

From: manuel bronstein [REDACTED@google.com]
Sent: 2/5/2018 8:14:57 PM
To: Cristos Goodrow [REDACTED@google.com]
CC: Johanna Wright [REDACTED@google.com]; Andy Berkheimer [REDACTED@google.com]; Nate Koechley [REDACTED@google.com]
Subject: Re: Binge

it really goes both ways...and that is why i'm hesitant to get quickly into the solution space, vs having good discussions and agreement on what we are trying to achieve and then design for it

think the 8 questions are an awesome starting point

On Mon, Feb 5, 2018 at 11:55 AM, Cristos Goodrow <[REDACTED@google.com]> wrote:
>maybe less personalized recs when people are watching how to?



Maybe, but what else would we show there? More how to, even if we know that people won't watch? Leave it blank?

Does anyone else feel that this is overly paternalistic? What if the statement were "I go to YouTube to watch a cat in a clown costume, and 20 minutes later I'm watching a video about Special Relativity" Wouldn't we all think that's so awesome?

On Mon, Feb 5, 2018 at 11:50 AM, Johanna Wright <[REDACTED@google.com]> wrote:
maybe less personalized recs when people are watching how to?

On Mon, Feb 5, 2018 at 11:46 AM Andy Berkheimer <[REDACTED@google.com]> wrote:
100% agree that we provide many good things and I would respond by embracing this responsibility rather than saying it is not our problem, and be open to criticism and acknowledge where we have room to improve.

I think there are many times when people come to youtube to relax, and that's a great thing and the concerns we have to grapple with there are the same issues that people have with television, video games, etc. This is what I meant by 'concern to address for low intent is getting sucked in and staying longer than intended. "Take a break" is targeted here.'

However YouTube is **also** used for non-entertainment use. Coming to YouTube to get information needed to complete a specific DIY task, for example. This is where 'concern to address for high intent users is diverting them, taking them down a rabbit hole and not accomplishing their original goal.' applies. User quotes like "I go to YouTube to watch a video... 20 minutes later, I'm watching a cat in a clown costume." are an expression of this concern. I think this is a tougher challenge and we can't ignore it.

Andy

On Mon, Feb 5, 2018 at 11:31 AM, manuel bronstein <[REDACTED@google.com]> wrote:
these are great questions and a great discussion

let's not forget that relaxing, entertaining, informing and learnings...and many other things we provide are a good thing...people may debate entertaining but even watching a gaming video to decompress for those who like it for a certain amount of time is a good thing.

it'd be great to think about our journeys design in a way that answer the questions above

i think one of the most critical questions will be "is getting deep into the rabbit hole a good thing, and if so for how long"? and there's nuance as in some cases it may be getting deep in the rabbit hole while say learning to play guitar, but in others we may suggest detours that deviate from user's original intent

On Mon, Feb 5, 2018 at 11:25 AM, Johanna Wright <[REDACTED]@google.com> wrote:
Copying and pasting the inspirational questions. We are certainly working on a couple of them.

One thing I have been thinking about is our brand study that says people come to YouTube to relax. I think generally relaxing is considered to be a good thing in the world - as long it is not all you do.

- 1. Does your product honor both on and off-screen possibilities?**
- on2. Does your product make it easy to disconnect?**
- on3. Does your product enhance relationships, or keep people isolated?**
- on4. Does your product respect people's schedules and boundaries?**
- on5. Does your product help people "get life well lived" (GLL)?**
- on6. Does your product land specific, "net positive" benefits in people's lives?**
- on7. Does your product minimize misinterpretations and empower truth-seeking?**
- on8. Does your product eliminate detours and distractions?**

On Sun, Feb 4, 2018 at 2:20 PM Andy Berkheimer <[REDACTED]@google.com> wrote:
I assume you've also seen <https://www.nytimes.com/2018/02/04/technology/early-facebook-google-employees-fight-tech.html>

This had me thinking about concerns that get comingled when talking about our product, but are distinct based on the user journey.

Concern to address for high intent users is diverting them, taking them down a rabbit hole and not accomplishing their original goal.

Concern to address for low intent is getting sucked in and staying longer than intended. "Take a break" is targeted here.

I thought the 8 questions on this page led useful insights. Highlighting not just areas to improve but also what we already do well.

<http://humanetech.com/designers/>

Andy

On Sun, Feb 4, 2018 at 9:31 AM manuel bronstein <[REDACTED]@google.com> wrote:
https://tonic.vice.com/en_us/article/zmwbzj/binge-watching-netflix-affects-mind