

Produced in Native





YouTube Wellbeing Vision

Double Rainbow | A Vision of Digital Wellbeing at YouTube
[go/doublerainbow](https://www.youtube.com/go/doublerainbow)

Visioning Team

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Extended Team

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Define how YouTube can better respect users' time, attention and overall wellbeing.

OKR:

Empower users to control their use of technology

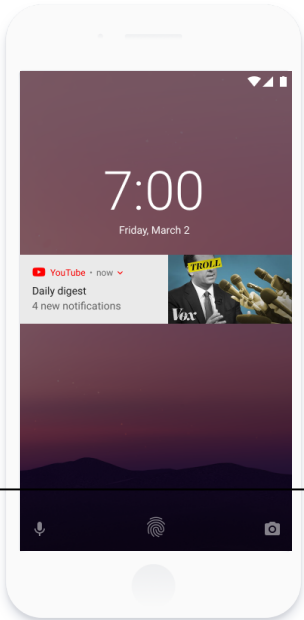
Help users make informed decisions that support their wellbeing

Digital wellbeing

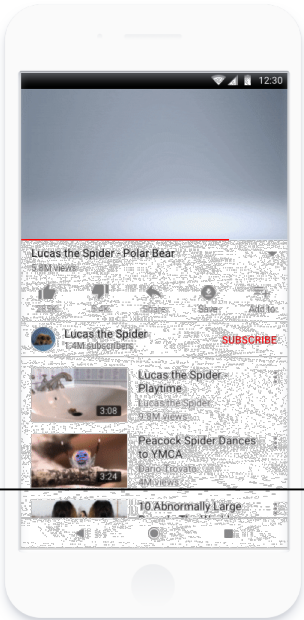
Respect the user's time, attention and overall wellbeing. Develop and launch tools that empower users to control their use of technology and make informed decisions for their wellbeing; integrate tools across key 1P surfaces; launch incentives and programs to promote ecosystem apps and content that address wellness.

At I/O, we responded with some quick wins based on Android insights.

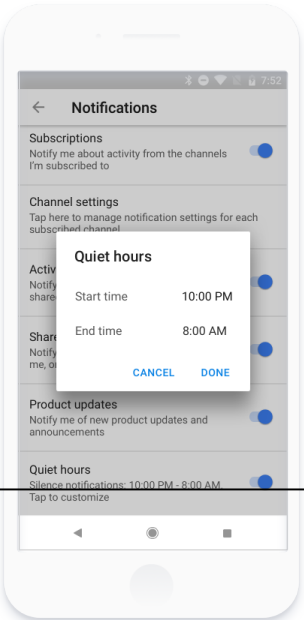
NOTIFICATIONS DIGEST



BREAK REMINDERS



QUIET HOURS



We needed a deeper understanding of Wellbeing and a long-term strategy for video-watching effects.



- Teens
- Young Adults
- Parents



- Academics
- Clinicians
- Critics



- GCS Surveys
- YT Bedtime Logs
- Heavy Use Quantiles



In addition to interviewing users of interest, we met with parents who have concerns for their kids and academics and clinicians who all are shaping the wellbeing debate.

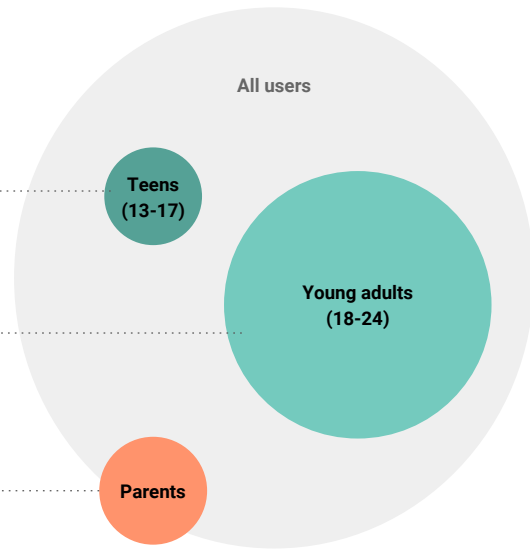
Target Users: Teens & Young Adults

PRIMARY: TEENS AND YOUNG ADULTS

- Need more sleep (9 hrs)
- Need guidance + supervision
- 54% of teens feel spend too much time on their phones.
- Decreased structure + supervision
- Forming foundational life habits

SECOND: PARENTS WANT CONTROL

- Parents have anxiety about the inability to supervise teens' online habits



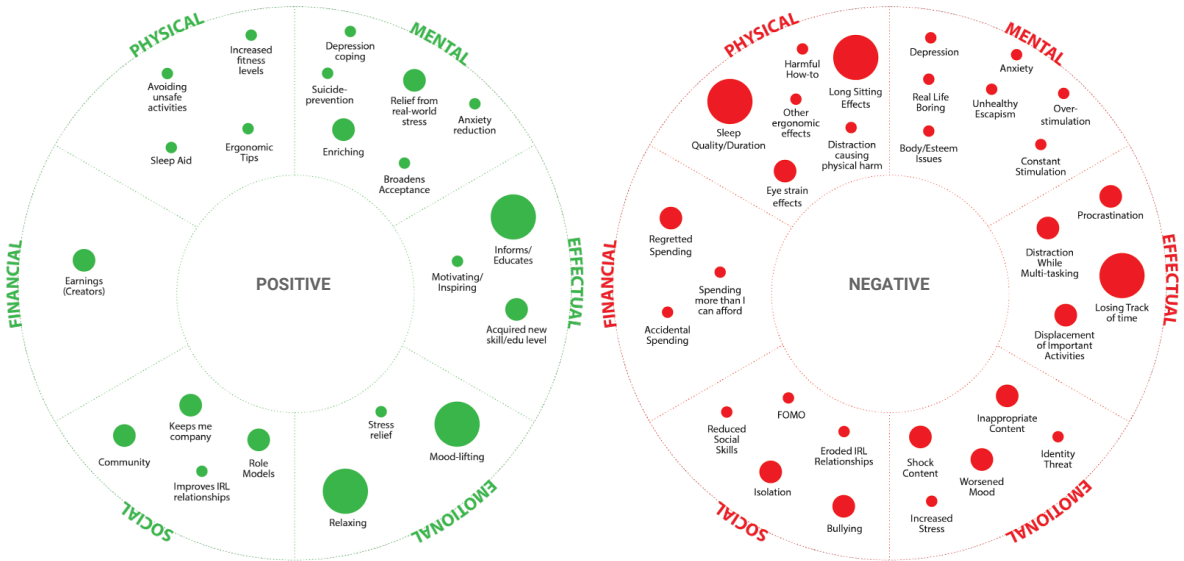
Approximately 390M Young Adults (28%) and 69M teens (5%) on YouTube*

While all adults will benefit from our features and campaigns. Young Adults and Teens need guidance and tools more than other age groups.

*Estimated based on sample of Signed in users: 5%Teen and 28%Young Adults

<https://colab.corp.google.com/drive/1dsQ3PdeA9rNa-Y3Grk08TMJNZ8FuAIER#scrollTo=n5FT9VAmGx3n>

YouTube has both positive and negative wellbeing effects



Late Night Use

Parental Concern Expert Concern User Concern



INSIGHT

Many people turn to YouTube after a busy day or in the evening, when energy and willpower needed for self-regulation is at the lowest.

USER EVIDENCE

27% of 18-24 year olds report YouTube cutting into their sleep time.



"It delayed my sleep a lot. I'd watch until 2:00 or 3:00 in the morning... I'd be so invested that I'd keep watching."

- Nadia, 16

EXPERT POV

- Blue light exposure is the best-understood negative effect of late night use
 - Sleep Time: 8-10h Teens, 7-9h YA
- Sleep quality is fundamental to health and wellbeing.

Disrupted sleep is the best-understood negative health effect of night time screen exposure.

SLEEP TIME



National Sleep foundation recommends:
Teens: 8-10h
Young Adults: 7-9h

[National Sleep Foundation](#)
2015

SLEEP QUALITY



Blue light from media use at night negatively affects the sleep patterns of children and adolescents and suppresses melatonin concentrations.

[American Medical Association](#)
2012

WELLBEING IMPACT

The National Academies of
SCIENCES • ENGINEERING • MEDICINE

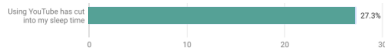
Secondary effects: Obesity in adults and children, Diabetes, Cardiovascular disease, hypertension, Anxiety symptoms, Depressed mood

[Sleep Disorders and Sleep Deprivation](#)
2015

18-24 year olds report YouTube cutting into their sleep time twice as much as other adults on the platform

IN THE LAST WEEK WHICH OF THE FOLLOWING APPLIED TO YOU?

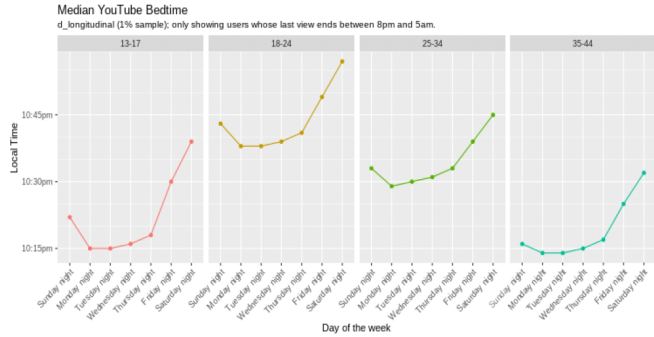
18-24 YEAR OLDS



YOUTUBE AUDIENCE 25+



TIME OF DAY WHEN USERS STOPPED WATCHING YOUTUBE, BY AGE



<https://colab.corp.google.com/drive/1lICcfAzFp1cmDfOFq5jBRKn6q2J0rP8p>

“In the last week which of the following applied to you?”

Habitual Heavy Use

Parental
Concern



Expert
Concern



User
Concern



INSIGHT

Some of the heaviest users on our platform don't report any wellbeing effects, and aren't aware of how usage affects them.

USER EVIDENCE

45.9% of young adults report staying on YouTube longer than they should



"My boss sat me down... I had to block YouTube, Facebook, and Reddit on my laptop."

- Scott, 23

EXPERT POV

- Wide set of health side effects:
 - Weight and heart health (long-sitting)
 - Eye health (near-sightedness growing in China and US)
 - Social development
- Health organizations recommend limiting screen time to 2 hrs and a break every 20 minutes.

Habitual Heavy Use has the widest set of secondary health side effects

PHYSICAL HEALTH



New patterns of media consumption may be exposing youth to harmful pathways for cardiometabolic health.

AHA Recommends limiting screentime to 2 hrs.

[AHA Public Statement](#)
2018

EYE HEALTH



Childhood myopia among American children has more than doubled over the last 50 years. Nearly 90% in asia up from 20%.

[USC Keck Study](#)
2016

SOCIAL DEVELOPMENT



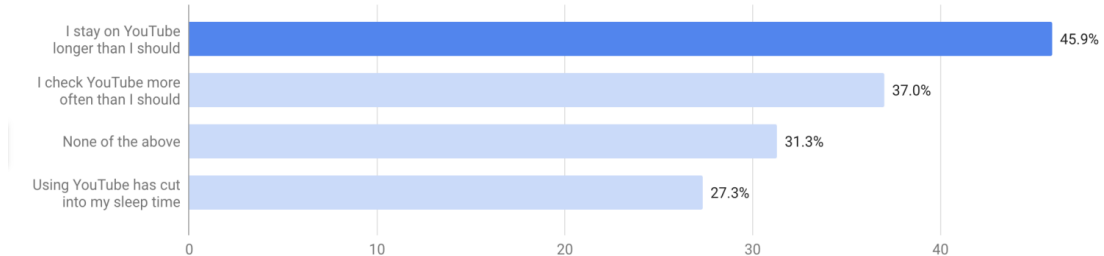
Population-based studies continue to show associations between excessive screen time and cognitive, language development, and social/emotional delays.

[Media & Young Minds](#)
2015

Yet, nearly half of Young adults report staying on YouTube longer than they should – the most of surveyed behaviors that may predict heavy habitual use

IN THE PAST WEEK, WHICH OF THE FOLLOWING APPLIED TO YOU | 18-24

1,362 answers from 962 respondents ⓘ



https://docs.google.com/document/d/1QTAiD2HCWLrff4gQYKJAotUu8609zNzSvR_biFMAAn-Q/edit?ts=5b69de00go/ytstaffdash

4h: <https://screenshot.googleplex.com/3HKSvxCJg42>

3h: <https://screenshot.googleplex.com/5saWiLgL217>

2h: <https://screenshot.googleplex.com/RQ0Byvcq0hk>

Unintentional Use

Parental
Concern



Expert
Concern



User
Concern



INSIGHT

YouTube is designed around increasing users' engagement, not maintaining users' intention

USER EVIDENCE

45% of survey respondents "unintentionally stay on YT longer than they want".



"YouTube recommendations are always one directional. It pulls you away from econ to stunt videos, but never pulls you back."
- Finn, 20

EXPERT POV

- Experts compare YouTube to a slot machine, with variable rewards and infinite possibilities.
- Leads to:
 - Losing track of time
 - Procrastination
 - Staying on YT longer than people want
- Making platforms less compulsive increases platform loyalty and lifetime engagement

Slide 1

- 1 Our metrics goals *are* already about long-term engagement. We've made launch decisions which sacrifice short-term engagement to the benefit of the long-term.

Todd [REDACTED]; 8/30/2018 6:34:17 AM

- 2 Engagement is definitely a factor, but we also optimize recommendations based on user perception through over 500K survey responses per week.

Todd [REDACTED] 8/30/2018 6:33:49 AM

Experts compare YouTube to a slot machine,
with variable rewards and infinite possibilities.



**UNPREDICTABLE REWARDS KEEP USERS
ENGAGED LONGER**

“

Today, technology companies are creating new habits by continuously cycling users through the Hook Model—and variable rewards fuel the chain reaction.

[Nir Eyal](#), author of *Hooked*
Referencing BF Skinner
[Variable Reward Schedules \(pdf\)](#)

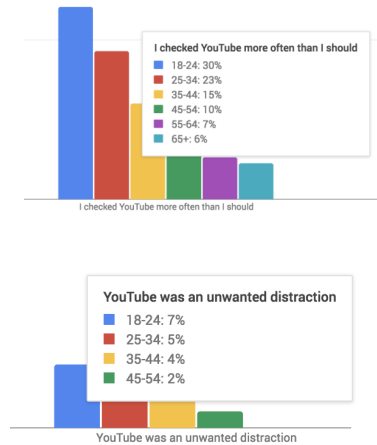
The Rise of Attention Economy: unintentional distraction

“

In the same way that you pull out a phone to do something and you get distracted, and 30 minutes later you find that you've done 10 other things except the thing that you pulled out the phone to do — there's fragmentation and distraction at that level.

James Williams

Author of book, *Stand Out of Our Light*



<https://www.nytimes.com/2018/08/14/style/how-can-i-focus-better.html?rref=collection%2Fsectioncollection%2Ffashion&action=click&contentCollection=fashion®ion=rank&module=package&version=highlights&contentPlacement=7&pgtype=sectionfront>

Problematic Content



INSIGHT

Our content quality effort is a good start, but problematic videos with new coded keywords continue to reach the platform every day and need filtering.

USER EVIDENCE

High parent and expert concern about content on YouTube.
<1% of watch time is gray content WT on YT.



"I know my son has seen "Faces of Death" [shows real footage of dead bodies] on a friend's phone. It's terrible.
- Jackson, Parent of 13 year old

EXPERT POV



"I worked with a 13-year-old who was watching [YT videos] to maintain her anorexia... once you find one video, it's so easy to see more and more.

"Most products come with guidelines for healthy use: 'Here's how to use this safely without harming yourself or others.' Tech products should be no different.

- Nicole, Family Therapist

Strategy for YouTube Wellbeing: Target "Four Concerns"



2hr habit:

<https://colab.corp.google.com/drive/1dsQ3PdeA9rNa-Y3Grk08TMJNZ8FuAIER#scrollTo=RuukcQU9fPoR>

Bedtime:

<https://colab.corp.google.com/drive/1lICcfAzFp1cmDfOFq5jBRKn6q2J0rP8p#scrollTo=WYq0Z2p0jNqO>

Go down the rabbit hole:

https://docs.google.com/presentation/d/1ddaMQnaanN1iLrWY5-ywO7Gq7eXhQUA6u3SfEKFEyEY/edit#slide=id.g3f9f8ab832_5_0

Main App: Design Philosophy



Focus on young
users (13-24).

Make tools available for
everyone.



Provide awareness,
education and insights
based on expert
recommendations.

We don't nag.



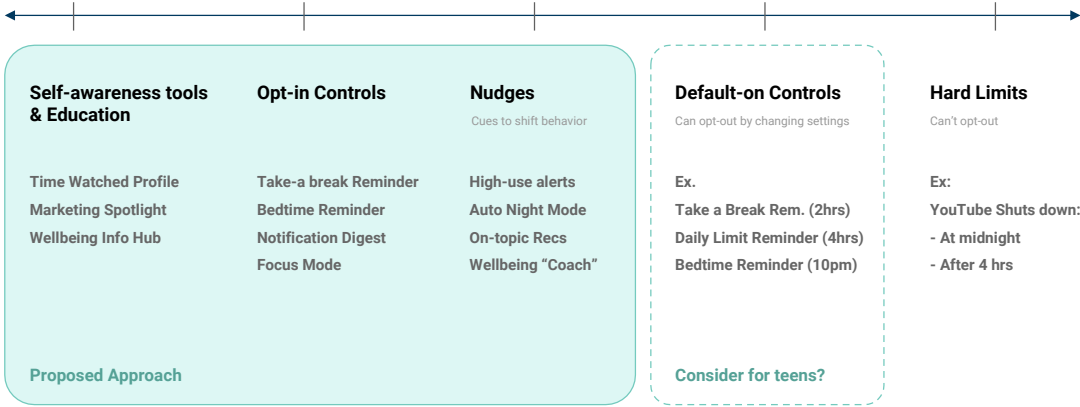
Give users choice and
control.

We never stop people from
watching.

Responsibility Spectrum for Wellbeing

LIBERTARIAN

PATERNALISTIC

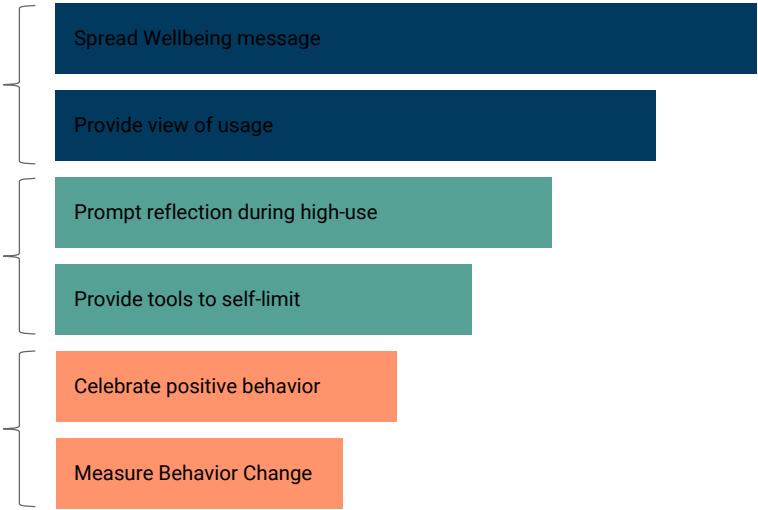


Blueprint

TABLE STAKES
AWARENESS
Inform all users through programs, content. Provide ability to check use.

TARGET HEAVY USERS
PERCEPTION & OPT-IN
Help heavy habitual users perceive their use in the context of norms. Measure opt-ins.

ASSESS EFFECTIVENESS
BEHAVIOR CHANGE
Measure changes in use of target audience and opted-in users.



Key Concepts





YOUTUBE SHUT-EYE

Provide awareness and insights;
actively inform heavy users;
give users choice and control

YOUTUBE SHUT-EYE

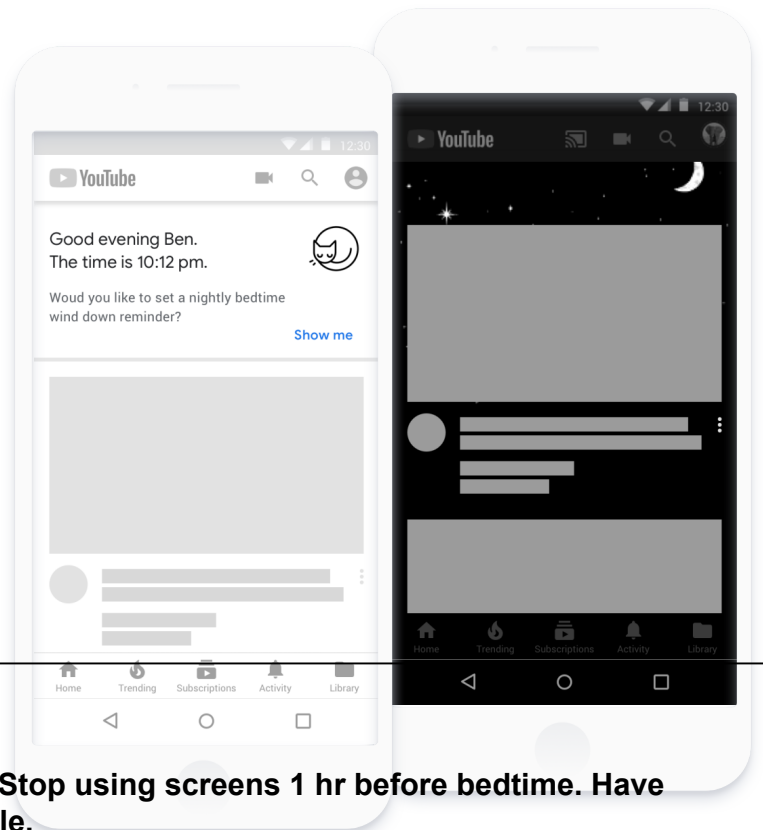
Night Time Cues

All ¹users after sun-down:

- Night theme automatically applied to UI - removes blue light
- Can opt-out

Users with habit of night use (4 out of last 7 days start watching after 10pm*):

- Alerted to the time of day
- Offered wellbeing info and link to bedtime reminder setting



Why 9pm?

Expert Recommendation: Stop using screens 1 hr before bedtime. Have a consistent sleep schedule.

Teens - need 9 hrs. Working back from wake up time:

- US average School start time = 8am
- Spend 1 hr before school to eat, shower, commute = wake up at 7am
- Get 9 hrs of sleep = Be in bed by 10pm
- Stop using screens 1 hr before bed = 9pm

*Adults - average US bedtime is around 11pm

- Stop using screens 1 hr before bed = 10pm

Why 4 out of 7 days?

This is a proxy for “daily” behavior. Choosing 4 meant the behavior would not only be taking place on weekend evenings, but has happened on work/school nights. Taking responsibility means being proactive and not waiting for this user to show a 21 or 66 day habit (which are other popular time frames)

Slide 1

1 I'm also not sure why this kicks in after 4 out of 7 days. Do you mind clarifying?

Eric [REDACTED]; 8/30/2018 4:15:53 PM

1 For these alerts, we want to target habitual late night users, and we are thinking one signal to show habitual use is more than half the week, therefore 4 out of 7 days a week. Do you have suggestions for other ways to signal habitual?

Lindsay [REDACTED]; 8/30/2018 4:15:53 PM

YOUTUBE SHUT-EYE

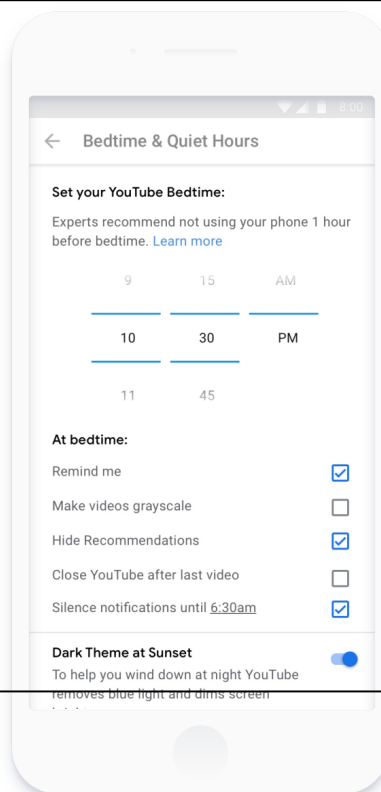
Bedtime & Quiet Hours

YouTube helps you wind down:

- Set a bedtime reminder
- Set a hard stop if a reminder to go to bed is not enough
- Silence notifications while sleeping [launched]

TEEN DEFAULT (13-17)

Opt-out Bedtime reminder message
(9:30pm-6:30am)



YOUTUBE SHUT-EYE

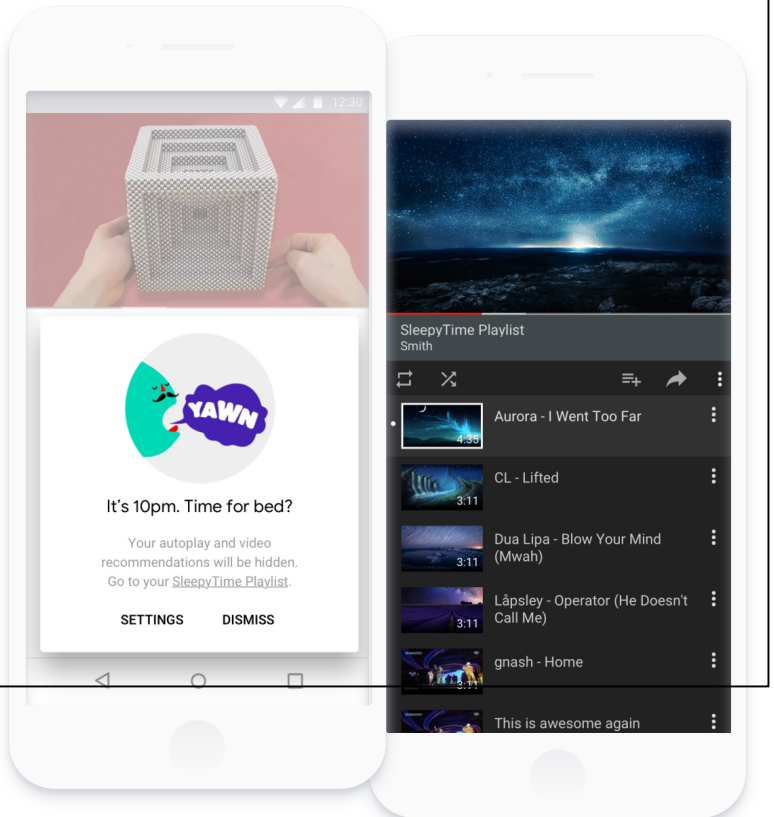
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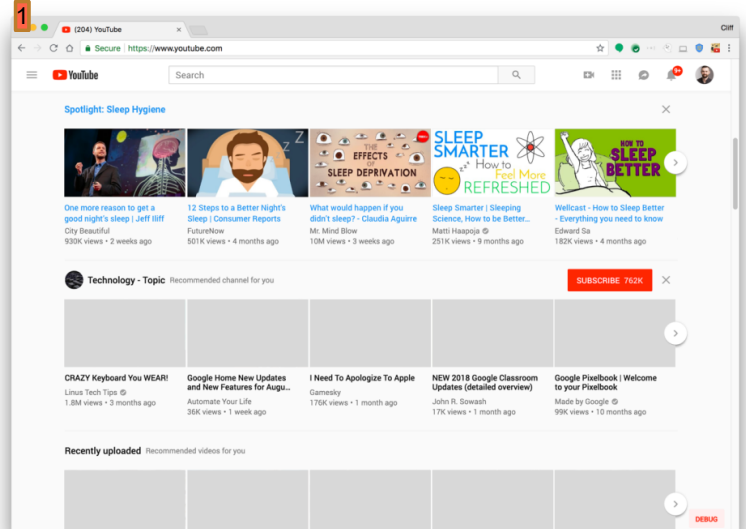
YOUTUBE SHUT-EYE

Sleep Science "Spotlight"

2
1

Highlight content from creators and experts who teach sleep hygiene.

- "Evening Spotlight" to surface the content when people need it the most: at night.
- Spotlight for all users can coincide with larger cultural cause days: World Sleep Day is March 15 2019.



Slide 1

- 3 Which users would see this?
Todd [REDACTED] 8/30/2018 4:18:34 PM
- 2 A few options: i) Users who exhibit habitual late night use, ii) Users who answered in their surveys that YT disrupted their sleep, iii) Users who opt-in to bedtime features.
Lindsay [REDACTED] 8/30/2018 4:18:34 PM
- 1 Might be too early for the details, but how would we find these experts/curate their content?
Alex [REDACTED] 9/10/2018 10:29:15 PM
- 3 [REDACTED]@google.com, [REDACTED]@google.com, [REDACTED]@google.com, [REDACTED]@google.com Would these be something we can also do from a GTM perspective this year around teen wellbeing & mental health? nitrate campaigns
Lindsay [REDACTED] 5/30/2023 2:57:48 PM
- 1 Thanks Lindsay - this could be a good fit as part of our creator content teen breaks. cc [REDACTED]@google.com and [REDACTED]@google.com who will be driving those
Connor [REDACTED] 5/30/2023 2:57:48 PM



DYNAMIC DASHBOARD

Provide awareness and insights; actively inform heavy users

DYNAMIC DASHBOARD

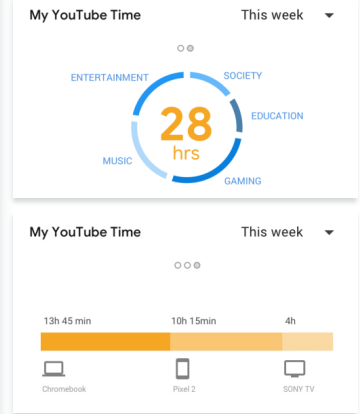
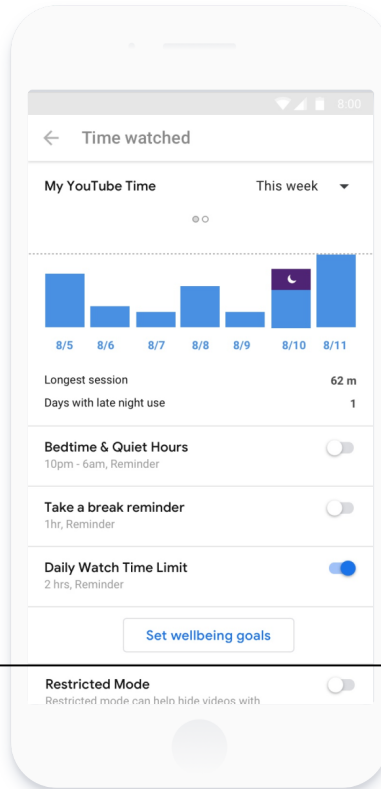
YT Time Manager

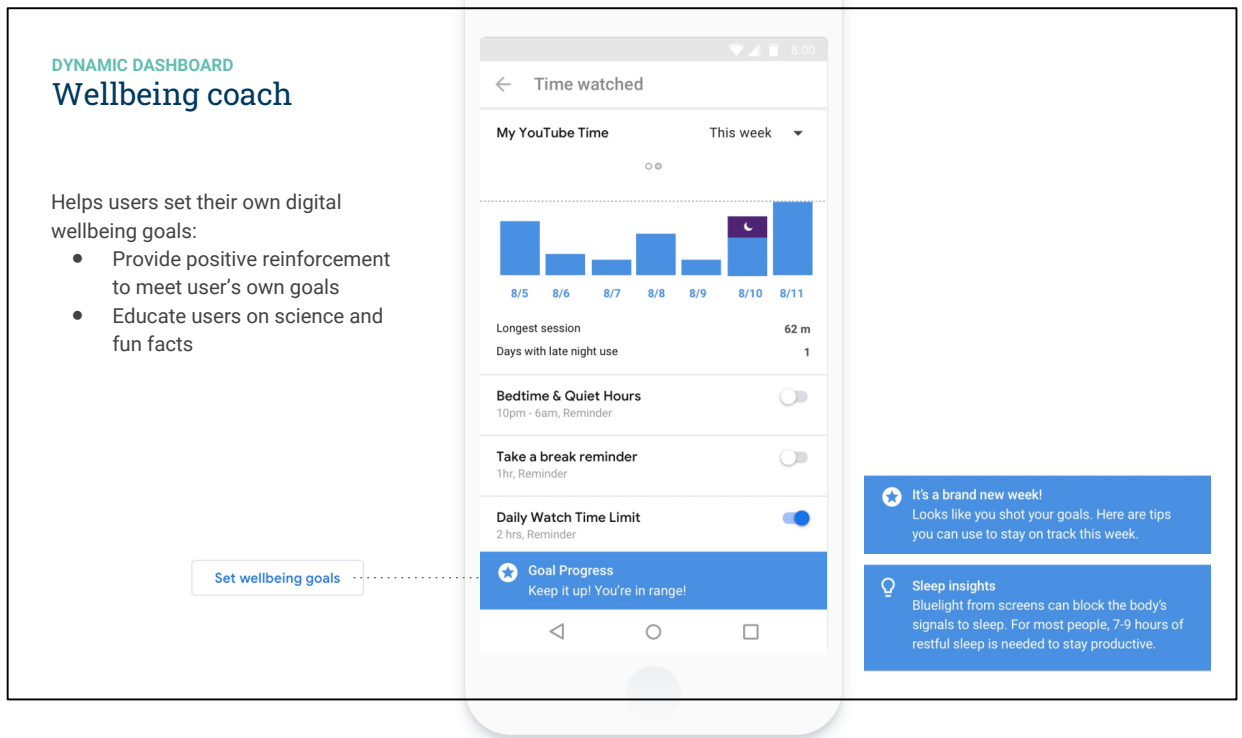
Helps users see their use and access healthy limit setting resources.

[basic profile launched Aug 2018]

Visualizes:

- Daily time total
- Times checked per day
- Evening use
- Session length averages/peaks
- Content types watched





- Daily total time
- App opens per day
- Weekly content categories of frequent use.

Slide 1

4

[REDACTED]@google.com, here's a mock on creating positive reinforcement around behaviors.

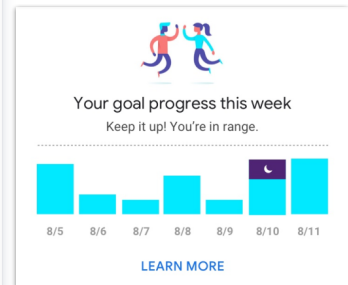
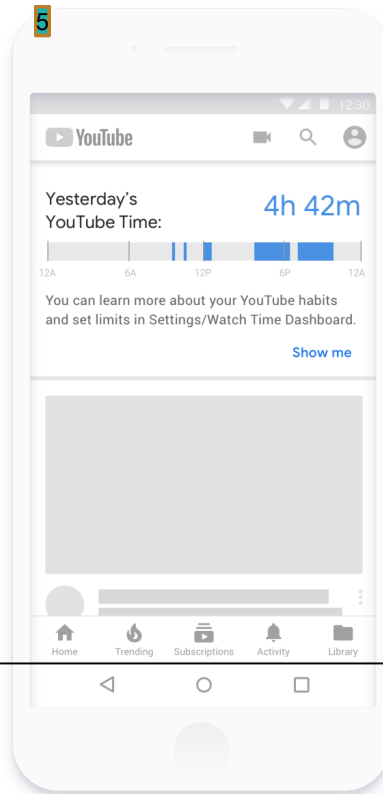
Lindsay [REDACTED] 9/19/2018 6:31:13 PM

DYNAMIC DASHBOARD

Contextual, Targeted High Use Alerts

App open after a day with heavy use:

- Next-day alert helps users perceive their use
- Contextualizes use with expert recommendation
- Links them to Settings to limit use



- Daily total time
- App opens per day
- Weekly content categories of frequent use.

Slide 1

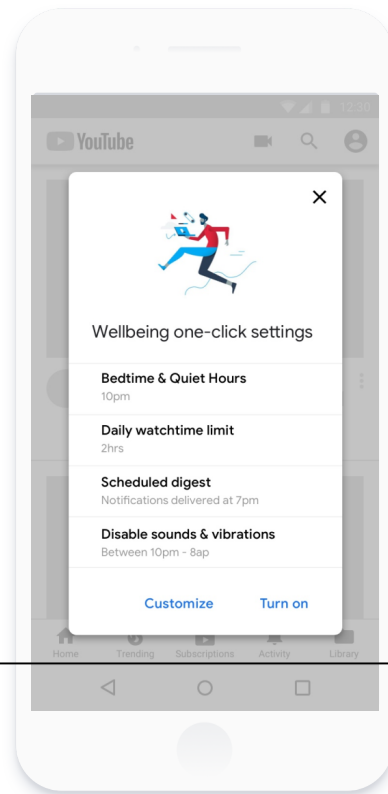
- 4 What's the thought about how "viewers like you" would be defined?
Todd [REDACTED]; 8/30/2018 4:28:59 PM
- 5 Perhaps same age range: younger teens, older teens, young adults.
Lindsay [REDACTED]; 8/30/2018 4:13:52 PM
- 5 As a user I would want to know. Also, not sure how accurate our
declared age data is.
Todd [REDACTED]; 8/30/2018 4:28:59 PM

DYNAMIC DASHBOARD

Wellbeing one-click settings

Reduce the barriers for users and make it easy for them to adopt and opt-in to wellbeing features.

Helpful for parents who may not have time to go into the details of each feature.



- Daily total time
- App opens per day
- Weekly content categories of frequent use.

Slide 1

6

[REDACTED]@google.com, here's a mock on an easy, one-click settings.

Lindsay [REDACTED] 9/19/2018 6:31:36 PM



STOPPING CUE

Provide awareness and insights; actively inform heavy users;
give users choice and control

STOPPING CUE

YouTube Daily Time Limits

Opt-in

- Daily watchtime alert and link to YouTube Time Limit Setting
- Default reminder is 2hrs.
- Option to set a hard stop if a reminder is not enough

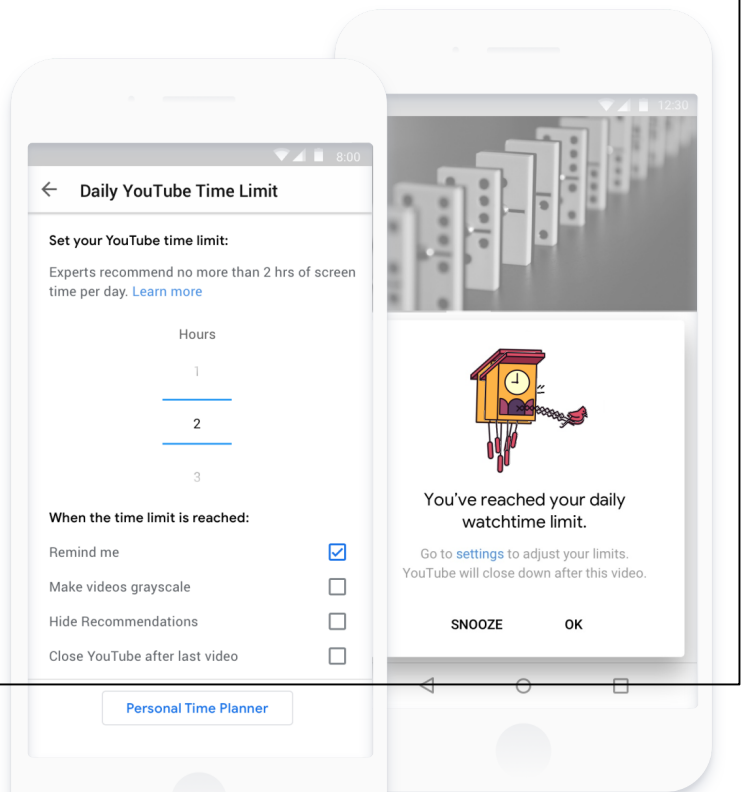
Targeted messaging to:

- habitual heavy users
(2hrs, 4 of last 7 days):

TEEN DEFAULTS (13-17)

Opt-out (2hrs, Reminder only)

[Why 2 hrs?](#)



Why 2hrs:

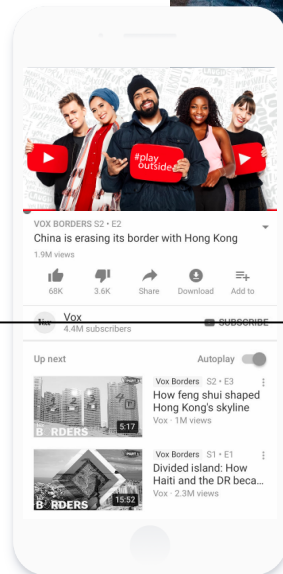
https://docs.google.com/presentation/d/1uQl1ELekHXpo96pnZL-KQ2tKWPOKW4KD6PZLIBKCOgl/edit#slide=id.g3fd42cdf5f_0_3843

STOPPING CUE

Real-World Creator Events & Campaign

Real world events bring creators and fans together off screen.

Plan events to coincide with the [National Day of Unplugging](#) or the [Opt-Outside campaign](#).





ON-TRACK

Nudges that respect users' original intention
Give users choice and control

ON-TRACK

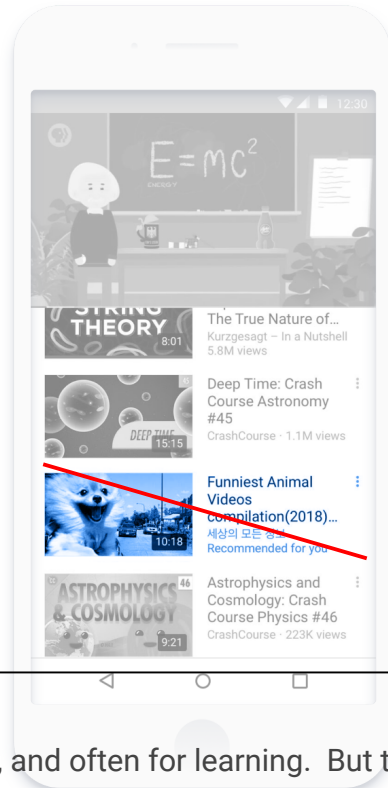
On-topic Recommendations (especially for Edu Content)

For Learners:

- Remove the “click-bait” from educational content

For everyone:

- Use wellbeing model to find content that may be enticing but negatively impact wellbeing and de-rank from recommendations. [pilot has been run]

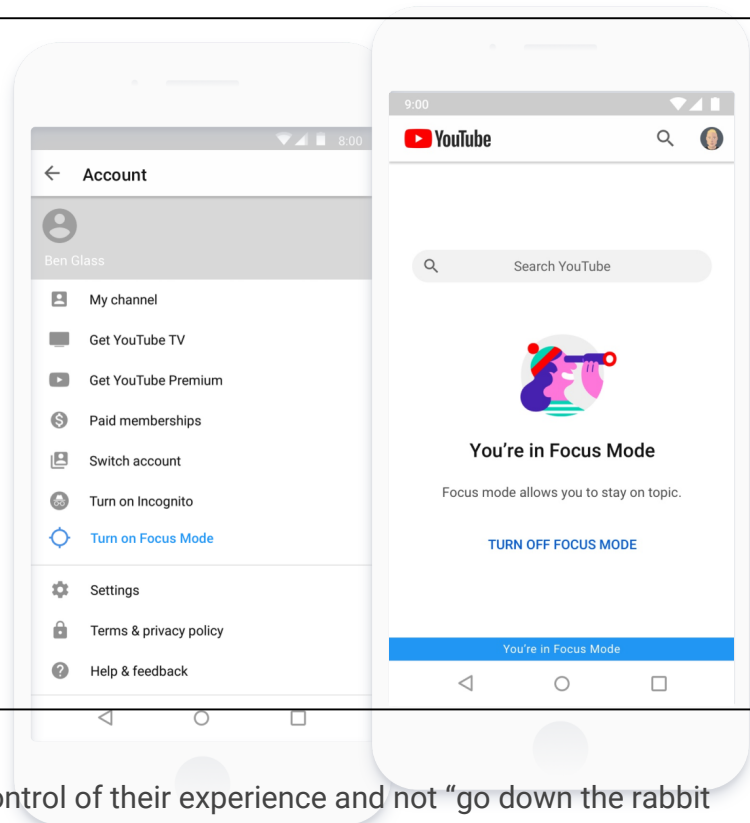


Users use YouTube to accomplish a lot, and often for learning. But they experience regret if they feel YouTube distracts them with suggested videos that are off topic – but enticing.

ON-TRACK

Focus Mode

Focus mode helps users set an intention for their session and stay on topic.



can help users feel in control of their experience and not “go down the rabbit hole” when they intend to accomplish a goal on Youtube.

The mode emphasizes setting an intention which is used to maintain a session of coherence.

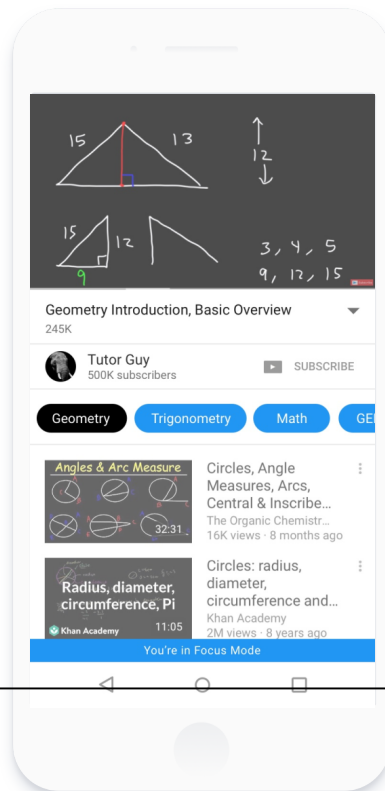
ON-TRACK

Focus Mode (cont'd)

- Topic chips offer directed exploration and help users stay in the lane.
- Recommendations are hidden by default—they can be opened with one tap.



FOCUSED  EXPLORE





DIGITAL PARENTING

Focus on teens, build for everyone
Give users choice and control
Educate & set defaults based on expert recommendations

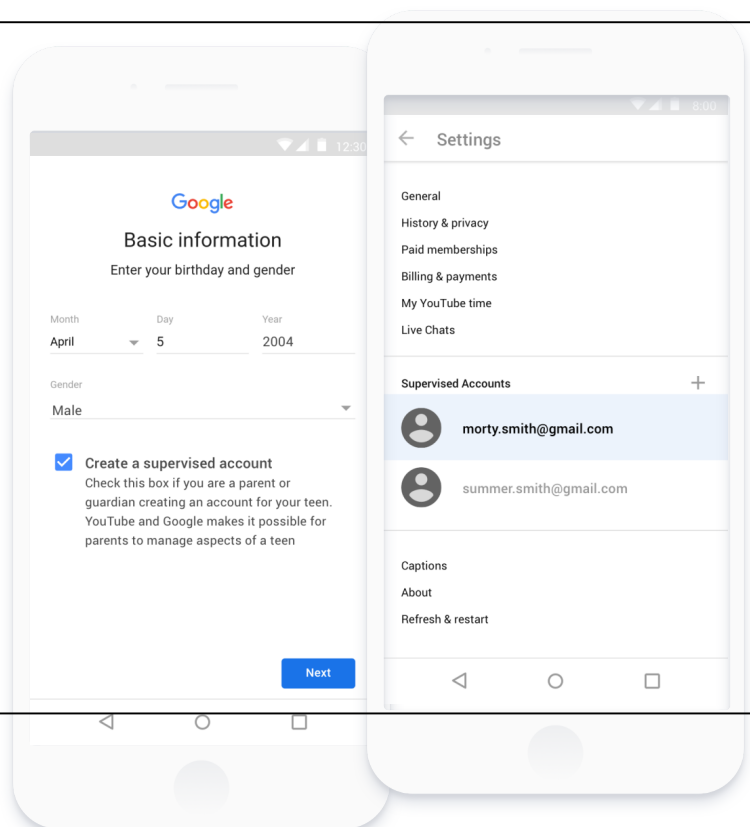
DIGITAL PARENTING

Supervised Teen Accounts

Parents are the legal guardian of kids until age 18 in the US.

Parents feel safer when they can set limits for their children -- on content, time spent, etc.

- Allow parents to create or link Teen accounts (Family Link for teens coming Sep 2018)
- Enable supervision and limit setting on YouTube time.

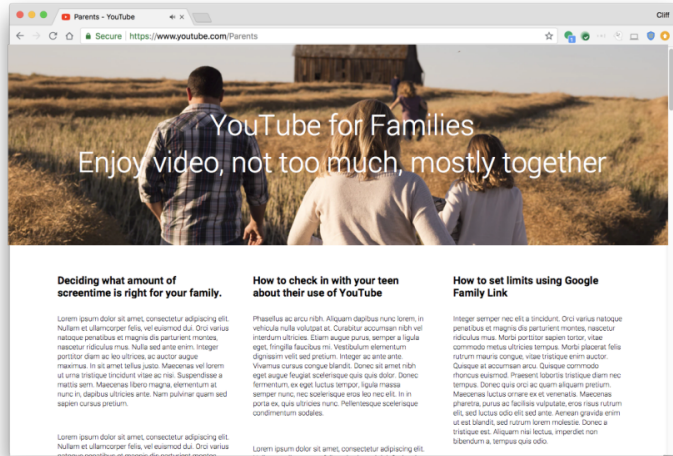


DIGITAL PARENTING

Parent/Teacher Education

Online resource containing:

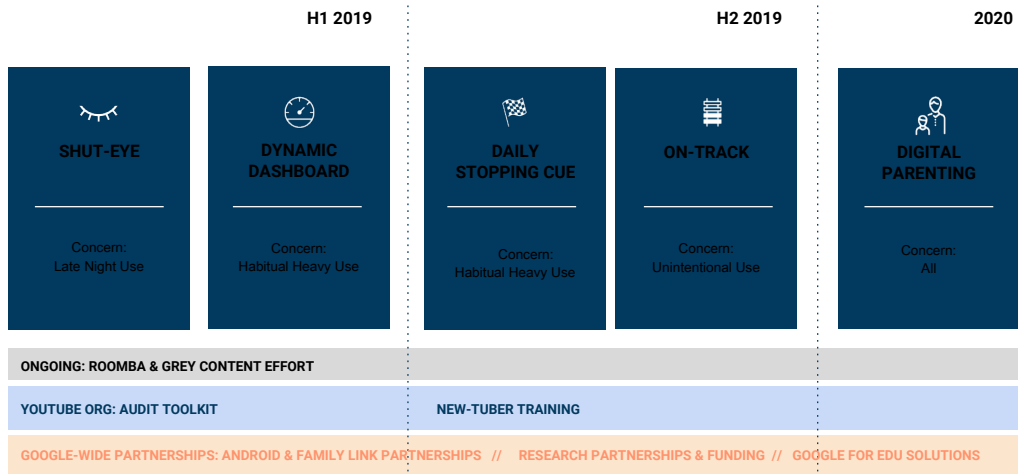
- Latest guidance from universities and clinicians about screen time.
- Recommended YouTube settings and features that parents, kids and teachers should be using for different age groups.



Roadmap

2019 Planning

Product & Program Roadmap 2019/2020



Team Incentives for Digital Wellbeing

DISCUSSION

Measuring success

For 2019, we want to achieve 3 goals:

- Increase **awareness** of wellbeing tools from 12% to 50% among core YouTube users
- Increase **usage** of wellbeing tools from 7MM to 50MM+ users
- Establish baseline for wellbeing tool **effectiveness** (based on user surveys) and begin driving measurable improvement

A tiger team can work toward these goals

but what about the entire company that is chasing watch time growth?

MEASURING

What is “responsible growth” in light of wellbeing

A

Responsible Watch Time 1.0

AND

Wellbeing awareness/usage/effectiveness

B

Responsible Watch Time 2.0

Healthy WT =
Total WT - Negative WB WT - Grey content WT

Watch Time and Wellbeing metric may be in opposition

Requires Wellbeing goaled team

Negative wellbeing WT filtered out.

Negative wellbeing WT could be predicted (based on user survey) or assumed (i.e. hours past 11pm and daily usage of 4+hrs subtracted).

Should we take an active stance with defaults like turning Night Theme automatically? Or all users get a 2hr reminder regardless of habit?

Should we adopt a simple approach such as excluding watch time > 4 hours/day (4.4% of watch time) from topline goals to disincentivize (avoid rewarding) teams from growing watch time that we don't think supports wellbeing? See next slide.

X-Google Work

X-GOOGLE

Wellbeing Efforts influenced by YT Visioning Effort

GOOGLE HARDWARE SEED STUDIO

FIRST PHONE CONCEPTING

Held a 1-day research share and brainstorm to envision a youth oriented phone experience that would appeal to kids as well as parents

[Pixel First Phone Brainstorm](#)

GOOGLE

DIGITAL WELLBEING SUMMIT - DEC 2018

Developing framework and content for a 2-day summit with GLeds and their designates to consider and make plans to address wellbeing in the suite of Google products prior to i/O 2019. In conjunction with Android UX.

[Summit Planning Deck](#)

GOOGLE

DIGITAL WELLBEING TOOLKIT

Developing content for a 2-day summit with GLeds and their designates to consider and make plans to address wellbeing in the suite of Google products prior to i/O 2019.

[In development toolkit](#)

GOOGLE

X-GOOGLE WELLBEING SHARE OUT

Android, YouTube, Unicorn, Enterprise, Brand Studio got together and shared their approaches, and thoughts for Google wide infrastructure needs to support digital wellbeing.

[Workshop Frameworks](#)

Appendix

Discussion

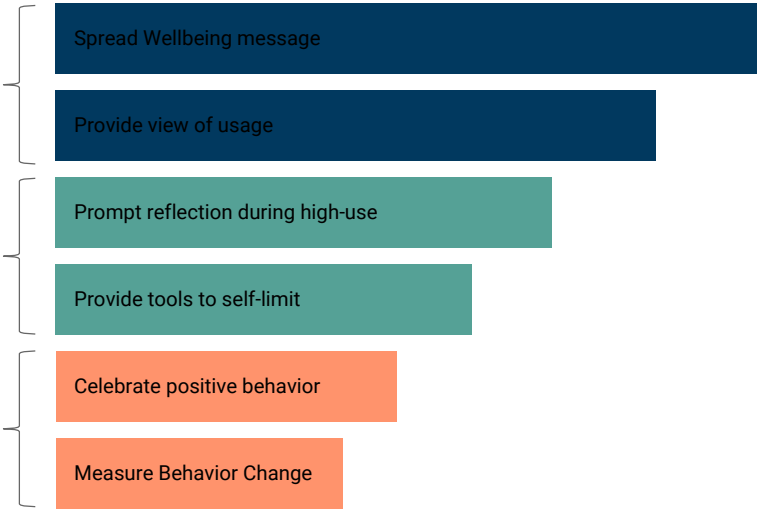
1. Open Questions about 2019/2-pager
2. Team incentives for digital wellbeing
3. X-Google Wellbeing

Measuring

TABLE STAKES
AWARENESS
Inform all users through programs, content. Provide ability to check use.

TARGET HEAVY USERS
PERCEPTION & OPT-IN
Help heavy habitual users perceive their use in the context of norms. Measure opt-ins.

ASSESS EFFECTIVENESS
BEHAVIOR CHANGE
Measure changes in use of target audience and opted-in users.



2019 OKRS

YOUTUBE USERS / TEENS

IDENTIFY & MEASURE

Measure the 'heavy users' in our population (survey: behaviors that predict)

KR: Launch Longitudinal survey measuring heavy habitual use
KR: Identify logs behaviors that predict heavy habitual use
KR: Launch Wellbeing Dashboard (teens, young adults)

REDUCE HABITUAL HEAVY USERS / LATE NIGHT USERS (CHANGE BEHAVIOR)

Reduce the % of 'extreme use' in the YouTube population

KR: Launch wellbeing high-use alerts for 'heavy users'
KR: Drive adoption of wellbeing features by 'heavy users'
KR: Change behavior of 'heavy users'

EDUCATE ALL USERS ABOUT DIGITAL WELLBEING TOOLS

Educate our all users on digital wellness behaviors and resources with latest research.

KR: Increase % of YT population know about Wellbeing
KR: Launch Tech Wellbeing Hub (for parents & teens)
KR: Publish Study with major university/clinicians

YOUTUBE ORG

EDUCATE EMPLOYEES & GROW WELLBEING PRODUCT CONSIDERATION

Grow YouTube employee awareness of wellbeing effects and ensure it is part of product dev

KR: % of employees report YT cares and is doing something about user wellbeing

Ensure all YouTube Products have a plan for Wellbeing

KR: Audit and identify heavy habitual use behaviors in all products (kids/TV/GO)

GOOGLE-WIDE PARTNERSHIPS

LEAD THE INDUSTRY

Google is seen as the industry leader supporting user wellbeing

KR: Ratio of +/- press about Google Wellbeing
KR: Brand Survey / Parent Trust

Slide 1

- 2 Aren't some of these already Q3 2018 OKRs?
Eric [REDACTED]; 8/30/2018 4:21:59 PM
- 1 +1
Rony [REDACTED] 8/30/2018 3:04:57 PM
- 7 Eric, can you suggest what might be 2019 OKRs around this O? We
see this as a long-term effort that would cross over to 2019. Thanks!
Lindsay [REDACTED] 8/30/2018 4:21:59 PM

DISCUSSION

What is “responsible growth” in light of wellbeing

Should we take an active stance with defaults like turning Night Theme automatically? Or all users get a 2hr reminder regardless of habit?

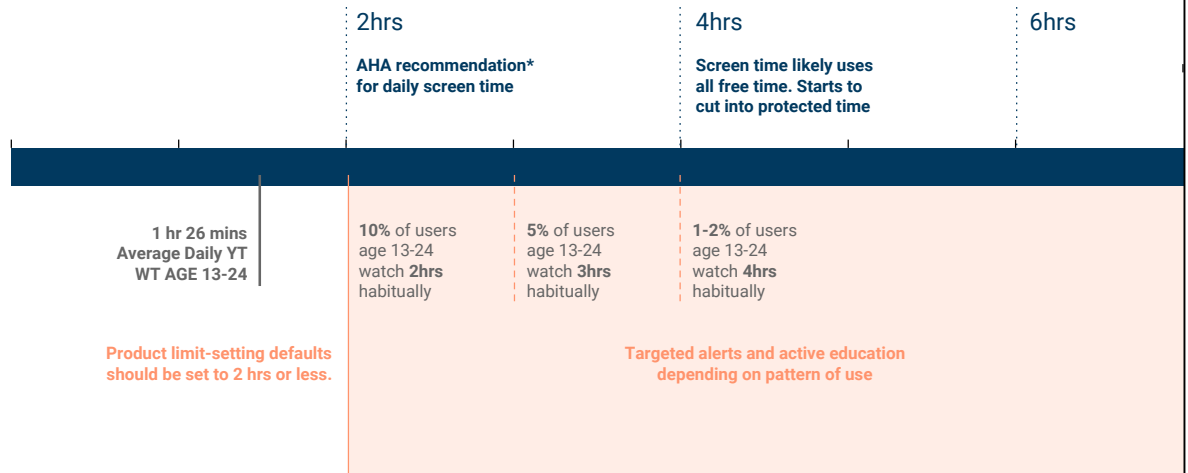
Should we adopt a simple approach such as excluding watch time > 4 hours/day (4.4% of watch time) from topline goals to disincentivize (avoid rewarding) teams from growing watch time that we don't think supports wellbeing? See next slide.

MEASURING

What is “responsible growth” in light of wellbeing

A	B	C
Well-being metric AND Watch Time	Enhanced Watch Time Healthy WT = Total WT - Negative WB WT	Healthy Ratio Total WT: Negative WB WT
Watch Time and Wellbeing metric may be in opposition	Negative wellbeing WT filtered out.	Negative wellbeing WT in relation to all WT.
Likely requires separate wellbeing team wellbeing metric goals.	Negative wellbeing WT could be predicted (based on user survey) or assumed (i.e. hours past 11pm and daily usage of 4+hrs subtracted).	Negative wellbeing WT could be predicted (based on user survey) or assumed (i.e. hours past 11pm and daily usage of 4+hrs).
Wellbeing may be a weak metric that is not sensitive to product changes like HATs		

To make product that addresses heavy habitual on the platform we must consider both expert recommendations as well as user perception (survey).



Alerts and active education will be targeted to the users with behaviors that predict heavy habitual perception. It likely will be in this range. [See "Heavy Use Metric" work.](#)

Why 2 hrs:

AHA scientific positioning based on 185 studies and sources.

https://docs.google.com/presentation/d/1uQl1ELekHXpo96pnZL-KQ2tKWPOKW4KD6PZLIBKCQgl/edit#slide=id.g3fd42cdf5f_0_3843

Other insights:

- _ Dose dependent, the more watch time, the more effects
- _ Preventative care is more effective intervention. For Youth, start early.

Estimated 69M Teens on YouTube

Estimated 390M Young Adults on YouTube

Habitually = 4 or more days a week on the week we surveyed

** Global. Computed based on sample of signed in users April 2018:

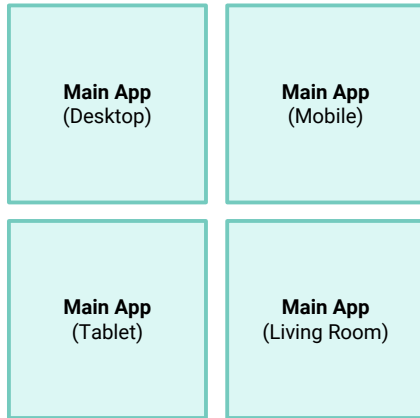
https://docs.google.com/document/d/1QTAiD2HCWLrff4gQYKJAotUu8609zNzSvR_biFMAAn-Q/edit?ts=5b64a3e7#

4 hr 45 min

Average 18+ TV usage, US

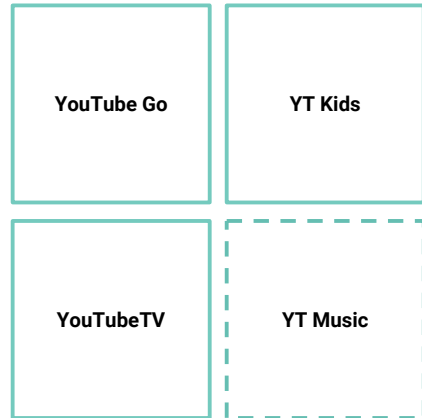
YouTube Time Applied in the App Ecosystem

MY YOUTUBE TIME



Used in Time Profile, Targeted Messaging, and opted-in to Daily Time Limit

APPS NEED THEIR OWN CONTROLS

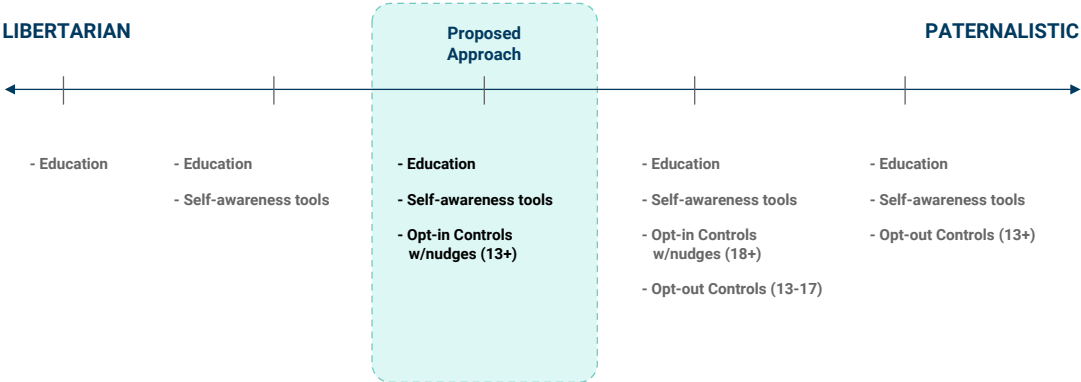


Same expert recommendations apply to video apps

Living Room logged in users:

- we will honor opt-in features.
- We will message heavy users and night users the same way we would on other platforms
- Use the phone (YT app) to configure wellbeing settings for user

Responsibility Spectrum:



International institutional efforts curb usage

FRANCE

[France Bans cell phones from school for children under 15.](#)

CHINA

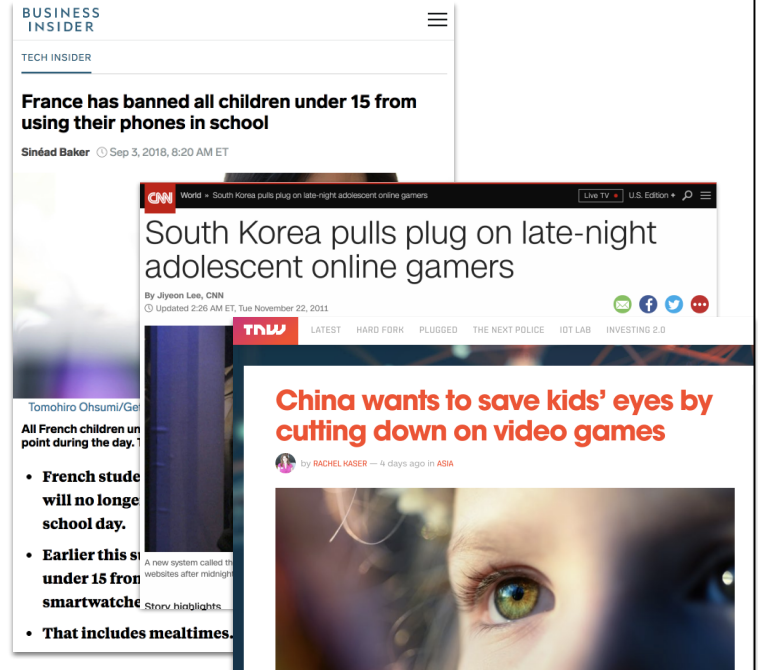
[China's rising cases of myopia in children leads them to restrict gaming](#)

SOUTH KOREA

[South Korean creates Cinderella law banning users under 16 from playing games between midnight and 6am.](#)

FINLAND

[City of Helsinki has education campaign for parents after study shows they have highest data use.](#)



<https://amp.businessinsider.com/france-bans-children-using-phones-at-school-2018-9>

Tiger Team

TEAM

1 PM
4-6 Eng
1 Researcher
1 Designer
1 Partner Manager (Expert and Creator Relations)
1 Marketing
1 Consultant for academic literature review

DEFINITION

Take features to launch
Thought-leadership
Autonomous product team

2019 GOAL

Drive up awareness of specific wellbeing effects (Sleep)
Drive up adoption of Sleep supportive features
Drive down users reporting "YT cut into my sleep time"

SOCIAL GOOD

SEARCH AND DISCOVERY

UXR

GO

CREATOR

KIDS

Graveyard