

Product Strategy Case



My vision as the product management for YouTube for combating misinformation:

“Create a platform that promotes the dissemination of trustworthy information, while also minimizing the spread of false or misleading content”.

As YouTube's new product manager for combating misinformation, my team and I recognize the gravity of our task. In the age of the internet, misinformation has become rampant and can have serious real-world consequences. It's our responsibility to ensure that our users have access to accurate information that allows them to make informed decisions. Moreover, YouTube's commitment to "giving everyone a voice and showing them the world" is only possible when that voice is grounded in truth. Our vision is to make YouTube a platform where users can trust the information they encounter and where harmful misinformation is effectively addressed.

Strategy for combating misinformation:

Over the next 5 years, we will focus on three strategic pillars to combat misinformation on YouTube: proactive detection, user education and partnership with experts.

1. Proactive detection and content moderation:

We will continue to improve our content moderation tools to proactively identify and remove misinformation. We will develop and implement new technologies to detect and remove misinformation in real-time and we will also invest in human moderators to review flagged content more efficiently. Our goal is to decrease the amount of time that harmful misinformation is available on the platform.

Measuring success metrics: Success metrics for this pillar will include the number of false or misleading videos removed and the speed at which they are removed.

2. User education: We will work to empower users to identify and report misinformation on the platform. This includes partnering with educators to develop media literacy resources for users of all ages. Success metrics for this pillar will include the number of users who engage with our educational resources and the number of reports submitted by users.

Measuring success metrics:

- Increase in the number of users who report misinformation
- Increase in the number of users who engage with educational resources
- Reduction in the amount of misinformation reported over time

3. **Partnership with Experts:** We will partner with experts in the fields of journalism, media literacy, and fact-checking to help us identify and respond to misinformation more effectively. We will also collaborate with academic researchers to better understand the impact of misinformation on our platform and to develop new strategies for combating it. Our goal is to leverage the expertise of others to improve our own efforts and to be a responsible member of the broader information ecosystem.

Measuring success metrics:

- Number of expert partnerships established
- Increase in the accuracy and speed of misinformation identification and response
- Positive feedback from expert partners on our collaborative efforts

To combat misinformation on YouTube, we will focus on proactive detection, partnerships with experts, and user education over the next 5 years. By developing new technologies to detect and remove misinformation, partnering with reputable fact-checking organizations, and empowering users to identify and report misinformation, we aim to make YouTube a platform where users can trust the information they encounter. Ultimately, our goal is to make YouTube a safer, more trustworthy platform for our 2.5 billion users.

My elevator pitch for my vision & strategy to Susan Wojcicki, CEO of YouTube:

As YouTube's product manager for combating misinformation, my team and I aim to create a platform that promotes accurate information while minimizing the spread of false content. Our strategy focuses on proactive detection, user education, and partnerships with experts. We will measure success through an increase in accurate and timely response to misinformation, a decrease in reported misinformation, and user engagement with our educational resources.