

You can find nearly anything on YouTube and millions of people are spending hours watching random videos of simple things that sound boring, but are oddly satisfying. Soap carving, pressure washing, slime. What's going on here?

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28-34 Payton Barlow/YouTube viewer
54-102 Lindsey Benda/YouTube viewer
115-125 Jamey Tucker

ANCHOR INTRO

EVERYONE KNOWS YOU CAN FIND JUST ABOUT ANYTHING ON YOUTUBE.

MUSIC VIDEOS, HOW-TO LESSONS, HIDDEN CAMERAS...BUT YOU CAN ALSO FIND SOME VERY BORING VIDEOS AS WELL. SOME OF THE MOST BORING VIDEOS ARE ALSO SOME OF THE MOST POPULAR. OUR CONSUMER TECHNOLOGY REPORTER JAMEY TUCKER EXPLAINS.

PACKAGE

It's a head-scratcher all right. Why over a half million people watched a YouTube video of a head-scratching.

Millions more have watched this video of a carpet cleaning.

If that sounds as boring as watching paint dry... there's a video of that too. 10 hours of watching paint dry. Over 200 thousand people have watched this one.

What gives?

"It's just cool to watch. Does it seem a little strange? it's like soap or slime or something very weird. but I think it's cool."

In a world where we're bombarded with messages, ads, images and sounds trying to get our attention, boring videos like these are captivating because our brain craves a break. So videos of soap carving are apparently just what we need.

"I think to get your mind off something that makes you curious and entertains you. Kind of resets your brain? Yeah, just distracts you from your normal life."

These are different from the ASMR videos which stands for 'Autonomous Sensory Meridian Response'. Those videos, and audio elicit tingling sensations on the skin.

A psychologist told me after watching one of these videos, you might feel refreshed and more focused. But I don't know if that applies to someone watching 10 hours of paint drying.

That's What the Tech? I'm Jamey Tucker

ANCHOR TAG

ODDLY SATISFYING VIDEOS ARE SO POPULAR NOW, BRANDS ARE BEGINNING TO USE THE IDEA IN THEIR ADVERTISING. ONE OF THE MOST POPULAR VIDEOS HAS OVER 16 MILLION VIEWS.

WEB STORY

YouTube is filled with millions of exciting videos from car chases to viral cat videos to explosions, but some of the most popular videos on YouTube these days are boring.

Like watching paint dry. One users uploaded a 10 hour video of paint drying and over 200,000 people have watched it. There's a name for boring but interesting videos on YouTube: oddly satisfying. They often get lumped into the same category as ASMR videos which stands for "Autonomous Sensory Meridian Response".

Oddly satisfying videos don't normally elicit a tingly feeling on our arms, neck and head, these videos simply help us relax.

Popular 'oddly satisfying videos' are people cutting or carving bars of soap. People smashing things and playing with slime. There are hundreds of videos of people cleaning with a pressure washer or even a broom.

I spoke to two YouTube viewers who've seen the videos and even watched them occasionally. Neither could explain what draws people to them.

"I think to get your mind off something that makes you curious and entertains you," said Lindsey Benda. "Yeah, just distracts you from your normal life."

"It's just cool to watch," said YouTube viewer Payton Barlow, admitting it is a little strange. "It's like soap or slime or something very weird. but I think it's cool."

Marketers and brands are taking notice of the interest in oddly satisfying and ASMR videos and are implementing the idea into new advertising campaigns.