



**Offer #2025-08948**

## **Evaluate the impact of autoplay and video recommendation features in video delivery platforms**

**Contract type :** Fixed-term contract

**Level of qualifications required :** PhD or equivalent

**Fonction :** Tempary Research Position

### **About the research centre or Inria department**

The Inria Centre at Rennes University is one of Inria's eight centres and has more than thirty research teams. The Inria Centre is a major and recognized player in the field of digital sciences. It is at the heart of a rich R&D and innovation ecosystem: highly innovative PMEs, large industrial groups, competitiveness clusters, research and higher education players, laboratories of excellence, technological research institute, etc.

### **Context**

Context: Most of video delivery platforms have developed tools to create addiction at the user's side when watching videos. The two most well-known ones are the Autoplay and the recommendations. As defined on the Google Support website: "The Autoplay feature on YouTube makes it easier to decide what to watch next. When Autoplay is on, another related video will automatically play after a video ends." This feature also exists on other platforms such as Netflix. The recommendation consists in proposing, at the end of a video, a list of other videos that are related with what has been just watched and what the user likes in general. Autoplay and

recommendations also contribute to the creation of filter bubbles for YouTube users. Limiting Autoplay and recommendations could help 'burst the bubble', fostering a more balanced and diverse flow of information while reducing the risk of addiction

## Assignment

The hired researcher will work in the Compact team of Inria. This team is specialized in image/Video processing and compression.

The hired researcher will be in close collaboration with:

- research teams specialized in informatics/signal processing: MAGELLAN team of IRISA, the VAADER team of IETER/INSA
- research laboratories of Human and Social Sciences: the UCO laboratory, the Arènes laboratory, and the LEGO laboratory at IMT Atlantique.

The hired researcher will conduct an experiment. The objective of this experiment is to evaluate the impact of the 'autoplay' and 'video recommendation' features on:

- the amount of video watched by a user
- other criteria linked with the user well-being (open-mindedness, emancipation, etc.)

The overall goal is to understand to what extent digital sobriety through promoting reduced technology usage, such as limiting video consumption on YouTube could help to the formation of a more sustainable society, empower users in their YouTube content choices and enhance their overall well-being.

## Main activities

The hired researcher will build and supervise the experimentation in close collaboration with the project consortium.

The hired researcher will help the supervision of interns

## Benefits package

- Subsidized meals
- Partial reimbursement of public transport costs
- Leave: 7 weeks of annual leave + 10 extra days off due to RTT (statutory reduction in working hours) + possibility of exceptional leave (sick children, moving home, etc.)
- Possibility of teleworking (after 6 months of employment) and flexible organization of working hours

- Professional equipment available (videoconferencing, loan of computer equipment, etc.)
- Social, cultural and sports events and activities
- Access to vocational training
- Social security coverage

## General Information

- **Theme/Domain** : Vision, perception and multimedia interpretation  
Data production, processing, analysis (BAP D)
- **Town/city** : Rennes
- **Inria Center** : [Centre Inria de l'Université de Rennes](#)
- **Starting date** : 2025-09-01
- **Duration of contract** : 12 months
- **Deadline to apply** : 2025-07-23

## Contacts

- **Inria Team** : [COMPACT](#)
- **Recruiter** :  
Maugey Thomas / [thomas.maugey@inria.fr](mailto:thomas.maugey@inria.fr)

## About Inria

Inria is the French national research institute dedicated to digital science and technology. It employs 2,600 people. Its 200 agile project teams, generally run jointly with academic partners, include more than 3,500 scientists and engineers working to meet the challenges of digital technology, often at the interface with other disciplines. The Institute also employs numerous talents in over forty different professions. 900 research support staff contribute to the preparation and development of scientific and entrepreneurial projects that have a worldwide impact.

## The keys to success

The hire researcher will have a PhD diploma in Sociology and knows how to conceive and run experiment with real human users.

**Warning** : you must enter your e-mail address in order to save your application to Inria. Applications must be submitted online on the Inria website. Processing of applications sent from other channels is not guaranteed.

## Instruction to apply

Please submit online : your resume, cover letter and letters of recommendation eventually

### **Defence Security :**

This position is likely to be situated in a restricted area (ZRR), as defined in Decree No. 2011-1425 relating to the protection of national scientific and technical potential (PPST). Authorisation to enter an area is granted by the director of the unit, following a favourable Ministerial decision, as defined in the decree of 3 July 2012 relating to the PPST. An unfavourable Ministerial decision in respect of a position situated in a ZRR would result in the cancellation of the appointment.

### **Recruitment Policy :**

As part of its diversity policy, all Inria positions are accessible to people with disabilities.