

From: Jeremy Doig [jeremydo@google.com]
Sent: 2/6/2018 12:17:42 AM
To: Cristos Goodrow [cristos@google.com]
Subject: Re: Tech Addiction

EXHIBIT
EX. 05056

and in related news, I learned how to use the internet today and found this, which speaks to some of what I was talking about:

https://en.wikipedia.org/wiki/Social_impact_of_YouTube#Education_and_proliferation_of_knowledge

On Mon, Feb 5, 2018 at 2:36 PM, Cristos Goodrow <cristos@google.com> wrote:

Oscar Wilde, my romantic hero: "We can forgive a man for doing a useful thing so long as he does not admire it. The only excuse for doing a useless thing is that one admires it intensely." (or something like that)

>Is watching youtube all day comparable to wanting to spend all day in the library reading books

Doesn't it depend entirely on the books (and the videos)?

I guess you could try to assign an "average nutrition per hour", and the library would probably score higher on average nutrition per hour. But then you would have to deal with the fact that almost nobody goes to libraries, so where does that leave us? Does it help the world to make super-high-nutritious-protein bars that nobody eats?

>Is it really that encouraging more diversity of content is what's this all about - that's a much simpler problem to address surely.

Diversity is exactly what brought on these issues in the first place. When I came to YouTube, the prevailing wisdom was that we had too much diversity and we should just focus on "the good stuff" (and prioritize that in search & discovery). Of course, this approach led to very little growth. As we unraveled that narrow focus on what some gatekeepers thought people should want to watch, we significantly increased diversity and viewership along with it (eg. we recommend over 200M different videos every day on Home).

Cristos.

On Mon, Feb 5, 2018 at 12:22 PM, Jeremy Doig <jeremydo@google.com> wrote:

good to know. My parents always said "Sarcasm is the lowest form of wit". But then I googled the quote and saw the full text and now I'm ruined again.

Back to reality - I also try to pattern match on other things to try and approach the problem, but I think the prior art doesn't help much. Is watching youtube all day comparable to wanting to spend all day in the library reading books? Not really, because a library generally has a higher nutritious index.

Is it really that encouraging more diversity of content is what's this all about - that's a much simpler problem to address surely.

On Mon, Feb 5, 2018 at 12:08 PM, Cristos Goodrow <cristos@google.com> wrote:

I'm almost never messing with anybody. I gave up insincerity, and especially teasing and sarcasm, around the time I started taking real math classes; I just decided that while it may feel good in the moment, insincerity doesn't really do anything good in the world and I don't want to be associated with that.

On the contrary, I'm trying to find a way that we can talk about what we do and what we believe - and for that, we probably need to build some consensus around something to believe.

Cristos.

On Mon, Feb 5, 2018 at 11:58 AM, Jeremy Doig <jeremydo@google.com> wrote:
sometimes I wonder if you're just messing with me...

On Mon, Feb 5, 2018 at 11:41 AM, Cristos Goodrow <cristos@google.com> wrote:
I think the Wired articles are good, and put the situation into context with previous technological advances like the telephone, television, even the printing press and the written word.

I think we can say that we do not want people to be addicted to YouTube any more than we want them to be addicted to good books, or learning new things, or enjoying music.

On Mon, Feb 5, 2018 at 10:56 AM, Jeremy Doig <jeremydo@google.com> wrote:
yes, it increases overall understanding (which is good, right ?)
Dissipation is the wrong word in retrospect - I should have said distribution.

On Mon, Feb 5, 2018 at 10:51 AM, Cristos Goodrow <cristos@google.com> wrote:
So doesn't that increase overall understanding? What does "dissipation of understanding" mean?

On Mon, Feb 5, 2018 at 10:44 AM, Jeremy Doig <jeremydo@google.com> wrote:
access to youtube exposes you to more things and accelerates the redistribution of those ideas to other people (both online and offline).

On Mon, Feb 5, 2018 at 10:35 AM, Cristos Goodrow <cristos@google.com> wrote:
>I suspect that there is a correlation between access to YouTube and the accelerated dissipation of understanding of a broad >range of topics.

What does this mean?

On Mon, Feb 5, 2018 at 10:06 AM, Jeremy Doig <jeremydo@google.com> wrote:
wrt research, I would like us to commission research that quantifies the value/impact of youtube.
When I look at similar research for Television
eg: https://en.wikipedia.org/wiki/Social_aspects_of_television - It all seems way too vague and disappointingly thin work.

I suspect that there is a correlation between access to YouTube and the accelerated dissipation of understanding of a broad range of topics. Surely this must be measurable ?

It is also interesting to note how much of this centers around limiting screen time which seems like blaming the device too much. This is why I'm a believer in things like [go/sparklight](http://go.sparklight) which bring information into the real world as opposed to locked into a little device. I think this is a much more sustainable and healthy approach. I don't think limiting access to the corpus makes things better.

On Mon, Feb 5, 2018 at 9:08 AM, Scott Silver <ssilver@google.com> wrote:
+jeremy, ariel

Scot

On Mon, Feb 5, 2018 at 8:27 AM, Juniper Downs <juniperdowns@google.com> wrote:
(please add others i may have forgotten)

I wanted to flag [yesterday's article](#) on tech addiction and the joint effort between Common Sense Media, the newly organized [Center for Humane Technology](#) (made up of former Google and FB employees) and the *Truth about Tech* campaign. It references plans for an, "anti-tech addiction lobbying effort and an ad campaign at 55,000 public schools in the United States."

Although it won't receive the same attention, [Wired's piece](#) suggests more research must be conducted before people ring the alarm bells.

[Here](#) is a one-pager [Alex Diaz](#) put together as a strategy to get on the front foot on this from a policy perspective. You'll see that it recommends leaning into the usefulness of our products, and the 2018 initiative on YT educational content will be critical to demonstrating those good facts, as will efforts around digital citizenship. Policy, marketing and comms are also working on details for research, outreach and narrative. And, most importantly, I know folks are working on product proposals.

There has been a lot of discussion over email in the wake of the NYT article so I wanted to resurface this issue and make sure we are working across YT/YTK to address it.

- J

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