

Project Narrative Awareness: Youtube

Copy For Warning Video

Contents:

- Third Pass
- Second Pass
- Original Proposed Text

Third Pass: (focusing on timing on this one, as a :30 second spot)

YouTube is not your friend.

We have warning labels for cigarettes, alcohol, and other potentially harmful activities and substances. We also have warnings for medicine and side effects.

Yet there are no warnings for the effects of algorithms that keep us hooked, over engaged and over saturated with impulsive media.

YouTube's algorithm is designed to keep you hooked. All for the sake of another ad-view.

Maybe the next video will amuse, entertain, interest, agitate, outrage, or inform you, sure.

But it is also likely to mislead you, misinform you, and manipulate you too.

Youtube is one of the great wonders of the internet, yet is having unintended consequences.

While YouTube can be great fun, we here at Humane Technology Community would like to remind our fellow YouTube users to be more mindful and alert, because the algorithm is not your friend.

We paid YouTube to bring this message to you. We shouldn't have to.

We'd like YouTube to voluntarily run video warnings in the discovery queue, and automatically present them to users consuming an unhealthy number of videos.

Normally, there's supposed to be a call to action at the end of an Ad, and so we say: take a walk, or have a talk, or have a hang...with your *real* friends, or maybe go make some new friends.

Either way, there are no friends here, only an algorithm that wants all of your attention and time

[Click here](#) for a summary of the harms of addictive digital technologies.

Second Pass:

YouTube is not your friend.

We have warning labels for cigarettes, alcohol, and other potentially harmful activities and substances. We also have warnings for medicine and side effects.

Yet there are no warnings for YouTube.

YouTube's algorithm is designed to keep you hooked. Maybe the next video will amuse, entertain, interest, agitate, outrage, or inform you. All for the sake of another ad-view.

[Click here](#) for a summary of the harms of addictive digital technologies.

Because you aren't able to control how relevant your recommendations are, it can be hard to quit when you want to.

While YouTube can be great fun, we here at Humane Technology Community would like to remind our fellow YouTube users to take it easy.

We paid YouTube to bring this message to you. We shouldn't have to.

We'd like YouTube to voluntarily run video warnings in the discovery queue, and automatically present them to users consuming an unhealthy number of videos.

Normally, there's supposed to be a call to action at the end of an Ad, and so we say: take a walk, wiggle your toes, stretch, or roll your shoulders.

ORIGINAL TEXT:

YouTube is not your friend.

YouTube's algorithm initiates addictive cycling of increasingly targeted videos that are designed to keep you hooked, agitated, or misinformed, all of the sake of another ad click.

Don't fall for it.

Community for Humane Technology paid YouTube to warn you about the dangers of YouTube's algorithm.

We shouldn't have to.

We propose YouTube voluntarily run video warnings in the discovery queue, and automatically present to users consuming more than (x) number of videos.

We propose regulations requiring all platforms to warn their users of the addictive nature of their algorithms.

We have warning labels for cigarettes, alcohol, or any potentially harmful activity or substance. Now we have one for YouTube.

YouTube is not your friend