YOUTUBE DEMONETIZATION

YOUTUBE DEMONETIZATION ALGORITHM

YouTube enforces many of its policies algorithmically:

- copyright
- advertiser guidelines
  - controversial issues
  - dangerous substances
  - harmful acts
  - inappropriate language
  - sexually suggestive content

YOUTUBE DEMONETIZATION ALGORITHM

YouTube enforces many of its policies algorithmically:

- copyright
- advertiser guidelines
  - controversial issues
  - dangerous substances
  - harmful acts
  - inappropriate language
  - sexually suggestive content

YOUTUBE DEMONETIZATION ALGORITHM

YouTube enforces many of its policies algorithmically:

- copyright
- advertiser guidelines
  - controversial issues
  - dangerous substances
  - harmful acts
  - inappropriate language
  - sexually suggestive content

YOUTUBE DEMONETIZATION ALGORITHM

YouTube enforces many of its policies algorithmically:

- copyright
- advertiser guidelines
    - controversial issues
    - dangerous substances
    - harmful acts
    - inappropriate language
    - sexually suggestive content

YouTubers can still upload, but the algorithm determines their eligibility to earn

Demonetized videos earn no money for the YouTuber

BUT THE DEMONETIZATION ALGORITHM MAKES MISTAKES

LGBTQ YOUTUBERS GETTING DEMONETIZED

figures/demonetization.jpg

Videos about gender identity are not necessarily about sex at all.

The algorithm learned to associate gendered terms with sex because the training data had that association.

In these videos, that association doesn't exist.

LGBTQ YOUTUBERS GETTING DEMONETIZED

figures/demonetization.jpg

figures/sketches/gender.pdf

figures/yt_fail/peppa.jpg

Videos of children's character Peppa Pig being tortured in the dentist's office were, by all appearances, monetized normally

In some cases they were included in YouTube Kids

Behavior
User-created videos

Algorithm
YouTube demonetization

figures/sketches/arrows.pdf

Judgment
Does this video look similar
to previous videos that were
demonetized?

Behavior
Street performances
("buskers")

Bureaucrat
Police tasked with
enforcing busking
ordinances in cities

figures/sketches/arrows.pdf

Judgment
Is this performance pushing
the envelope, or does it
cross a line?

Behavior

Millions of street performances

Algorithm

quasi-police force tasked with making street performance judgments at massive scale

figures/sketches/arrows.pdf

Judgment

Ideally   Recognize new situations and navigate them culturally and contextually appropriately

In reality   Trained on yesterday's data, before today's cultural

Behavior

Millions of street performances

Algorithm

quasi-police force tasked with making street performance judgments at massive scale

figures/sketches/arrows.pdf

Judgment

Ideally   Recognize new situations and navigate them culturally and contextually appropriately

In reality   Trained on yesterday's data, before today's cultural

It's unlikely we can avoid these problems algorithmically

- Having more training data would not have helped us avoid this problem
- Experimentation and provocation is often the point of performance and art
- Street–level algorithms can only adapt after they make the wrong call