them before, during, or after other videos on YouTube. It works by playing just before, at the end, or in the course of a viewer watching a video on YouTube. After 5 seconds, the viewer has an option to skip the ad. An example of a 5 seconds skippable in-stream ad is shown below:
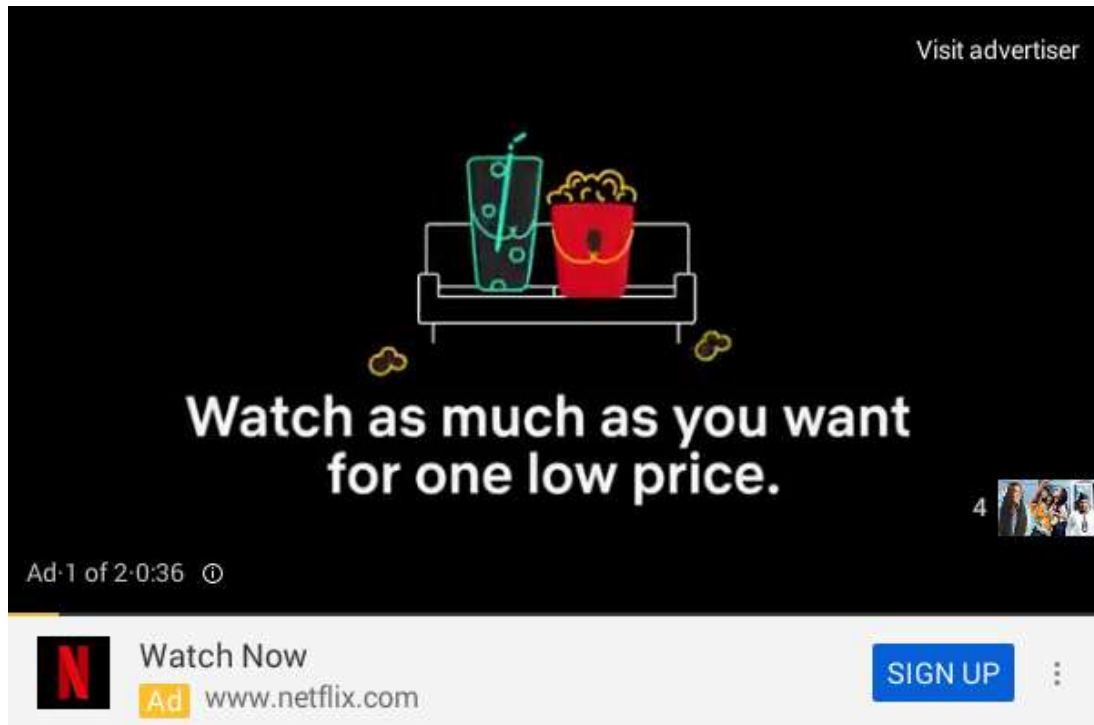
A skippable in-stream ad counting down from 5-0 before the skippable option.

- **Non-skippable in-stream ads:** YouTube suggests this type of video ad for intending advertisers who want to promote their products before, during, or after other videos and they'll like their viewers to see the entire message without skipping the video ad. These ads are for 15 seconds or shorter, and they play either before, during, or after other YouTube videos. Video ads such as this don't give viewers the option to skip it. This type of ad is illustrated below:

Non-skippable in-stream ads

Source: YouTube

- **Video discovery ads**: These ads are meant to promote contents in places of discovery; as part of a YouTube search result, on related YouTube videos, or on the YouTube mobile.

- **Bumper ads:** these ads are used when you want to reach viewers broadly with a short and notable content. They are 6 seconds or shorter and they play before, during, or after another video. This type of ad usually doesn't give viewers an option to skip it. This type of ad is illustrated by YouTube as shown below:

Source: YouTube

- **Masthead:** this is used when an advertiser wants to cause awareness of a new product or service and wants to reach a massive audience in a short period of time. This type of ad is only made available by YouTube on a reservation basis.

YouTube has become a popular platform for advertising with a promising method of reaching as many as possible. According to the YouTube internal data, global 2019; "YouTube has over

two billion monthly visitors- and that's just the people who have signed in. When you get to know the ones, who matter most to your business, you can reach them with more relevant messages." The possibility of getting the messages just to the right people has been guaranteed by the YouTube "Find my audience" services that help advertisers connect to the right audience.

The vast majority of users' videos are free to view, but there are exceptions including subscription-based premium channels, film rentals, as well as YouTube Music and YouTube premium, such services respectively offering premium and ad-free streaming, and ad-free access to all content, including exclusive content, commissioned from notable personalities.

YouTube records that the number of small and medium-sized businesses advertising on YouTube has doubled over the last two years. With YouTube getting over 30 million visitors per day, there is no question YouTube is a powerful tool for branding and marketing. The catch is, with a lot of time and monetary investments by the advertisers, there is no doubt of making more in return.

2.2 THEORETICAL FRAMEWORK

1) Individual differences theory
2) Uses and gratification Theory

2.2.1 Individual differences theory

The individual differences theory was propounded by Fred D. Sheffield and Carl Hovland. The proposition of this theory was derived from the fact that people differ from each other when it comes to likes and dislikes, and in many cases, some people's likes equal some others dislikes, and vice versa. The study of individual differences is very similar to variance, in that the subject of the discussion addresses different ways whereby a person is distinct from another.

The individual differences theory is also known as the attitude change theory of mass communication. This theory was propounded to look at the differences in how people respond to the mass media and also following their psychological needs. It points to the fact that each mass media audience has their own way of responding to the activities of the mass media. Individuals' responses aim at satisfying the psychological needs, that has propelled them to interpret messages differently.

This theory gives importance to the individual audiences and states that individual values, needs, beliefs, and attitudes play a major role in how they react and use the media.

"The individual difference theory is an important theory based on a psychological approach to understand mass media effects. According to the theory, different personality variables result in different reactions to the same stimuli. In other words, the psychological makeup of a person is very much responsible for how he or she will consume the media. Therefore, different people will react differently to the same information or message. That is, the reaction to media message and content will differ, according to the motivation of audience members, their predisposition to accept or reject a given message, their prior beliefs, values, intelligence level, moods, etc.

A category for communication research, generally known as attitude change research has focused on the phenomenon that different individuals may receive the same message but act on it differently. This research is grouped under the heading of selectivity. The studies of an American researcher, Carl Hovland in particular concluded that people are very selective in how they interpret information, and how they use media, in the topics, they expose themselves to, in how they interpret information, and in how they retain information obtained through the media.

It is a mass communication theory that tells the fact that mass media messages are been responded to differently depending on the receivers' needs and so they could only follow the ones that will satisfy those needs. Thus, the theory points out that people are selective about their use of media.

2.2.2 Uses and gratification theory

The uses and gratification theory is a theory that was propounded by Blumler and Katz in 1974; the theory explains the people's behavior of looking out for media that satisfies their desires, thereby leading to ultimate gratifications (Lariscy et al. 2011). It is among the theories of communications that emphasize social communications. This theory buttresses how the media should function well in its communication to its audience and points out that the most significant function of the media is to meet with the needs and the motivating factors of the audience. Therefore, the more the media grant those desires, the more the consummation of

the people (Windahl, Signitzer, and Olson, 2008). Audience satisfied with type, content, method, and use.

The Uses and gratification theory has its root in traditional mass communication research, describing how a specific media is wanted and chosen to have their needs met (Katz, Blumler, and Gurevitch, 1974 in Chiang, 2013). While other media effect theories inquire what the media do to people and the way it influences their lives, this centers on what the people do with the media, their basis of selection, and also their motivations to use the media. That is, people purposely go for a medium or media that will please their needs and also give room for them to improve what they know, how they interact, and also ease themselves. Its undertaking is that the audience is not inactive consumers of the media, instead, the media audience is in control of their media consumption and they take up an active part in inferring and fitting the media into their own lives.

It highlights the positive drive and the dynamic use of the contents from the media, which is capable of gratifying the needs of the receiver (Griffin, 2012: 368).

In relation to this study, the researcher is out to checkmate what the people do with YouTube pop up adverts and question their motivations for using this medium.

2.3 EMPIRICAL REVIEW

A study by R. Mahalakshmi & D. Rajasekaran, noted the recent attractions of Companies towards online advertising, and this is due to the fact that online advertising has grown rapidly and of course become very popular in the last decade. The number of people who connect and spend more time online become very high every day. Because of this, recent days companies have shifted their advertising messages from the traditional medium to the online medium. Traditional advertisement media like Physical banners, Television, Radio were used in the earlier days for promoting the products and services of a particular company. As it is now, the Online mode of advertisement is now a topmost advertisement medium for advertising products and services, and with this new trend.

Another study on The Impact of Online Disruptive Ads on users' Comprehension, Evaluation of Site Credibility, and Sentiment of Intrusiveness examined the disruptive impacts of online ads. It says that despite the availability of various software solutions that could be installed, plus the

alternative of browser choice that could be used to reduce Internet intrusions, the internet content providers continue to outwit this existing protection software. In fact, their existence didn't put an end to online advertisement, rather there seems to be a continual generation of advertising messages which has functioned both in attracting and at the same time distracting the viewers' attention. Besides, well-designed animation or videos can load immediately and demand either users' attention or dexterity to seek efficient exits. Good enough for advertisers, they get to reach more people as there is an increase in the number of people who turn to the internet for news and some other information. A report on this subject showed that almost 40% of Americans reported getting news from the Internet (Olmstead, 2013). With these pop-ups, the experience it leaves the audience with is what necessitated a study such as this. This research, therefore, explored how disruptive advertisements affect users' information processing, feelings of intrusiveness, and the news site's credibility when viewers must navigate an information path via web-based information. Disruptive ads are still widely used in the advertising industry for Web media in particular, and they may present a considerable challenger for sophisticated Internet users. Popular Web sites use a great variety of new techniques to design and present a sponsored message that sometimes demands users' immediate attention and action, but at other times can simply appear and then fade away. These sophisticated techniques still interrupt and seize viewers' attention, away from their original media use goal. As "rich media" advertising, or ads that contain both audio and video elements increases, so too will the interruptions to information seeking and the level of user annoyance. These issues merit more systematic and further examination for future research.

A study on the intrusiveness of online video advert and its effects on marketing outcomes noted that advertisers are rushing to monetize with online video viewing, as it accelerates rapidly. Internet users have been observed to be irritated by intrusive ads (Edwards et al. 1992) that interfere with navigation and browsing activities, leading to increased avoidance. It says that video advertisers might believe that they have a more 'captive' audience with short-pre roll video ads (running before the main content video) but may not have fully considered all of the potentially negative effects of the mandatory pre-roll ads. Prior research (Mc Coy et al. 2008), for example, suggests that their viewer control over internet advertising (e.g, Cho and Cheon 2004; Edwards et al. 2002; McCoy et al 2008) does not explore the product branding effects and avoidance is also associated with negative attitudes toward the advertisement and the brand (Mac Kenzie and Lutz 198). The study looked into the characteristics of online Ad which includes the Ad Length,

informational and Humorous Ad, Intrusiveness, Attitude. These things were looked into for advertisers to understand better the central role of intrusiveness in kicking off a casual chain that could ultimately result in abandonment of the advertisement and even the site.

Another research on the Impact of Online Disruptive Ads on Users' Comprehension, Evaluation of site, credibility, and sentiment of intrusiveness reviewed the intrusiveness of the media environment. It says that intrusiveness is an indispensable part of advertising, which is to make people aware and fond of products and services that they may otherwise not be. But the feeling of intrusiveness can result in avoidance of ads (Baver 7& Greyser, 1968) which is the ironic consequence advertisers strive to avoid. Li, Edward, and Lee (2002) defined intrusiveness as a "perception or psychological consequence that occurs when an audience's cognitive processes are interrupted" (P. 39). The experience of forced exposure is therefore regarded as most intrusive when website users are particularly gone-oriented (Li et al, 2002).

They concluded that disruptive ads are not welcome. Based on experimental results, the participants are indeed annoyed and feel interrupted by the pop-up ads.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 INTRODUCTION

This chapter is set to explain the adopted method for the research carried out. It will also state everything employed in conducting this research from population-to-population frame and questionnaires used for the survey. Finally, this chapter provides a detailed explanation of the selected mode of analysis used and the data collection method.

3.1 RESEARCH DESIGN

This study of perception demands a method that will make the researcher get to know what the respondents perceive about the given subject. The research design employed for this study is a descriptive survey design. The sample design employed for this research is the stratified sampling method. The researcher will make use of this to select the respondents that should participate in the survey.

The stratified sampling method is used when the researcher is interested in a particular segment or stratum of the population (Tejumaye 2003). This was selected based on the interest of the researcher to access only students of ages 17-25.

3.2 POPULATION OF STUDY

The researcher's population of study consist of students in Mountain Top University; between the ages of 17-25.

3.3 SAMPLING TECHNIQUE

The researcher employed the stratified sampling method based on the reason of selection of respondents only between the ages of 17-25.

3.4 SAMPLE SIZE

The population of study for this research is the students who will be given questionnaires by the researcher, to be filled out as required.

There are over a thousand students in Mountain Top University among whom the participants required are quite a large percent of the population. This population is further grouped into male and female gender. Both genders will have questionnaires each, and they'll have to fill it. The questions to be asked will be close-ended and Likert scale questions.

3.5 RESEARCH INSTRUMENT

To carry out this research the Survey Research Method has been adopted and this is because the opinions of these youths on how they perceive YouTube pop-up adverts is an essential data for this study. Hence, the survey was conducted via online distribution, using Google forms.

The Survey Research method is preferred because it is the most suitable to access thoughts and opinions, thereby looking into the situation stated by the researcher. It makes use of the responses gotten, to arrive at a reasonable conclusion as regards the subject investigated. Surveys are used to provide as well as produce reliable and useful information especially on audiences and readership (Wimmer and Dominick, 2011).

The research instrument used to carry out this survey is the structured questionnaire which was set using online google forms. The questionnaire according to Babbie (2010) is an instrument that is designed to gather or elicit information that will be subjected to further analysis.

3.6 VALIDITY AND RELIABILITY OF RESEARCH INSTRUMENTS

The instrument used for this research was verified by experienced and professionals in the department; who declared it most suitable for the objectives stated.

3.7 METHOD OF DATA COLLECTION

The data from the respondents was collected through online google forms. The questions were structured using the Google forms app and the questionnaire was distributed via platforms of Facebook, WhatsApp and Instagram.

3.8 METHOD OF DATA ANALYSIS

To analyze the collected data, the researcher made use of the method of Descriptive Statistics to summarize the data using percentages and frequency. This instrument was used based on the researcher's consideration as the most appropriate one for generating quantitative data, which will also help fulfill the stated objectives for this research.

CHAPTER FOUR

DATA PRESENTATION ANALYSIS

4.0 INTRODUCTION

This chapter is centered on the discussion of the data gathered and its analysis. The analysis and findings will be from the result of the 306 questionnaires that were distributed and completed by the youths, who expressed their different opinions about YouTube pop up adverts.

The study findings are presented to examine the Youths perceptions of YouTube pop up ads, using the Youths of Mountain Top University as a representative sample. The different perceptions obtained are what will be presented in the following tables, graphs and discussion. The data was gathered entirely from the questionnaire which was used as the research instrument. The socio-demographic data of the respondents were analyzed to provide an insight into the type of respondents who participated in the study. Other sections of the data analysis were done in line with the research objectives.

4.1 DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

4.1.1 Response rate

The study targeted 306 respondents in collecting data with regards to their perception of YouTube pop up adverts. In the course of distributing the questionnaire, the researcher was able to distribute the link to over 400 students of the university; they were reached with the questionnaire through various social media platforms including WhatsApp, Facebook, and Instagram. All members on different group platforms of the University were able to receive the questionnaire link, thereby having over 400 recipients of it. However, the researcher was able to receive 306 responses from students who were within the stated age range and this makes 306 respondents who filled in the questionnaire, making a **100%** response rate.

4.1.2 Analysis of Demographic data

The study looked into the demographic profile of the respondents by establishing the gender of the respondents, their ages, and their departments in the school. The findings were discussed in subsequent findings below

4.1.2.1 Gender of respondents

The researcher aimed to establish an equal opportunity for both genders to be involved in the research; so, the respondents were classified according to their gender to get equal representation from both genders. The findings are represented in **table 4.**1 below:

Table 4.1; Gender of respondents

GENDER	FREQUENCY	PERCENTAGE
Male	137	44.8%
Female	169	55.2%
TOTAL	**306**	**100%**

Source: Researcher's analysis, 2020

From the table above, the demographic and personal data of the respondents were presented according to the characteristic of their gender; the table revealed that 137(44.8%) of the respondents are male, while 169(55.2%) of them are of female gender. This implies that the majority of the questionnaires were filled by females, thereby participating in the research than males. The classification of gender also shows that the distribution of this questionnaire wasn't an attempt to be biased as both genders had an equal opportunity to participate.

4.1.2.2 Age range of Respondents

The researcher sought to establish the age distribution of the respondents; the findings are represented in table **4.2** below;

Age range	Frequency	Percentage
17-19	150	49%
20-22	79	25.8%
23-25	77	25.2
TOTAL	306	100%

Source: Researcher's Analysis, 2020

From table 4.2, the demographic data for age shows that 150(49%) of the respondents belong to the age group of 17-19 years, 79(25.8%) of them are within the age of 20-22 years, while 77(25.2%) of them belong to the age group of 23-25 years. According to this result, many of the respondents are of ages between 17-19, which represented 49% of the sample size.

4.1.2.3 Department of study

The researcher sought to establish the departments where the opinions came from; however, the departments were narrowed down to both colleges of the University. These are the College of Basic and Applied Sciences (CBAS) and the College of Humanities, Management and Social sciences (CHMS). The findings are represented in **table 4.3** below:

COLLEGE	FREQUENCY	PERCENTAGE
CBAS	125	40.8%
CHMS	181	59.2%
TOTAL	306	100%

Source: Researcher's analysis, 2020

The demographic data in table 4.3 summarizes the departments where the respondents belong to. According to it, the departments in the College of Basic and Applied Sciences has 125 respondents while the departments in the College of Humanities, Management, and Social Sciences, has 181 respondents. With this, we have 59.2% of respondents from the CHMS, which makes a majority of the people.

4.1.3 ANALYSIS OF NON-DEMOGRAPHIC DATA

Table 4.4: Respondents awareness about YouTube pop up adverts

RESPONSE	FREQUENCY	PERCENTAGE
Yes	251	82%
No	14	4.6
Very well	33	10.8%
Not sure	8	2.6%
TOTAL	**306**	**100%**

Source: Researcher's Analysis, 2020

From Table 4.4, we have 251 respondents who confirmed their knowledge about YouTube pop up ads and 14 of them stated that they do not have an idea about what YouTube pop up ads are. Also, 33 of them emphasized their knowledge of YouTube pop up ads by indicating that they know it well, while 8 of them aren't sure if they actually know what YouTube pop up ads are. From the analysis, we have 82% of the respondents who indicated that they know about YouTube pop up ads and this interprets that majority of the youths know about it.

Table 4.5: Respondents who have come across YouTube pop up adverts

RESPONSE	FREQUENCY	PERCENTAGE
Yes	294	96.4
No	6	2
Not sure	3	0.6
I don't know	3	1
TOTAL	**306**	**100%**

Source: Researcher's Analysis, 2020.

Table 4.5 show that we have 294 respondents who said they have come across ads popping up on YouTube, 6 of them said that they haven't come across pop up ads on YouTube; 2 respondents stated that they are not sure if they have come across pop up ads on YouTube while 3 of them seem not to know if they have come across it or not. Going by this, there are 96.4% of the respondents who have come across ads popping up on YouTube and with this, we can deduce that the majority of the Youths have come across YouTube pop up ads.

Table 4.6: Description of respondents encounter with video ads popping up on YouTube

RESPONSE	FREQUENCY	PERCENTAGE
Very well	249	81.4%
Not so well	36	11.8%
Not at all	16	5.2%
I don't know	5	1.6%

TOTAL	306	100%

The Table above is the representation of the respondents' opinion to a question that accesses their familiarity with video ads popping up on YouTube. According to the table, we have 249 of the respondents who stated that they have encountered pop up ads on YouTube very well, 36 of them declared that they have encountered YouTube pop up ads but not so well. 16 of them said they haven't encountered them at all while 5 of them declared that they do not know how well they have encountered them. Therefore, with 81.4% of them saying that they have encountered pop up very well, it can be inferred that the youths are not strange to YouTube pop up ads and that majority of them have come across it very well.

Table 4.7: Respondents that find YouTube pop up ads interesting

RESPONSE	FREQUENCY	PERCENTAGE
Yes	67	21.9%
No	125	40.8%
Not at all	43	14.1%
Not sure	71	23.2%
TOTAL	306	100%

The table above shows the rate of youths who find YouTube pop up ads interesting. We have 67 respondents who stated that they find it interesting and we also have 125 of them who do not find it interesting. Also, 43 of the respondents emphasized their lack of interest, while 71 are unsure if they find it interesting or not. In line with the result, we have 40.8% of the respondents who

expressed that they do not find YouTube pop up ads interesting, therefore, we are able to realize that majority of the youths do not find pop up ads on YouTube, to be an interesting thing.

Table 4.8: Respondents perception about YouTube pop up ads

RESPONSE	FREQUENCY	PERCENTAGE
I find it annoying	80	26.1%
I find it distracting	100	32.7%
It's quite intrusive	89	29.1%
I perceive it as unnecessary	37	12.1%
TOTAL	**306**	**100%**

Source: Researcher's Analysis, 2020

The table above presents the most general perception of YouTube Pop Up adverts. The results showed that the majority perceived YouTube po

p up adverts to be distracting; having the larger part of the population which is 32% who stated their perception about YouTube pop-up ads to be a distracting thing. We also have 26.1% of the people who find it annoying, 29.1% who see it as quite intrusive, and 12.1%, who perceive it as unnecessary.

Table 4.9 Respondents that have been prompted to patronize a brand advertised on YouTube pop up ads

RESPONSE	FREQUENCY	PERCENTAGE

Yes	140	45.8%
No	135	44.1%
Not sure	27	8.8%
I don't know	4	1.3%
TOTAL	**306**	**100%**

Source: Researcher's Analysis, 2020.

Table 4.9 shows the response rate of users to adverts that pop up on YouTube, they tell how well YouTube pop up ads has prompted them to patronize a brand. 140 of the respondents stated that there are occasions where YouTube pop up ads have prompted them to patronize a brand. 135 of them indicated that YouTube pop up ads haven't prompted them to patronize a brand; 27 of them aren't sure if they've patronized any brand, following YouTube pop up ads, while 4 of them do not know if they've patronized any brand following a YouTube pop up ad. Thus, 45.8% of the respondents make up the majority who have patronized a brand, prompted by its ads on YouTube.

Table 4.10: Respondents that stay tune to YouTube pop up adverts based on familiarity purpose

RESPONSE	FREQUENCY	PERCENTAGE
Yes	144	47.1%
No	138	45.1%
Not sure	21	6.9%

I don't know	3	0.9%
TOTAL	306	100%

Source: Researcher's Analysis, 2020

Table 4.10 confirmed the number of people who rather stay tuned to some YouTube ads because the brand is familiar. It points out the majority that makes up 47.1% of the respondents, who stated that they stay tuned to Video ads on YouTube because the brand is familiar. There are 45.1% of them who said they don't stay tune because of brand familiarity, 6.9% of them are not sure if they stay tune because the brand is familiar while 0.9% of them do not know if they stay tune to pop up ads for brand familiarity sake.

Table 4.11: Respondents that will rather pay for a service that can prevent them from encountering YouTube pop up ads

RESPONSE	FREQUENCY	PERCENTAGE
Yes	142	46.4%
No	78	25.5%
Not sure	72	23.5%
Very Sure	14	4.6%
TOTAL	306	100%

Source: Researcher's Analysis, 2020.

Table 4.11 questioned users if they'll rather pay for a service that will help prevent encountering ads on YouTube. There are 142 of them who will rather go for an option that will help in stopping them from seeing ads on YouTube. 78 people said they'll rather not; 72 people also said they are

not sure if they'll go for such service, while 14 people emphasize their readiness to go for an option that will require them to pay to stop encountering pop up ads on YouTube. Therefore, we have 46.4 % of the respondents that makes us know that youths will rather pay for a service that will prevent them from encountering pop-up ads on YouTube.

Table 4.12

The options responded to are represented as follow:

A- Agree, **SA-** Strongly agree, **UN-** Undecided, **D-** Disagree, **SD-** Strongly Disagree.

Respondents preference for viewing video adverts on other media

	A	SA	UN	D	SD	TOTAL
FREQUENCY	133	53	67	42	11	**306**
PERCENTAGE	43.5%	17.3%	21.9%	13.7%	3.6%	**100%**

Source: Researcher's Analysis, 2020

The table above presents the confirmation of a statement about YouTube pop up ads, by the respondents. While 43.5% of the respondents agree that adverts are better shown on other channels than YouTube, 17.3% of them disagree with it. Another 13.7% of the respondents strongly agree with the statement, 21.9% of them are undecided about it while 3.6% strongly disagree. This interprets that the majority of the youths prefer that adverts are better shown on other media than the YouTube platform.

Table 4.13: Respondents consideration of YouTube pop up adverts as more intrusive than traditional media adverts

	A	SA	UN	D	SD	TOTAL

FREQUENCY	128	100	44	24	10	306
PERCENTAGE	41.8%	32.7%	14.4%	7.8%	3.3%	100%

Source: Researcher's Analysis, 2020.

According to the table above, the researcher sought to find out whether the youths find pop up adverts on the traditional media as less intrusive than the ones on the YouTube medium. There are 44.8% of the respondents who agree with this; there are also 7.8% of the people who disagree with it. Also, 32.7% of them strongly agree, 14.4 are undecided about it, while we have 3.3% of the people who strongly disagree with the statement.

Table 4.14 How respondents treat video adverts that pop up on YouTube?

RESPONSE	FREQUENCY	PERCENTAGE
I watch them	111	36.3%
I skip them	145	47.4%
I leave the page	30	9.8%
I don't know	20	6.5%
TOTAL	306	100%

Source: Researchers Analysis, 2020

From table 4.14, we see the popular reactions of youths to YouTube pop up ads. Out of our respondents, 111 of them said they watch the video ads, 145 stated that they look away from it, 30 people said they just quit the video they are watching, while 20 of them cannot tell how they treat YouTube pop up ads. 47.4% of them makes up the majority that reacts to YouTube pop up ads by looking away in the course of its display.

Table 4.15: Youths that have ever paid attention to pop up ads?

RESPONSE	FREQUENCY	PERCENTAGE
Yes	109	35.6%
No	46	15%
A few times	146	47.7%
Most times	5	1.7
TOTAL	306	100%

Source: Researcher's Analysis, 2020.

The table above examined the perception of youths who have ever paid attention to pop up ads on YouTube. The analysis stated that 109 0f them have paid attention to them, 46 of them have not, 5 of them have paid attention most times, while 146 of them have paid attention a few times. This, therefore, shows that we have the majority of the youths who have paid attention to YouTube pop up ads a few times and this makes up 47.7% of them.

Table 4.16: What makes you pay attention to YouTube pop up ads?

RESPONSE	FREQUENCY	PERCENTAGE
The products being advertised	99	32.4%
The absence of a skippable option	133	43.5%
As a break from the video interrupted	54	17.6%

I don't know	20	6.5%
TOTAL	**306**	**100%**

Source: Researcher's Analysis, 2020.

According to the table above, the researcher further inquired what has made the youths pay attention to YouTube pop up ads. We have 99 of them who paid attention because of the products been advertised, 133 of them paid attention because of the absence of the skippable option, 54 of them paid attention as a break from the video been interrupted while 20 of them do not even know why they paid attention to them. Here, the majority gave their attention because there was no skippable option in the ads.

DISCUSSION OF FINDINGS

RQ 1: What is the perception of youths about pop up ads on YouTube?

It was first established that most youths know about YouTube pop up adverts, thereby having a good percent of them qualifiable for the subject discussed. Also, with most of them declaring that they have come across pop up adverts on YouTube countless times, then it can be said that the researcher was able to gather people who could relate to the subject. Amidst these people, most of them said they do not find YouTube pop up ads interesting. That is, we have most of the Youths who are familiar with YouTube pop-up adverts yet, they do not find it interesting. Of all of them, the majority said that their perception of YouTube pop up ads is that they are distracting. Following this familiarity, they are of the opinion that YouTube pop up ads are distracting.

Therefore, the conclusion of the researcher as regard this is that youths know about YouTube pop up adverts, they are very familiar with it popping up in their video activities, and all in all, their common perception is that they are distractive.

RQ 2: What is the patronage of YouTube pop up adverts among youths?

The second research question sought to check if there are positive reactions to the pop-up adverts on YouTube, thereby making this method of advertising an effective one. The researcher wants to

examine this, irrespective of their perception about the pop-up adverts. The following three tables (Table 4.9, 4.10, 4.11) questions the respondents based on this subject. To access this, there was first a question of the number of youths who have been motivated to patronize a brand based on the pop-up ads they've seen on YouTube. And based on the results gotten, it is shown that most youths have been prompted to patronize a brand that they saw their ads popping up on YouTube. This means that it is with objectivity that the youths go for a brand as advertised on YouTube, that is, even with the way it distracts them, for some reason when they are moved to patronize the brands been advertised, they go for it. Also, since we have most youths saying some YouTube pop up ads have prompted them to patronize a brand (some brands), there was a further investigation to find out if they've turned to those brands because they are familiar. Most of them admitted that their staying tune is because the pop-up ads are relating to brands they know. So, we have many youths staying tune to pop up ads of brands that they know, thereby increasing their possibility to patronize such brands. Likewise, in cases where the brands might not be familiar, the researcher sought to know if these youths have ever loved a product just because they came across its adverts popping up on YouTube. It was therefore gathered that majority of the youths have at one time or the other loved a product that they saw the ad on YouTube, notwithstanding if they are familiar with it or not. Thus, we have many youths who have loved a product just because they saw the ads on YouTube.

Finally, the last table inquired if with all opinions the youths will prefer and rather pay for any service that will prevent them from encountering pop-up ads on YouTube. This interprets that even though youths have reacted positively to the pop-up adverts on YouTube, the same majority of them still want to go for an alternative that offers them the opportunity of navigating the medium without encountering ads popping up.

Therefore, it can be said that many youths are yielding to pop up ads on YouTube based on reasons like brand familiarity and in spite of this they still have less votes for the title of YouTube pop up adverts. So, we can say that the pop-up advertising method on YouTube is effective to an extent.

RQ 3: Does YouTube pop-up advert influence the youths' preference for viewing video adverts?

The third research question is summarized under the five-point Likert scale represented in table 4. These tables consist of statements regarding advertising on YouTube, seeking the respondents'

concession to these statements. It was first considered if the youths are of the opinion that adverts are better shown on other channels than YouTube and with this first statement, we have most youths who agreed with it. That is, many youths think that advertisements are better presented on other media than YouTube. These youths that agreed are very familiar with YouTube pop up adverts and still, they'll rather that adverts are showed on other media.

Also, based on the youths' experience of YouTube pop up adverts, it was questioned if the adverts on Tv, radio, and newspaper are not as intrusive as the ones on YouTube. According to the result, we have most youths declaring that advertisements on the traditional media don't intrude their activities like the way the pop up on YouTube does. Thus, youths find YouTube pop up adverts to be more intrusive than advertisements on Tv, radio, and newspaper. Most of these youths also said that they see the advertisements on YouTube as unnecessary, along with this they stated that YouTube shouldn't be a platform for advertisement. That is, advertisement better suits the other media channels than the YouTube medium.

With all these responses, we see that the encounter of the youths with the pop-up adverts on YouTube has affected their preference of media channels for advertisement. Many youths prefer to rather see advertisements on other media such as the radio, the Tv, and the newspaper.

RQ 4: What is the percentage of youths that pay attention to pop up adverts on YouTube?

Finally, the researcher sought to determine the size of youths that serve as an audience to pop up advertisements on YouTube. Although, previous investigations have sought their perceptions, preferences and alternatives; notwithstanding, it is necessary to know the reach of the advertisers' messages on the YouTube social medium. It was gathered from the respondents that most youths look away from the advertisements while it plays on. The question of why they'll rather leave it to play instead of exiting was answered by the major responses that the absence of a skippable option is the reason why they leave it to play on and many times even give their attention to it.

With this, we can say we have a lot of youths paying attention to YouTube adverts even while they don't bury their faces into the videos. Those times they have been left with the fate of not taking the ads away because YouTube didn't provide them the option to skip.

<div align="center">**CHAPTER FIVE**</div>

<div align="center">**CONCLUSION, FINDINGS, AND RECOMMENDATION**</div>

5.0 INTRODUCTION

This chapter gives a detailed description of the findings under the following headings: conclusion, findings, and recommendations.

5.1 SUMMARY OF THE STUDY

The study on youths perception of YouTube pop up adverts, aimed to examine the actions of youths towards the inclusion of pop up advertisements in their various YouTube watching endeavors. It was observed that advertisers have taken the opportunity of the wide reach of YouTube to bring in their contents unannounced to the viewers; thus, the youths who are ardent users of the YouTube medium were questioned about their view on this development.

To achieve the research objectives, the researcher employed the quantitative research method, by conducting a survey, thereby adopting the use of questionnaire to access the opinions of the selected youths concerning the subject. The youths selected to serve as the respondents are the youths of the Mountain Top University; 306 of them were selected and their responses were taken via the Google forms questionnaire.

Chapter one gives us an introduction to the attitude of advertisers seizing new technological developments, to expand their methods of reaching their target audience. The researcher was able to spot the advancements in technology and also its matching space with advertisers. One of the most prominent advertising methods is the subject being investigated, this chapter tells us how advertisers have been making use of the YouTube medium to advertise by popping up their designed messages, before during or after the display of videos. It was thereafter established, the objectives of the research study and also understanding were made possible by the operational definition of terms.

In chapter two, the researcher simplified the subject by breaking down the concepts that are associated with the study. Subsequently, the chapter reviewed past literature which is essential to the study and also connected to it. Furthermore, relating theories were defined and their relativity to the research was pointed out. The researcher made use of two theories which are the individual

differences theory and the uses and gratification theory. While the former explains how everyone defers and how it affects the way we see things, the latter describes how media audience pay attention to selected media contents that will meet their various desires and also serve as a compensation to their motivating factors of using the media.

Chapter three tells us about the research methodology employed in the process of the research. As stated earlier, the quantitative research method was employed and questionnaires were set online via google forms and were distributed through platforms of Facebook and WhatsApp. The target population and sample size were also explained here.

The fourth chapter centered on the analysis of the data that was gathered from the respondents. the researcher was able to access the opinion of the target youths with the questionnaire, afterwards, all their responses were collected and presented in tables and graphs. This chapter analyzed, interpreted, and discussed the findings of the research.

Chapter five discussed the summary of the whole project, the conclusion on the topic, and the researcher's recommendation concerning the YouTube pop up adverts.

5.1.1 SUMMARY OF FINDINGS

The result of the research showed that the youths do not tolerate the distractive nature of the YouTube ads. While they're not alien to the culture of advertisement been displayed on any possible media channel, they're not satisfied with the fact that the video ads are unsolicited and that they come at unsolicited times.

5.2 CONCLUSION

This study has proven that while pop up advertisements on YouTube is somewhat effective, the youths don't buy the idea of it coming at them when they are present on the media for another thing. With the unavoidable reasons that make them stay tune and love some of the things been advertised, their stand still remains that it's distracting and they'll prefer not encountering pop-up ads.

5.3 RECOMMENDATION

The researcher feels like viewing pop up ads should be a thing of choice for YouTube users, the question of preferring to see ads or not in the course of video watching should be brought first

before browsing continues. Advertisers should work more on the suddenness of the YouTube adverts and adopt better ways that will not cause disruptions and distractions for the viewers. Since the distraction is the central complaint, advertisers should endeavor to stop distracting with their messages. Alternatives other than the YouTube premium (a subscription that's meant to stop ads) should be provided since there's now a question of if YouTube Premium actually stops users from viewing ads.

5.4 LIMITATION OF THE STUDY

This study was somewhat limited by the worldwide pandemic at the time of research. The absence of physical meetings in schools prompted the use of an online questionnaire and the researcher couldn't use a sample size greater than the one used, because not too many students of the school could be reached.

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SURVEY QUESTIONNAIRE OF THE PERCEPTION ON YOUTUBE POP UP ADVERTS

My name is Adediran Bose; I'm a final year student of the Mountain Top University. I'm currently carrying out a research on the perception of YouTube pop up adverts among youths.

This research is in partial fulfillment of my B.SC programme. The questionnaire below is an instrument of the research and respondents are expected to fill it correctly. Therefore, your honest answer is expected and will be appreciated. The researcher will make use of these responses only for the research in question.

SECTION A(BIODATA)

This section requires that you fill in your biodata, please tick correctly.

1. What's your gender?

Male

Female

2. What's your age range?

17-19

20-22

23-25

3. What department are you? (Please specify) *

SECTION B

RQ 1: What is the perception about YouTube pop up adverts?

* Required

4. Do you have an idea about YouTube pop up ads? *

Yes

No

Very well

Not sure

5) Have you ever come across pop up ads on YouTube?

Yes

No

Not sure

I don't know

7) How well have you encountered video ads popping up on YouTube? *

Very well

Not so well

Not at all

I don't know

 8) Do you find YouTube pop up ads interesting? *

Yes

No

Not at all

Not sure

9) What's your perception about YouTube pop up ads? *

I find it annoying

i find it distracting

It's quite intrusive

I perceive it as unnecessary

SECTION C

RQ 2: What is the patronage of YouTube pop up adverts among youths?

10) Has any video ever prompted you to patronize a brand? *

Yes

No

Not sure

I don't know

11) Do you stay tune to a YouTube pop up ad because the brand is familiar?

Yes

No

Not sure

I don't know

12) Have you ever loved a product because you saw the ad on YouTube? *

Yes

No

Not sure

I don't know

13) Will you rather pay for a service that prevents you from encountering ads?

Yes

No

Not sure

Very sure

SECTION D

RQ 3: **Does YouTube pop up ads, influence viewers preference for viewing video ads?**

As regards the table below, A in full means Agree, SA in full means Strongly Agree,

UN in full means Undecided, D in full means disagree and SD in full means Strongly Disagree

	A	SA	UN	D	SD
14) Adverts are better showed on other channels than YouTube					
15) Adverts on Tv, radio and newspaper is more inviting than the ones on YouTube					
16) Adverts on Tv, radio and newspaper is not as intrusive as the ones on YouTube					
17) Adverts on YouTube are Unnecessary					
18) YouTube shouldn't be a platform for advertisement					

SECTION E

RQ 4: **What percentage of youths pay attention to pop up ads?**

19) How do you treat video adverts that pop up on YouTube? *

I watch them

I look away

I just quit the video I'm watching

I don't know

20) Have you ever paid attention to pop up ads? *

Yes

No

A few times

Most times

21) What makes you pay attention to YouTube pop up ads? *
The products being advertised

The absence of skippable option

As a break from the video interrupted

I don't know