(Approx. 697 words)

Like or Subscribe – What do they do?

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[My super thanks to Hewie Poplock, 2nd VP & Yahoo Forum Coordinator, for helping me with this article.]

You're browsing the internet, maybe viewing some videos, and you always seem to see the words "Like" or "Subscribe" on your screen. Have you wondered what they do?

As a basic overview, let's take YouTube as an example of a video app (and many others) offering these options. You are happily enjoying some videos, and on almost every screen or video, they will ask you to "Like" and/or "Subscribe" by clicking your mouse on that word on the screen.

If you click on "Like," you will be, in a way, thanking the creator of that video, and the owner will get a "like" point that will tell them how many viewers liked it. The creator can use the total numbers for their own use or share with a possible "sponsor" who may pay the creator to advertise on their videos. Clicking on "Like" does not share anything from you or your computer; clicking is safe. "Liking" a video on YouTube is a way for viewers to show their support and appreciation for the content created by the YouTube creator. It sends a positive signal to YouTube's algorithm, which can help increase the video's visibility to other potential viewers. As more viewers like a video, YouTube's algorithm may rank the video higher in search results, recommendations, and other platform areas.

If you click on "Subscribe," you are telling the creator that you want to be notified when they create more videos. If and when they are, you will be notified of the new video, and, in the case of YouTube, their channel will be put in your "Subscriptions" area. In this case, they do know how to communicate with you through that app, so in a way, they have your computer's address. When you subscribe to a YouTube channel, you become a follower of that channel and receive updates whenever new videos are uploaded. Here are some things that happen when you subscribe to a YouTube channel:

You get notified about new videos: Once you subscribe to a channel, you will receive notifications in your YouTube app or home page whenever the creator uploads a new video. This way, you don't have to keep checking the channel for new content.

You can access subscribed channels easily: By subscribing to a channel, you can quickly find it in your subscription feed or the "Subscriptions" tab on your homepage. This allows you to keep up with your favorite channels.

You support the creator: Subscribing to a channel shows the creator that you appreciate their content and want to see more. It can encourage them to continue making videos and improve their content.

You can interact with the community: When you subscribe to a channel, you become part of the creator's community of fans.

You can engage with other viewers by commenting on videos and participating in discussions, which can be a fun and rewarding experience.

You may also see a bell symbol or icon that will notify you with an audible tone when a new video is available in your subscription list. You may turn off this tone option if you wish.

You can customize these notifications based on your preferences and the app you are using.

You can "Unsubscribe" or "delete" your subscriptions by clicking on the "unsubscribe"

menu option in the app. On YouTube, go to your subscriptions, and to the right of each one are three dots in a vertical line – click on those dots to open the menu and click on "unsubscribe."

It does not appear that clicking "like" or "subscribe" would lead to a problem for you or your computer. The video creator does not know who likes or dislikes a video, but they are notified of your user name if you subscribe. They are not notified when you unsubscribe.

So go ahead and enjoy whatever you like to view, and click "Like" or "Subscribe" if you want to encourage the creator of such videos.