"How advertiser-friendly is my video?": YouTuber's Socioeconomic Interactions with Algorithmic Content Moderation

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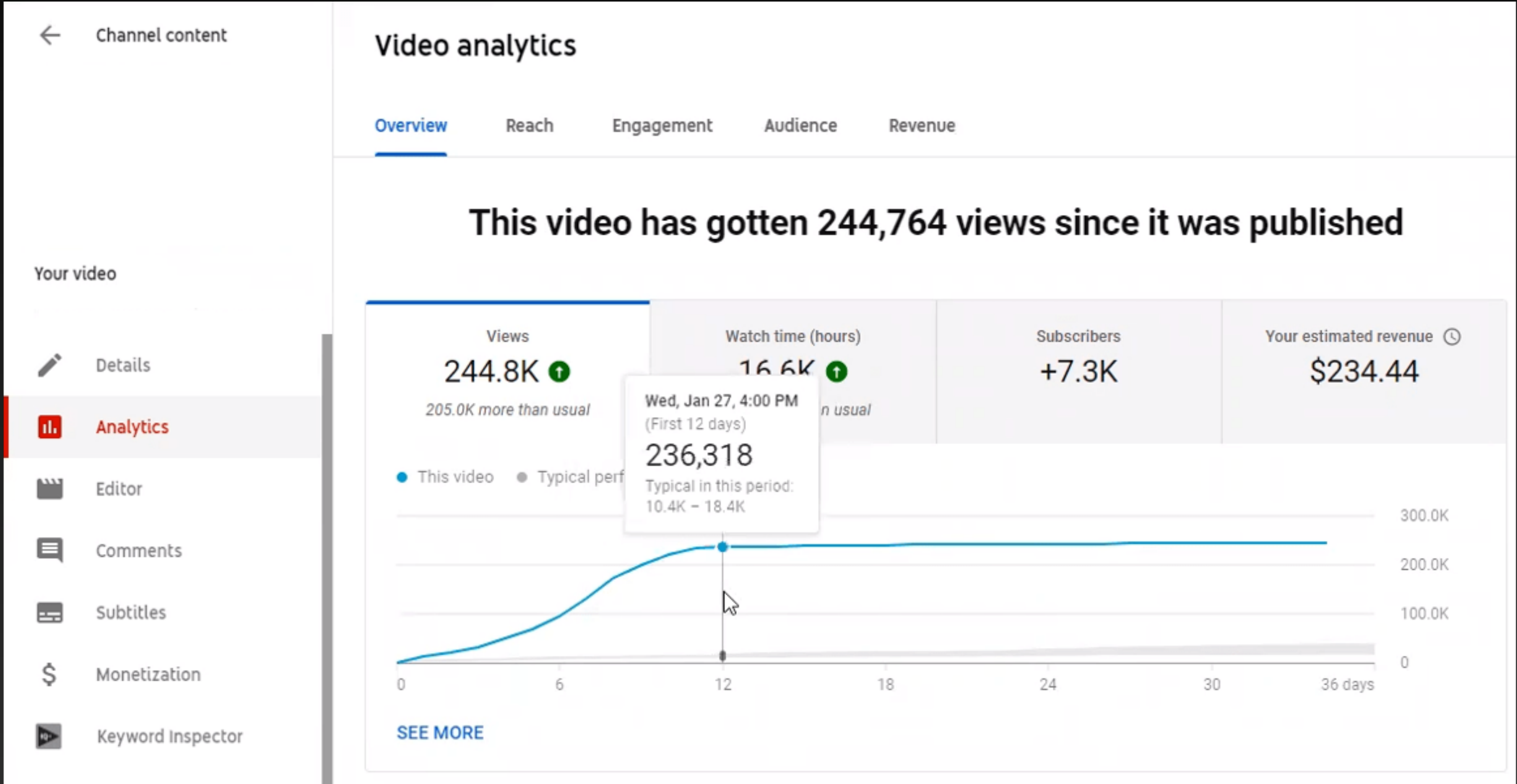# What is this study about?

Socioeconomic content creation

YouTubers   **Algorithmic labor** —— **YouTube platform**

Socioeconomic content moderation

Socioeconomic content creation

Socioeconomic content moderation- Demonetization
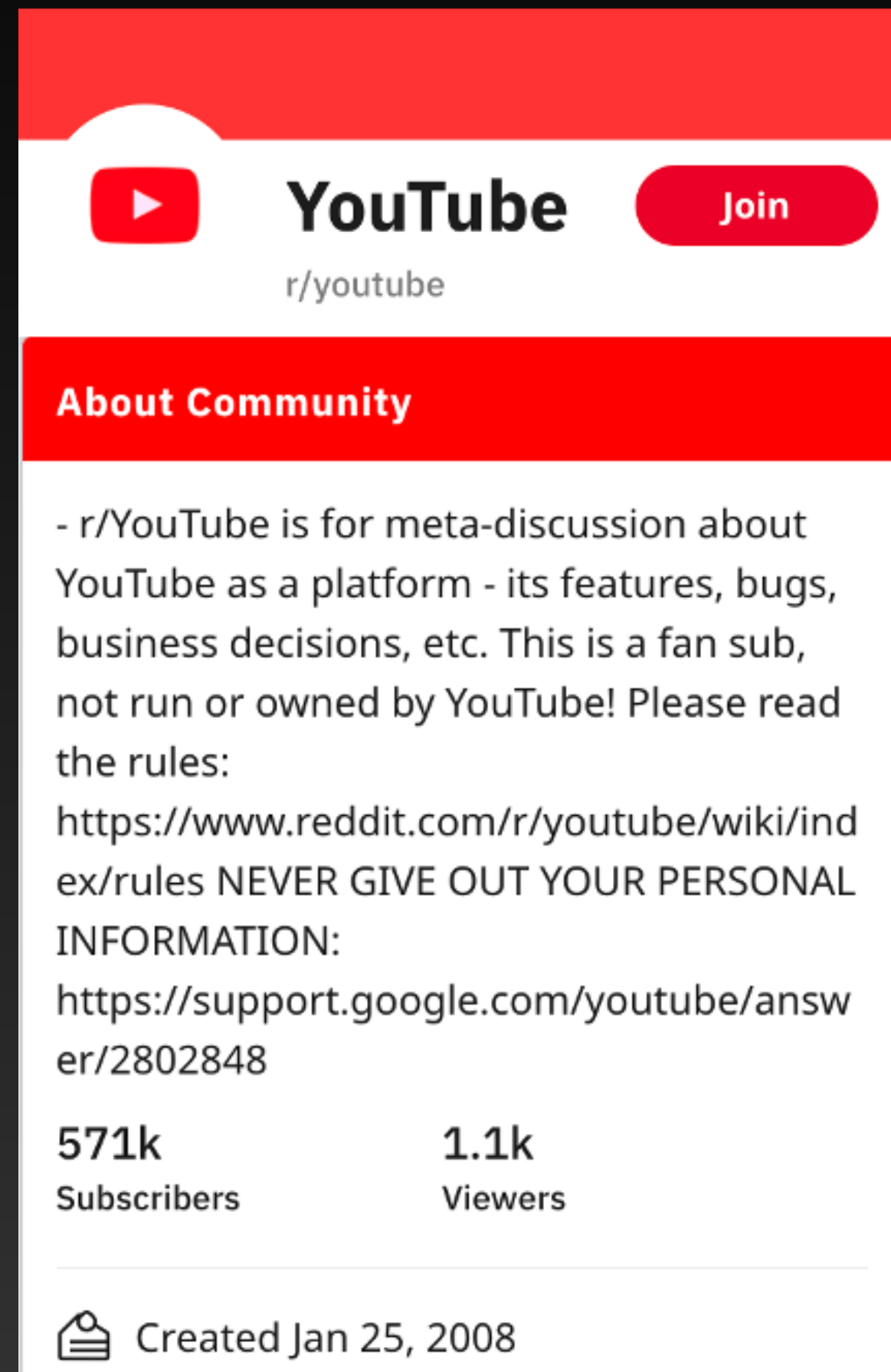
Research gap

- Beyond free expression: socioeconomic content moderation
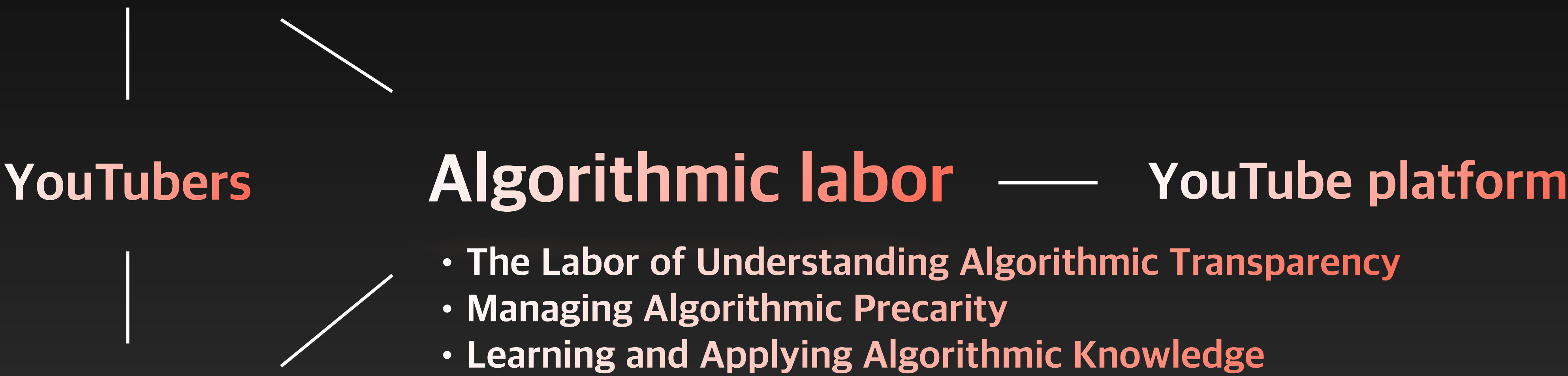- Experiencing YouTube moderation: experience of content moderation's automation part

How do YouTubers interact with the socioeconomic side of algorithmic moderation?

Thematic analysis

2,779 threads associated with 60,310 individual comments

The Labor of Understanding Algorithmic Transparency

> " I did have one of my flagged ('limited ads') videos suddenly go back to be monetized last week, but within an hour or two, it was back to being flagged again. So, I am not sure if that was a sign of the bot learning or if it was just a slight glitch with the site. "

> " My channel with 20,000 subs being suspended. I have since filed an appeal but received an automated email response stating that they have decided to uphold the ban after only reviewing for 3 minutes. "

Encountering Algorithmic Precarity

> " I have had my last 3-4 weeks' worth of uploads flagged and monetization restored on all of them after review. Unfortunately, that takes a few days, and I missed out on monetization for those days. "

> " I started this channel five years ago when my parents lost their jobs, so I could afford to go to college. It is hard to watch five years of hard work go down the drain and seek ways to pay for college. (…) I am upset that I am losing income every day that my channel is gone. "

Managing Algorithmic Precarity

> Try to seek monetization directly from your audience (e.g., Patreon, Ko-fi, etc.) Honestly, I can't recommend any creator pin all their revenue on AdSense, even if they are not at risk of being removed from the YPP.

> In any case, I am going to try Bitchute for now. It has support for people who are streamers. For me, what is happening with YouTube right now is the final straw, and I'm tired of that platform and want to go somewhere else.

Learning and Applying Algorithmic Knowledge

> YouTuber A: The bot scanned my pre-stream has concluded that it is not suitable for ads. I have no strikes on my account, and I have had no unsuccessful reviews. What is it basing these scans on?
>
> YouTuber B: Your tags, title, description, and thumbnail are all available pre-stream. Maybe that's what the bot guessed from.

> Succeeded to repair moderation:
>
> I've tweaked my video title and thumbnail over the course of a week, and I've had my status automatically changed back to monetization.
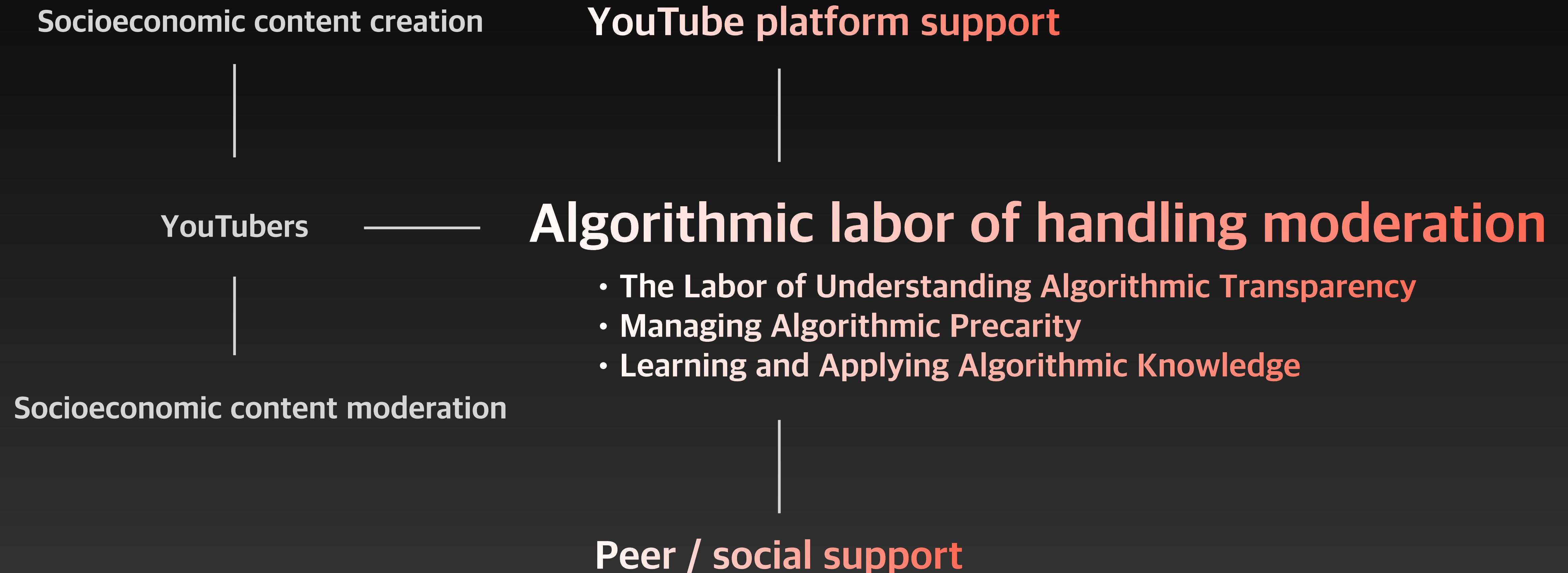
> Failed to avoid moderation:
>
> he problem is that advertisers didn't like that those [hateful] comments were there. The problem is not that YouTube doesn't deal with them; it's that YouTube cannot police every comment posted.

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Socioeconomic content creation   **YouTube platform**

YouTubers ———— **Algorithmic labor of handling moderation**

- **The Labor of Understanding Algorithmic Transparency**
- **Managing Algorithmic Precarity**
- **Learning and Applying Algorithmic Knowledge**

Socioeconomic content moderation

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YouTube platform support

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Socioeconomic content moderation

Peer / social support

Design considerations

- Transparency of algorithmic decision-making process
- Attention and potentially Reimbursement given false-positive moderation decisions

Acknowledgements

Thank you!

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